

RADIO *& Television* RETAILING

Including
**ELECTRICAL
APPLIANCES**

Section
See pp. 51-68

CALDWELL-CLEMENTS, INC. ★ FEBRUARY 1946



In This Issue:—

Latest News of Radio,
FM, Television,
Home Appliances,
Records, Maintenance.
New Angles in Sound.

DEALERS IN ACTION AGAIN! Make YOUR Store First Stop for Buyers

The Right Replacement Control for Every Job

With Mallory plug-in shafts, you're sure of having "exact duplicate" controls for every service requirement... and your entire equipment can be carried in a small-sized kit!

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

For household receivers, a kit of eight shafts will answer most of your needs

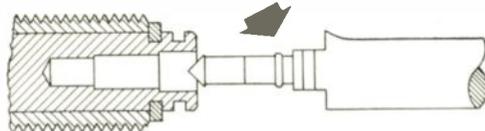
(SS 1, 2, 5, 16, 18, 22, 25, 26). Automobile radios require, at most, twenty-two shafts (SS 1, 2, 3, 4, 6, 10, 11, 12, 14, 15, 17, 19, 20, 21, 23, 24, 27, 28, 29, 30, 31, 32). And remember—all these plug-ins fit Mallory UM, TM and DTM controls, each available in a complete range of resistances and tapers.

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



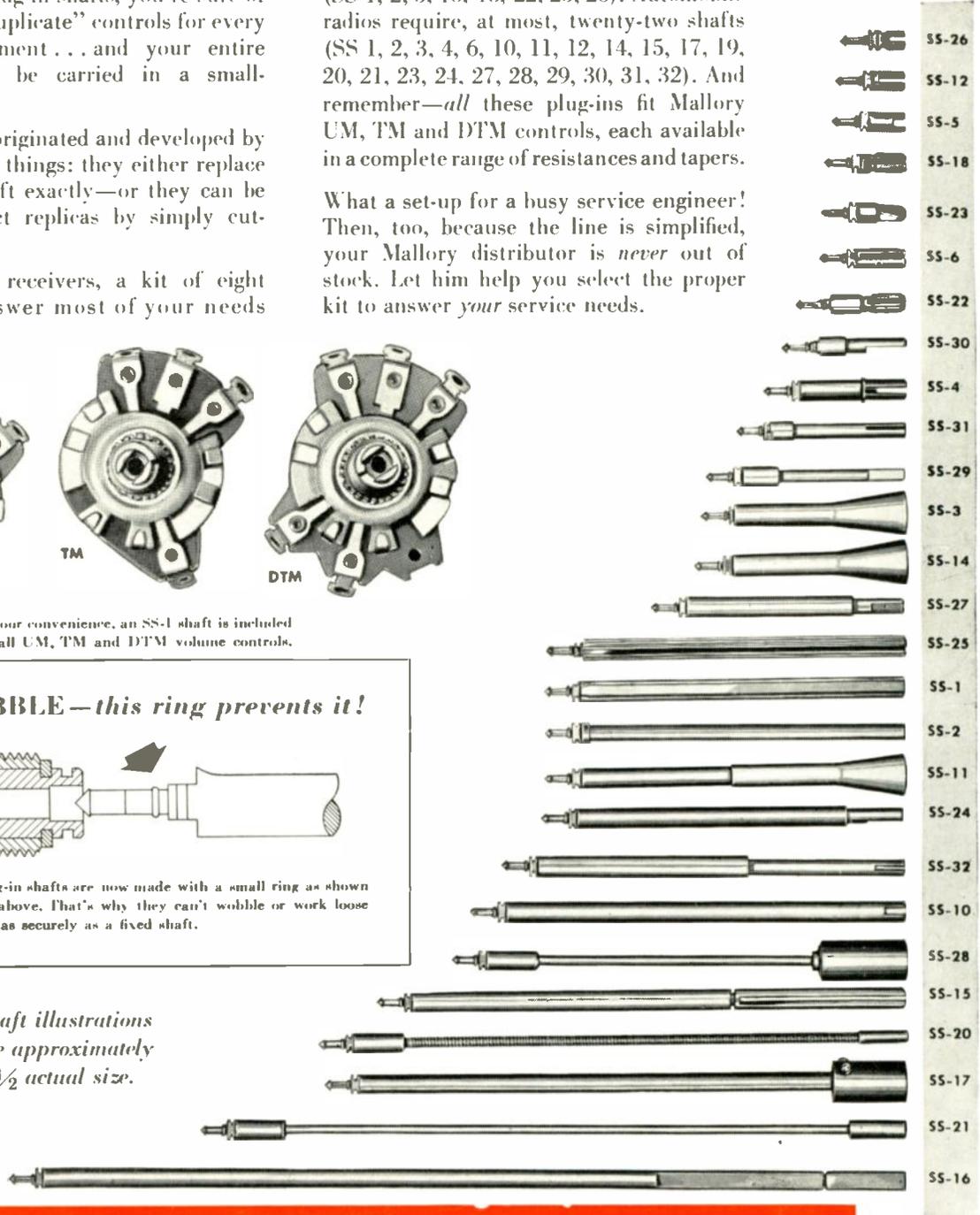
For your convenience, an SS-1 shaft is included with all UM, TM and DTM volume controls.

NO WOBBLE—this ring prevents it!



All Mallory plug-in shafts are now made with a small ring as shown in the drawing above. That's why they can't wobble or work loose — why they fit as securely as a fixed shaft.

Shaft illustrations are approximately 1/2 actual size.



P. R. MALLORY & CO. Inc.
MALLORY

VIBRATORS... VIBRAPACKS*... CAPACITORS... VOLUME CONTROLS
... SWITCHES... RESISTORS... FILTERS... RECTIFIERS...
POWER SUPPLIES. ALSO MALLORY TROPICAL* DRY BATTERIES,
ORIGINALLY DEVELOPED BY MALLORY FOR THE U. S. ARMY.
*Reg. U. S. Pat. Off.

APPROVED PRECISION PRODUCTS

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

Established in 1922 as ELECTRICAL RETAILING

RADIO & Television RETAILING*

Including Radio and Television Today

Including
**ELECTRICAL
APPLIANCES**
Section

IN THIS ISSUE

FEBRUARY, 1946

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★ Radio, Television and Records

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CALDWELL-CLEMENTS, INC.—TEL: PLAZA 3-1340—480 LEXINGTON AVE., NEW YORK

...100% Guaranteed



Marion Glass-to-Metal Truly Hermetically Sealed Electrical Indicating Instruments are 100% guaranteed for six months. After this period we will replace any 2½" or 3½" type, ranging from 200 microamperes upward, for a flat fee of \$1.50, regardless of whether the instrument has been overloaded, burned out, or in any way mistreated, provided the seal has not been broken. We will replace, for a flat fee of \$2.50, any 2½" or 3½" instrument, with sensitivity greater than 200 microamperes, under similar circumstances.

An important blanket guarantee...

For the user of electrical indicating instruments, this guarantee is highly significant. It precludes the need for him to maintain his own repair department, and it minimizes the correspondence and red tape that formerly enmeshed most replacement transactions. Moreover, he is assured of receiving his replacement within a reasonably short period at a saving of considerable time and money. It is our faith in the quality and performance of Marion "hermetics" that prompts us to make this guarantee which is offered to customers in all parts of the world. You can buy and use them with confidence.

***Marion Glass-to-Metal Truly Hermetically Sealed
2½" and 3½" Electrical Indicating Instruments***

Ready soon — the new Marion Catalog, containing information of value to all users of electrical indicating instruments. Reserve your copy now.

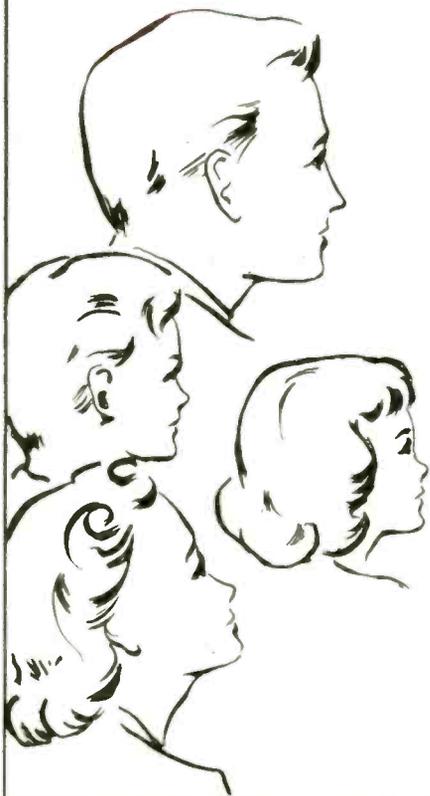


MARION ELECTRICAL INSTRUMENT CO.
MANCHESTER, NEW HAMPSHIRE

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: MORHANEK

**SALES
PROMOTION
BUILDS
FADA
sales!**



Yes . . . THERE'S MORE TO IT THAN MEETS THE EYE!
YOUR FADA DEALER FRANCHISE HAS AN INTRINSIC
VALUE THAT GROWS AND GROWS AS TIME GOES BY.

For the name FADA has been synonymous with the very best in radio since broadcasting began. And the cumulative good will; the pent-up public acceptance for FADA radios is carefully nurtured and cultivated by an ingenious, fertile sales promotion plan.

Here are some of the point-of-sale dealer helps already available:

- Colorful decalcomanias for windows and show-rooms . . .
- Window streamers that bring prospective customers into your showrooms . . .
- Illuminated FADA NEON clocks and NEON signs that attract immediate attention . . .
- Sturdy, beautiful display stands to hold FADA Table model radios.

And there's more and more material ready—*mats for newspaper advertisements . . . complete portfolios of glossy photographs and electros for use in your promotion.*

All this is backed by a terrific consumer campaign in newspapers, magazines, billboards and radio. This constructive plan of promotion is designed to assure FADA dealers a steady, profitable volume of FADA sales!



YOU CAN ALWAYS DEPEND ON

**FADA
Radio**

Famous Since Broadcasting Began!

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



THE demand for
MERIT TRANSFORMERS is
 greater than anticipated —
MERIT wishes they could
 take care of this demand but
 face the reality that it will
 be several months before
 new orders can be filled.

MERIT COIL & TRANSFORMER CORP.
 TELEPHONE
 4427 North Clark St. Long Beach 6311 CHICAGO 40, ILL.

A Statement from the Publisher on Magazine Function

What is the function of a magazine like RADIO & Television RETAILING? Exactly what is the field it is serving, and how well does it meet the editorial needs of its readers? One way that publishers use to check the "efficiency-ratings" of their magazines is to survey their readers to ask them what they want, and be guided accordingly.

Recently we asked 10,000 paid subscribers to RADIO & Television RETAILING—almost half of our total paid circulation of 27,000—three questions. Recent issues, and the issues ahead, reflect the response we received.

1. "Do you want RADIO & Television RETAILING to give you merchandising and servicing material—one, or the other, or both."
 86% of those answering said they "wanted both".
2. "Do you intend to sell electrical appliances?"
 93% answered yes.
3. "Will you do your own servicing or have it done outside?"
 89% said they do their own servicing.

As a result, this magazine offers its independent dealer-subscribers—of whom it has more than any other radio-electrical trade magazine—a completely-rounded editorial service. It covers their merchandising and servicing needs for radio, electrical appliances, records, and other products they sell. And it meets the complete needs of retailers in this field, as a retailing publication should do, and accurately reflects the dealer trend that servicing is a function of merchandising.

That's one of the reasons RADIO & Television RETAILING has most effectively continued to serve the radio-electrical trade for twenty years past—and for many years more to come, we hope.

H. Reynolds
 Publisher

WITH CIVILIAN SETS AGAIN IN PRODUCTION

GAROD RADIO

ADVERTISING IS APPEARING IN . . .



**Millions of messages . . . in this powerful campaign
to capture customers for YOU and YOU and YOU!**

Interior Displays! Window Displays! Counter Cards! Window Cards! Booklets!
Envelope Stuffers! Wall Charts! Banners! Streamers! Decals! Electric Signs!
Local Advertising! See your distributor for further details.

**GAROD is Pacemaker for the
"EXTRA MEASURE" of BEAUTY • PERFORMANCE • VALUE**

GAROD  **RADIO**

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

Radio AS YOU NEVER HEARD

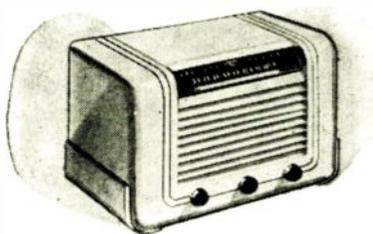
IT BEFORE—WITH

Strobo-Sonic TONE



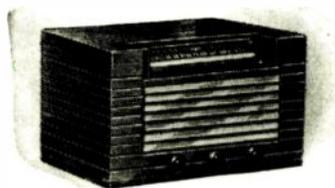
IT'S PICTURE-CLEAR!

Here is tone so faithful you can understand each word, distinguish every instrument, hear music in its true dimensions . . . Strobo-Sonic Tone that's picture-clear!



PLASTIC TABLE MODEL

Never before has a set this size offered so much! AC-DC, 6 tubes*, straight-line dial. The peak of small-set efficiency! In beautiful modern plastic, ivory or mahogany.



2-BAND TABLE SET

With a difference you can hear! AC-DC, international and police bands, transverse dial, stepped-up power, 6 tubes*. Handsome walnut cabinet of smart modern design, with chromium grille.



NEW 3-PLAY PORTABLE

Has safe, dry batteries that last 7 to 10 times normal! Plays on batteries, AC or DC. Recharges overnight with either AC or DC—with automatic stop. Three attractive color choices.



CONSOLE COMBINATION

All the new Stewart-Warner features including the finger-tip record changer. Beautiful walnut or mahogany.

*Including rectifiers.

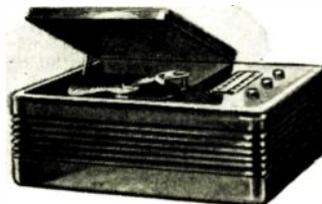


TABLE RADIO-PHONOGRAPH

Tone you'd expect only in the big console! Finger-tip record changer plays up to 12 records. All the undistorted volume you need for dancing. Police band. Sensitive, powerful reception. The right combination for today!

YOU CAN DEPEND ON

Stewart-Warner Radios

RADIO-PHONOGRAPHS
CHICAGO 14, ILLINOIS



KEN-RAD

RADIO TUBES



The colorful window displays, signs, mailing aids, and other helps supplied by Ken-Rad, and described in this special folder, get every Ken-Rad dealer off to a rousing start.

You'll make more money as a Ken-Rad tube dealer —because **KEN-RAD SHOWS YOU HOW!**

From the moment you decide to handle Ken-Rad radio tubes, help is freely extended so that your business may prosper. Lessons learned "the hard way" by other tube dealers guide you along the path to profits! Ample Ken-Rad display material identifies your store as Radio Tube Head-

quarters. Tested shop forms and technical tube data aid you to organize efficiently. In these and other ways Ken-Rad, keenly interested in your success, backs you up with active help, with seasoned counsel, and—most important of all—with a tube product which is outstandingly *better than ever.*

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

170-E1-8850

KEN-RAD
DIVISION OF GENERAL ELECTRIC COMPANY
OWENSBORO, KENTUCKY

Automatic Radio Ready

Classic modern phono-radio combination with automatic record changer that automatically changes ten 12" records or twelve 10" records — also equipped with automatic reject switch. Light weight crystal pickup, long life needle, powerful six-tube superheterodyne with eight-tube performance. A.C. operation only. Richly grained hand-rubbed walnut cabinet.

Model
650

OPA APPROVED PRICE
Zone 1 — \$94.50
Zone 2 — \$99.25



Model
C-60

Powerful portable operates on batteries and A.C.-D.C. current — five-tube superheterodyne with seven-tube performance. Large built-in Automatscope loop and equipped with Automatic patented battery rejuvenator — increases life of batteries 2 to 3 times normal. Case is finished in two-tone simulated leather.

OPA APPROVED PRICE
Zone 1 — \$37.95
Zone 2 — \$39.85

REJUVENATION

Pat. No. 2227196

Model
630

Deluxe two-band six-tube set with eight-tube performance by the use of two dual-purpose tubes. Equipped with powerful P.M. Speaker — large built-in Automatscope loop and illuminated easy-vision dial. A new high in sensitivity, selectivity and tone control. Beautifully hand-rubbed grained walnut cabinet. Standard Broadcast and entire Int. Short Wave Band.

OPA APPROVED PRICE
Zone 1 — \$39.95
Zone 2 — \$41.95

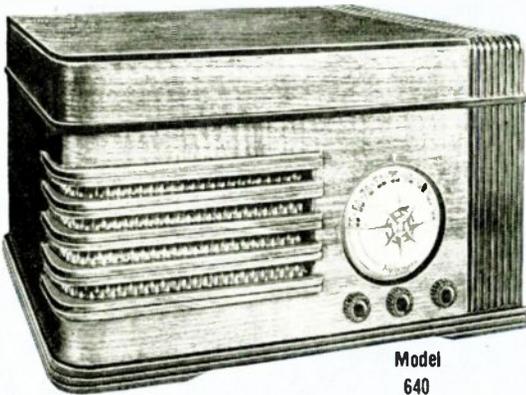


to **MOVE!**

... COMPLETELY NEW — INSIDE AND OUT!

Yes, here they are—the completely new Automatic Radios—new circuit designs—new cabinets—new styling—new performance never before achieved. Ready to move because they are designed to meet the demand.

A word to dealers—if you want your share of the radio sales in your community, let us know at once. We will immediately put you in touch with the nearest Automatic Radio jobber. Don't delay—get set to sell now.



Model
640

A five-tube phono-radio combination record player — has two dual-purpose tubes — built-in Automatscope loop and automatic volume control. Plays records up to 12" with lid closed. Cabinet is beautiful walnut finish with smart distinctive lines.

OPA APPROVED PRICE
Zone 1 — \$54.95
Zone 2 — \$57.70



Model
601

Five-tube superheterodyne in beautiful walnut Bakelite cabinet — seven-tube performance packed into a small package. Full-vision illuminated dial — built-in Automatscope loop. Operates on A.C.-D.C. current. Standard broadcast.

OPA APPROVED PRICE
Zone 1 — \$19.95
Zone 2 — \$20.95

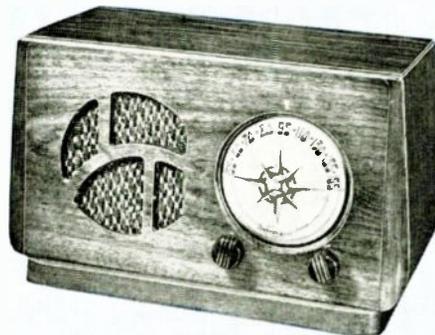
Model 602 same design except in Ivory Bakelite.
Zone 1 — \$21.95
Zone 2 — \$23.05



Model
612X

Eye-appealing modern design — six-tube superheterodyne with eight-tube performance. Features R. F. stage for increased sensitivity, P.M. dynamic speaker with new improved magnet. Built-in Automatscope loop. Automatic volume control, A.C.-D.C. operation, beam power output. Beautiful hand-rubbed walnut cabinet.

OPA APPROVED PRICE
Zone 1 — \$34.95
Zone 2 — \$36.70



Model
611

Beautiful hand-rubbed walnut cabinet — five-tube superheterodyne — P.M. dynamic speaker with new improved type of magnet. Built-in Automatscope loop — beam power output — A.C.-D.C. operation.

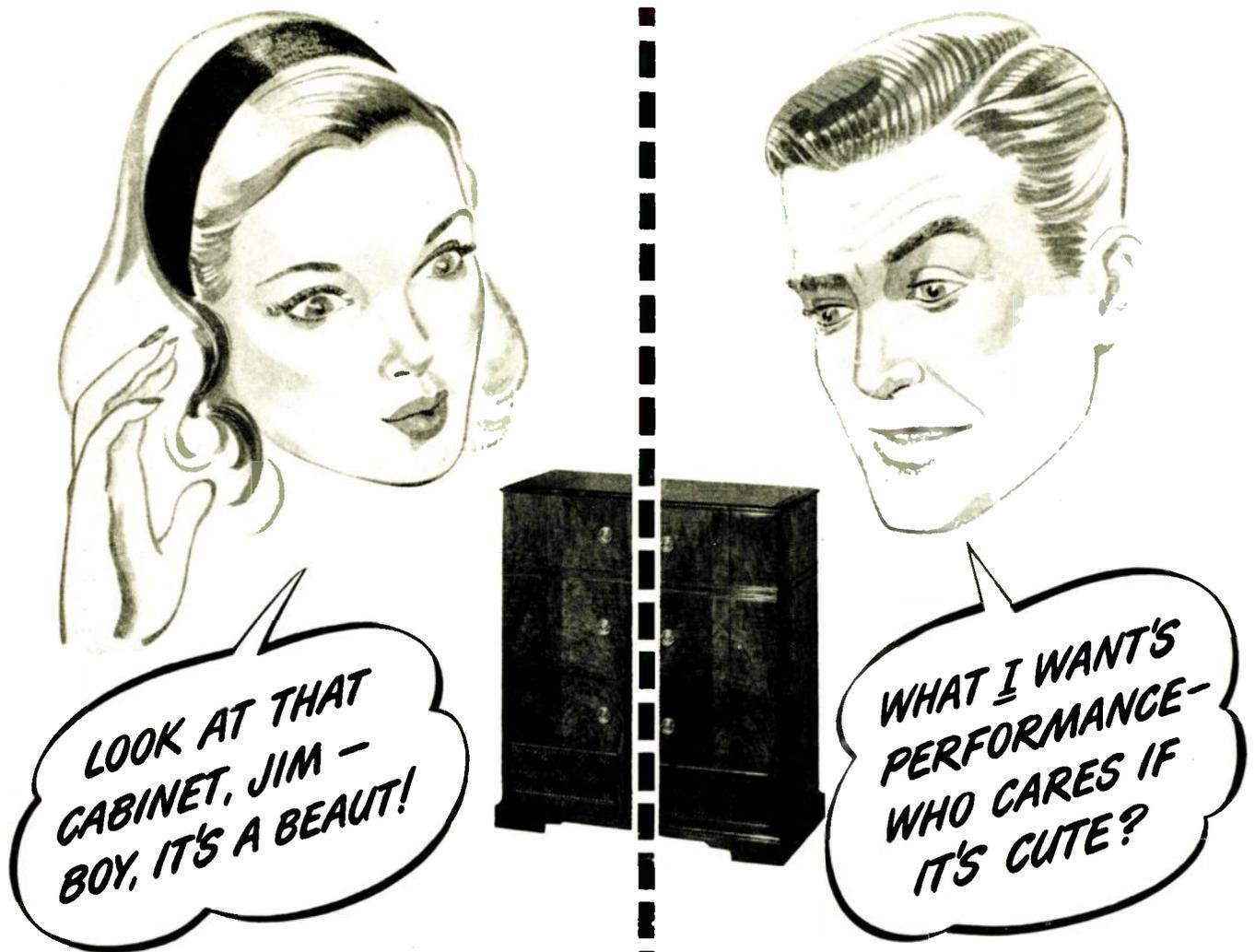
OPA APPROVED PRICE
Zone 1 — \$24.95
Zone 2 — \$26.20



Automatic

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





It's a Split Decision!

Admiral The radio set leads a double life.
Serving two masters, husband and wife.

She may like a set just because it's attractive,
While *his* meat's performance; he's radioactive!

The problem is solved if you simply attack it
By appealing to *both* (man and woman, in bracket).

Yes, reaching them both is your obvious move.
Do as *Admiral* does and you're right in the groove.

The American Magazine double-exposes
Their ads to both sexes, it's under both noses.

Double exposure, a singular force,
A shot in the arm for your



(sales curve, of course).



THE CROWELL-COLLIER PUBLISHING COMPANY, 250 PARK AVENUE, NEW YORK 17, N. Y.
PUBLISHERS OF THE AMERICAN MAGAZINE, COLLIER'S, AND WOMAN'S HOME COMPANION

Outstanding Performance

The Number 1 Feature in Every Radio



● **MODEL 326** — Radio-Phonograph. 7 tubes, including rectifier; automatic record changer; standard and short-wave bands; 12" speaker; tone control; amazing new G-E Electronic Reproducer. Underwriters' approved.



● **MODEL 321** — 6 tubes, AC-DC; standard broadcast band, tone control; electric push button tuning; new Multi-weave speaker grille.



● **MODEL 101** — Deluxe 5 tube, AC-DC; standard broadcast band; one-piece ivory plastic molded cabinet; new Multi-weave speaker grille. Underwriters' approved.



● **MODEL 103** — Deluxe 5 tube, AC-DC; standard broadcast band; solid mahogany cabinet; new Multi-weave speaker grille. Underwriters' approved.



● **MODEL 254** — 6 tube, AC-DC and Battery Portable. Standard broadcast band; batteries good for approx. 250 hours of playing; deluxe finish, gray airplane cloth. Underwriters' approved at small extra cost.



● **MODEL 111** — Compact 5 tube, AC-DC; standard broadcast band; G-E Alnico 5 Dynapower speaker; one-piece molded ivory plastic cabinet. Underwriters' approved.

DEALERS EVERYWHERE—after critical inspection and comparative tests—readily agree that the new G-E Radios have excellent *performance*, sales stimulating *appearance* and outstanding *value* . . . all instantly apparent to every prospective purchaser.

PLANNED-IN-ADVANCE PERFORMANCE—that's what is back of every new radio General Electric makes. Every manufacturing procedure, test and inspection is planned and measured in terms of better overall performance. Examine any of the new G-E Radios and you, too, will be convinced of their real superiority. For complete information, see your G-E Radio Distributor or write Electronics Department, General Electric Company, Bridgeport, Conn.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

175-E2

PORTABLES · TABLE MODELS · CONSOLES · FARM SETS · AUTOMATIC PHONOGRAPH COMBINATIONS · TELEVISION



They get the
"Kid Glove" Treatment

from the new
FARNSWORTH
Record Changer!

It has an almost human touch—so gently, carefully and dependably does the new Farnsworth automatic record changer handle records. Suspended, not at one or two, but at three separate points, records are safely held at the edges only. And, when released, each record is lowered quickly but gently into position on a column of air—no chipping or marring of surface grooves.

When the last record is played, the feather-weight tone arm automatically returns to an offside position and the mechanism shuts off.

Thus, the user can remove one or all records from the turntable without having to manipulate the tone arm. "Trouble-free" is more than a catchword when applied to this new Farnsworth record changer. A marvel of simplicity—even a child can operate it without fear of damage to instrument or records.

Add to this perfection of mechanical performance, a climatic-tested crystal pick-up, a precious-metal stylus and the superb quality of Farnsworth tonal reproduction—and you can see why Farnsworth design and engineering "know-how" reduces annoying, costly service problems and also pays off in greater customer good will.

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

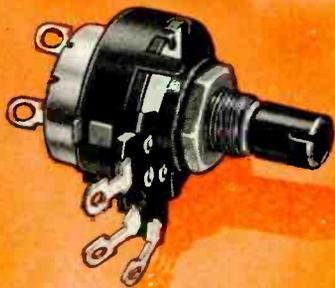
FARNSWORTH

Television • Radio • Phonograph-Radio

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

N. U. SAV-A-SHAFT VOLUME CONTROLS

save work...time...material



With only 10 types you handle
95% of all control replacements

Try Sav-a-Shaft and see for yourself how much easier they are to install. Learn about their velvety smooth operation, quietness, long life. Note the convenience and profit in handling practically all replacements with *only 10 types*. Order an assortment today from your N. U. Distributor. Prompt delivery assured.

NATIONAL UNION RADIO CORPORATION
Newark 2, New Jersey

Two simple operations give you
eight big advantages

1. Cut shaft off old control
 2. Insert shaft in bushing of new Sav-a-Shaft control
- No stock problem
 - No replacement headaches
 - Eliminates shaft, and size and knob fitting problems
 - Any standard shaft adaptable to these controls
 - Each control complete with Switch (switch operates only when lug is released)
 - Easily installed in those hard-to-get-at chassis
 - All midget size for simplicity
 - Gives you tapped controls where needed

**NATIONAL UNION
RADIO TUBES AND PARTS**



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

Another New Jensen Coaxial

... WITH Compression-type HIGH-FREQUENCY SPEAKER

This new postwar PM Coaxial—with Alnico 5 design in both h-f and l-f units—is a fitting companion to the model with field coil l-f unit previously announced.

Like its field coil counterpart, this new PM Speaker combines in one coaxial assembly a horn-type h-f speaker with a cone-type l-f unit. The cone of the l-f unit forms a part of the h-f horn, thereby dispensing with a separate horn. An integral two-channel network gives the desired cross-over.

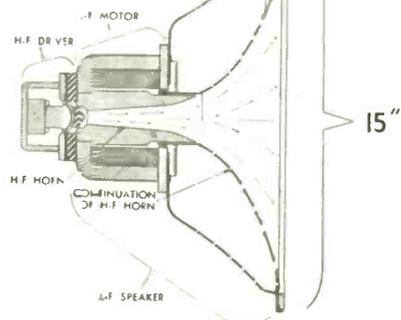
Distribution characteristics of this Coaxial are excellent and, when installed in a suitable enclosure such as a Bass Reflex cabinet, its performance covers the entire useful frequency range.

This new model is now being tooled for production and, when ready, complete specifications and prices will be issued to the trade in Data Sheet TD-132.

TYPE HNP-50 (15-inch) Alnico 5 design in both l-f and h-f units. Power rating, 25 watts maximum, in speech and music systems. Input impedance 16 ohms. List price approximately \$125.



Jensen
SPEAKERS
WITH
ALNICO 5



TYPE HNP-50 (15 inch) Alnico 5 design h-f unit; field coil l-f unit. Power rating 25 watts maximum, in speech and music systems. Input impedance 16 ohms. Field 14 to 20 watts. List price approximately \$100.

OTHER COAXIALS NOW AVAILABLE

* See No. 3 JENSEN Monograph: "Frequency Range in Music Reproduction," for discussion of useful frequency ranges.

JENSEN RADIO MANUFACTURING CO., 6625 South Laramie Ave., Chicago 38, Ill.

In Canada: Copper Wire Products, Ltd., 137 Oxford Street, Guelph, Ontario

Specialists in Design and Manufacture of Fine Acoustic Equipment

ECA Radios

ELECTRONIC CORP. OF AMERICA



SAMPLED...

MODEL NO. 104
Radio-Phono Combination
AC-DC, 5-tube
radio with
6-tube
performance **54⁹⁵**
O.P.A. approved
price,
including
Excise Tax

to every ECA Radio Franchised Dealer
... hailed as an outstanding achievement in
tone, performance, volume—and value!

"Way ahead in every way"... that's the verdict of ECA Radio dealers. No wonder... for only ECA Radios combine such advanced electronic features, such superb cabinet design and craftsmanship—with such amazing dollar-for-dollar value!

- ECA Radios are sold direct from factory to you
- Complete range of models and prices
- Heavier deliveries, because only limited number of dealers will be selected
- Freight paid to your city
- Protected dealer profits
- "Pre-sold" consumers
- Extensive advertising.

A FEW FRANCHISES STILL OPEN... WRITE FOR DETAILS NOW, ON YOUR LETTERHEAD



plus...

WARRANTY tag of "Accurate Performance Rating" on each ECA Radio Set gives informative facts that help you sell. Another ECA Radio "first"!

Exclusive ECA Radio
DI-FUSA-TONE[†]



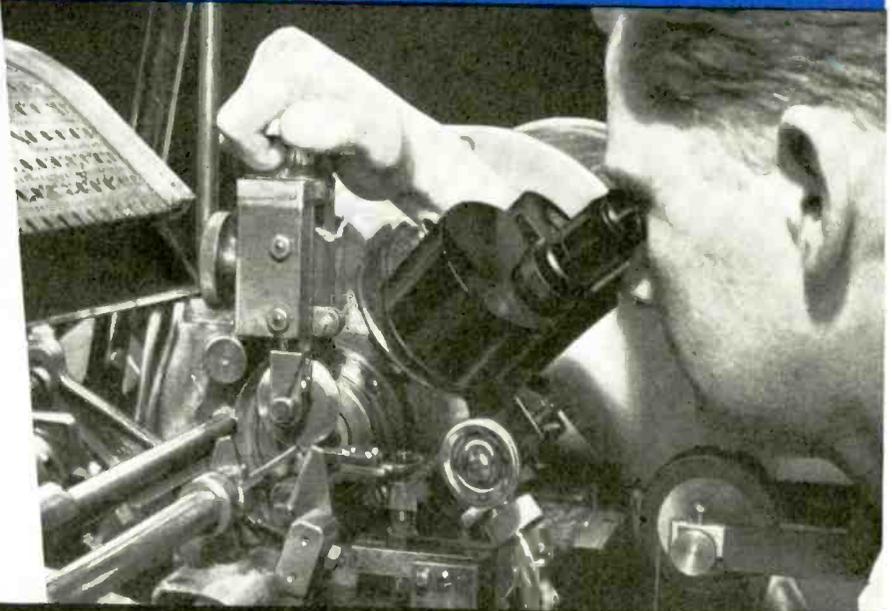
Transmits, to every part of the room, all of the bass and treble tones and overtones that give music and voice rich, thrilling beauty! *Reg. U.S. Pat. Off.

ELECTRONIC CORP. OF AMERICA 45 WEST 18TH ST., NEW YORK 11, N. Y.
RADIO • RADIO PHONOGRAPHS • PORTABLES • FM • TELEVISION • RECORD PLAYERS

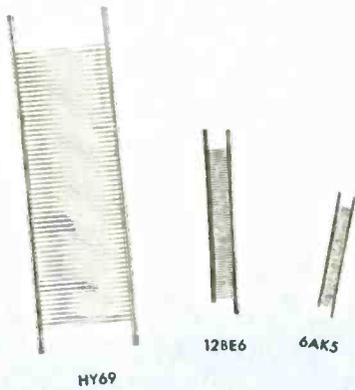
MAKING TUBES IS EASY

If YOU KNOW HOW!

● On this automatic grid winding lathe, the two heavy side-post wires — drawn from two large spools — are pulled taut over a mandrel form. A cutting wheel nicks these support wires, as the mandrel, wires, and spools revolve on the lathe. Very fine lateral wire is simultaneously wound from another spool into these nicks, with the mandrel providing the proper cross-sectional shape. A swedging wheel presses the side-post rods, thus anchoring each lateral turn firmly into place. Finished grid strips approximately twelve inches long are then cut to the required lengths. Excess turns are removed from each end of these short lengths preparatory to assembly. The completed grid is finally micro-gaged and micro-inspected.



HERE'S AN EXAMPLE OF HYTRON KNOW-HOW..



NOTE THE SMALL DIMENSIONS OF THESE GRIDS

Tube	Grid	Turns Per Inch	Length of Winding	Width of Winding
HY69	Screen	30	1.417 in.	0.570 in.
12BE6	Control	76	0.776 in.	0.135 in.
6AK5	Control	200	0.322 in.	0.100 in.

12BE6 and 6AK5 grids cannot successfully be illustrated, because of their minute size.

MASS production and a watchmaker's precision usually are strangers — especially if unit cost is low. Here you see a job setter adjusting a precision lathe on which tiny grids are wound to tolerances as tight as .0005 inch. Keen eyesight, patient perseverance, and the skill of a fine toolmaker, are his requisites. Pitch, turns per grid, inside and outside diameters, cross-sectional shape must be right on the nose. Furthermore, they must be kept there despite engineering changes in specifications, variances in materials, and wear and tear of the machine.

With this lathe turning up to 1000 rpm, grids form faster than the eye can travel. It is amazing to watch the tiny parts take shape — to examine with a microscope the rugged manner in which each lateral turn is swedged into the side-post rods.

Yet as you see these grids produced at top speed, it all looks easy. Nothing to it — *if you know how*. Then you stop to think. You realize skilled hands and precision machines are part of the Hytron know-how which makes tough jobs easy — which gives you tubes of dependable, jewel-like precision at prices absurdly low.

OLDEST MANUFACTURER SPECIALIZING IN RADIO RECEIVING TUBES



HYTRON

RADIO AND ELECTRONICS CORP.



MAIN OFFICE: SALEM, MASSACHUSETTS

A Bendix Radio First

**THE MOST SENSATIONAL RADIO
IN THE INDUSTRY!**



Drop leaf Sheraton end table Model 646-A 6 tubes (AC-DC) including rectifier.

THE *Invisible* RADIO

A beautifully-styled, heirloom-quality end table, with all the eye-catching sales appeal of ultra-fine furniture.

WITH THE *PHANTOM DIAL



Just turn the knob—the Phantom Dial lights up as though by magic and the Real Voice of Radio is at your finger tips. Turn it off, and again it becomes a smart piece of functional furniture.

Look at a leader—the Bendix Radio original that's the talk of the trade! It's the one radio that's *really new*—that offers dealers a startling demonstrable feature . . . a *natural* for any home—for any room. It's a forerunner of a profit-packed line featuring the sensational Bendix

Phantom Dial. Here's the kind of product and thinking that means store traffic, convincing demonstrations and extra sales . . . more proof that Bendix builds best . . . still another reason why Bendix Radio stands out as the Franchise with a Future.

*Incorporating "Sans-Arb" plastic veneer

BUILD BEST WITH BENDIX . . . FOR PRESTIGE . . . PROFITS . . . PERMANENCE!



BENDIX RADIO DIVISION
BENDIX AVIATION CORPORATION
BALTIMORE 4, MARYLAND



Here

↓ are the market factors

↓ on which

↓ you can build

POST WAR SALES



MORE WEALTH . . . Consider this \$4,496,734,000 Chicago market located at the very heart of America, fortified by diversified income and billions in savings. Here in one strategic, compact area is more business than in 13 states combined . . . a huge, pent-up demand for radios, washing machines, automobiles, refrigerators and large-size units generally.

MAJOR MARKET



MORE SALES . . . Long famous for its big volume purchases, the Chicago market has repeatedly broken factory and branch sales records. Here you can get going fast with quick sales while at the same time get set solidly with dealers and consumers for the day when the first easy selling conditions pass and the competition becomes tough.

FASTER



MORE PRODUCTION . . . No matter whether your production volume is large or small, "big unit" products or packaged goods, the rich Chicago market assures enough business to absorb all or the major part of your output. Moreover, it offers the advantage of quick, easy accessibility to factory shipments and salesmen alike.

WITH SINGLE MEDIUM



MORE COVERAGE . . . You can get volume sales in this great market through a single powerful advertising medium—the Chicago Tribune. One out of every three families in 756 cities and towns of 1,000 or more population in this area reads the Tribune on weekdays. And on Sundays it is practically every other family.

In this market only the Tribune gives you a choice of manorato, colorato, comicolor, newsprint color, or black and white printing—at one of the lowest milline rates in the country.

CHICAGO TRIBUNE

THE WORLD'S GREATEST NEWSPAPER

Average net paid total circulation for the year 1945:
Daily, over 1,000,000; Sunday, over 1,350,000.
Rates per line per 100,000 circulation are among the lowest in America.

Now available for your study and use is a specific Tribune sales program based on the findings of an auto and household appliance investigation among dealers and consumers. To get these pertinent facts, address: C. S. Benham, Manager, National Advertising, Chicago Tribune, Tribune Tower, Chicago 11, Illinois.



Build Tomorrow's Sales Today . . .

with Du Mont Telesets

Our new Du Mont Teleset*—the Westminster model—was pictured in recent Du Mont national advertising. It attracted a large volume of inquiries. However, it is this fact that will interest you: 8 out of 10 letters are asking the privilege of placing an immediate order. It happens that the Westminster model is our most expensive combination console. And it is priced at about \$1500, subject to OPA approval.

Every public opinion survey indicates plainly that you will be able to sell every television receiver you can

get in 1946. Make certain the sets you sell build future sales and community prestige for you. Display and sell the amazingly beautiful, new Du Mont Telesets.

Du Mont's new peacetime models provide "20-20 teleVISION"—the clearest, largest *direct-view* pictures yet achieved. They assure superb FM tonal quality. And the same rugged dependability that won wide acclaim for Du Mont radar equipment from the Armed Services. *You will sell the finest when you sell Du Mont Telesets.*



The Du Mont Westminster

Classic-styled de luxe cabinet, 64 inches wide, 38 inches high, 26 inches deep. Natural mahogany finish. (Also in modern design.) Direct-view screen, 18 inches wide, disappearing type. Includes television, AM, FM and short wave reception, high fidelity phonograph, automatic record changer, recorder and spacious album compartments. Consoles with smaller picture screens, with and without phonographs, in several models and styles.

*Trade-mark Reg.

Copyright 1946, Allen B. Du Mont Laboratories, Inc.



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

**3 STAR
NOW TEAMED**



IMPORTANT!

For Faster, Better and More Complete
Service to All Customers,

Maguire Industries, Inc.,

formed its new

Electronic Distributor

and

Industrial Sales Department

This New Department Will Assume All
Merchandising, Sales & Customer Relation

Duties and Responsibilities Essential in
Marketing the Combined Products of the
Thordarson, Meissner & Radiart Divisions



**ELECTRONIC DISTRIBUTOR AND
INDUSTRIAL SALES DEPARTMENT**

PERFORMERS... TOGETHER!

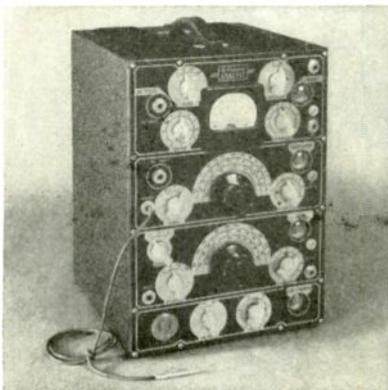
ONE SALES SOURCE... ONE MARKETING RESPONSIBILITY
YOUR GUARANTEE OF BETTER SERVICE!



MEISSNER

COMPONENTS AND KITS

Meissner precision built components include Antenna, R.F. and Oscillator Coils; plastic, standard and Ferrocart Transformers; Cartwheel and replacement Windings; Coils, Chokes and Accessories.



MEISSNER ANALYST

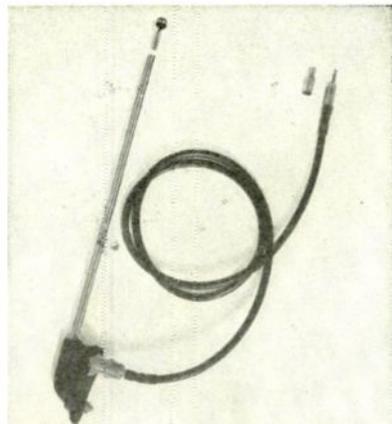
SERVICE INSTRUMENTS

Meissner Analyst operates by the "signal tracing" method, fastest and most reliable. Furnished complete, ready to go to work. Portable Signal Calibrator designed for accurate checking and adjusting of radio equipment.



RADIART

RUST-PROOF AERIALS



RADIART RUST-PROOF AERIAL

A complete line of newly designed aerials to fit all cars; cowl, fender and under hood types. Featuring water-proofed leads, "static muffler" magic ring and permanent all metal anti-rattler.



VIBRATORS

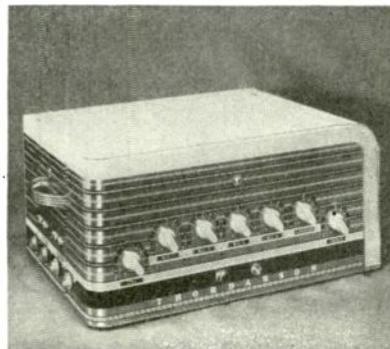
Radiart Correct Replacement Vibrators are individually engineered to meet exactly the physical as well as the electrical requirements of each application.



THORDARSON

TRANSFORMERS

Quality built and precision-engineered for all requirements; replacement, communications, sound amplifier, industrial, experimental and amateur. Tropex-impregnated for protection against moisture, salt air and humidity.



THORDARSON TRU-FIDELITY AMPLIFIER

TRU-FIDELITY AMPLIFIERS

True-Fidelity Amplifiers, in new modern designs, feature advanced tone compensation, conservative ratings, ample ventilation for continuous operation, low hum level, multiple input channels, and maximum flexibility of controls.

MAGUIRE INDUSTRIES, INC.

936 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

The sign of Quality



Centralab RADIOHMS

For ALL Replacement Jobs

For more than two decades servicemen have recognized the "CRL" in the Centralab diamond as a symbol of Quality . . . and so today as in those early pioneer times . . . wise servicemen "always specify Centralab".

Centralab

Division of GLOBE-UNION INC., Milwaukee

PRODUCERS OF



Variable Resistors
Bulletin 697



Selector Switches
Bulletin 722



Tubular Ceramic
Capacitors
Bulletins 630 and 586

Recordio • 1946

INVITES YOUR CUSTOMERS TO

*more exciting...
more gracious living*



• Into your customers' lives will come lasting richness, deep warm satisfaction with possession of RECORDIO... a priceless instrument which brings the finest music of the world into their homes and sends greetings from their hearths to eager friends around the world... all at the simple touch of a button.

With RECORDIO you have much more to sell than a radio and phonograph. When you sell a RECORDIO, time can no longer erase from memory the bubbling laughter of your customers' children happy at play... the joyous lilt of their songs at eventide... the surprising confidence of their voices during their first recorded speeches. Thousands upon thousands of other precious hours stolen by time the RECORDIO you sell will preserve forever and a day.

RECORDIO captures the pattern of life in sound... with vivid responsiveness to the full brilliant bass-to-treble range of tones and overtones... with equally vivid responsiveness to the full natural resonance of speaking or singing voices. Truly, RECORDIO brings richer, fuller living into the homes of your customers.

RECORDIO cabinets come in elegant consoles, in table models of modern or traditional influence, in attractive luggage-styled portables.

**DEALERS!
MAIL THIS TODAY**

WILCOX-GAY CORPORATION

CHARLOTTE, MICHIGAN

Manufacturers of

**RECORDING INSTRUMENTS FOR HOME,
COMMERCIAL AND PROFESSIONAL USE**

Recordio Discs

and



Recordioint



CUTTING AND PLAYBACK NEEDLES

WILCOX-GAY CORPORATION
Charlotte, Michigan

Gentlemen: Tell me more about the coming RECORDIO opportunity that is still open in my territory.

Store name.....

Address.....

City..... Zone... State.....

R & TR-2-46

"What about this
that Westinghouse



PLENTI-POWER

Radio is advertising?"

Plenti-Power is a brand new radio circuit. It gives a low-priced Westinghouse 7-tube set more crystal-clear, undistorted power output than most 12-tube sets had prewar!



Why all the power? I'm not buying a set because it's loud.

Of course you're not—no more than you drive your car 90 miles an hour. But you do like the fire-ball pep and getaway you get from a 90-mile-an-hour engine! Right?



It's the same with a radio. If you want brilliant, true-to-life reproduction of your radio programs and records, your radio has got to have plenty of reserve power.

And they used to add more tubes to get more power?



Right . . . and that cost money. But today with Plenti-Power you can have real 12-tube concert-hall reproduction in a modestly priced 7-tube Westinghouse.



PLENTI-POWER MEANS SALES TO THE MILLIONS WHO WANT 12-TUBE PERFORMANCE ON A 7-TUBE BUDGET . . . IT'S SALES POWER FOR YOU!

Seriously—there's no kidding about the Sales Power you'll have in Westinghouse Plenti-Power. It doesn't take an expert to hear the difference! Anyone can hear it—and everybody likes it. It's one of the features that makes it easy for you to convince your customers that the 1946 Westinghouse Radio is completely new—not a "warmed over" prewar set. Home Radio Division, Westinghouse Electric Corporation, Sunbury, Penna.

Radio's first name is

Westinghouse

RADIO TELEVISION



more efficient
... in miniature

A roll of microfilm about the size of a typewriter ribbon is the equivalent of the many cubic feet of filing space necessary to store records in the original paper form. Filing for record in miniature is the same trend toward efficiency as the controlling of electronic circuits with miniature tubes.

Tung-Sol Miniature Tubes and smaller component radio parts mean a reduction in the over-all size of radio equipment. Miniature Tubes are characterized by short leads, making for low lead inductance; low inter-element capacities and high mutual conductance. These factors make Tung-Sol Miniature Tubes distinctly superior in performance when used in high frequency circuits. Miniatures are constructed with smaller and lighter parts. This

makes possible a more rigid construction that is more impervious to the effects of vibration and shock.

So many and important are the advantages of miniatures that post-war equipment will unquestionably include many of them. Tung-Sol Jobbers and Dealers will be in position to furnish miniatures as well as the G-G's-metal and large glass tubes for servicing every type of equipment.



ACTUAL SIZE

TUNG-SOL

vibration-tested

ELECTRONIC TUBES

TUNG-SOL LAMP WORKS, INC., NEWARK 4, NEW JERSEY
 Sales Offices: Atlanta • Chicago • Dallas • Denver • Detroit • Los Angeles • New York
 Also Manufacturers of Miniature Incandescent Lamps, All-Glass Sealed Beam Headlight Lamps and Current Intermittors

WATCH SONORA

GO PLACES !



Model RBU-207: 5-tube AC-DC table model. Walnut cabinet, smart inlaid striping. Dynamic speaker. "Clear as a Bell" tone, of course!



Model RJR-214: 5-tube AC Table Model Phono-Radio with automatic record changer. Plays ten 12" or twelve 10" records. Featherweight crystal pickup. Permanent needle. Dynamic speaker. Distinguished styling.



Model RCU-208: 6-tube AC-DC table model. Patented chassis circuit gives big set reception that sounds like a console!

Sonora's challenge

**AND HOW IT BUILDS STORE TRAFFIC
AND GOOD WILL FOR SONORA DEALERS**

Sonora advertising is different. It tells the world about Sonora's "Clear as a Bell" tone. But it goes further; it follows through with this bold challenge: "Before you buy, compare any Sonora for tone with any other radio in its price class."

Millions of customers all over America know Sonora—the name that has been famous for tone for more than 30 years. Millions have seen and heard that straightforward challenge. They'll remember Sonora—they'll listen to Sonora—when they're ready to buy. And that means business for Sonora dealers! SONORA PRODUCTS, INC., 2023 W. Carroll Avenue, Chicago 12, Illinois.

RADIO QUESTION OF THE MONTH

*Asked by Sonora Dealer Ray Miller,
Miller Music Store, Bloomington, Ill.*

*Answered by
Mr. Joe Gerl, President of Sonora*

Q: Can the dealer depend on deliveries from new manufacturers in 1946?

A: The new manufacturer faces many problems, among them that of competing with older manufacturers in securing components. Sonora and a few others are already making some deliveries, but I cannot see how radio manufacturers who have just recently entered the field can begin substantial merchandise deliveries until the end of 1946.

Joe Gerl

Sonora 
Clear as a Bell

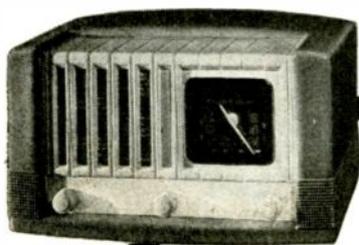
HOME ENTERTAINMENT AT ITS BEST

RADIOS . . . FM COMBINATIONS . . . TELEVISION . . . RECORDS . . . PHONOGRAPHS . . . RECORDERS

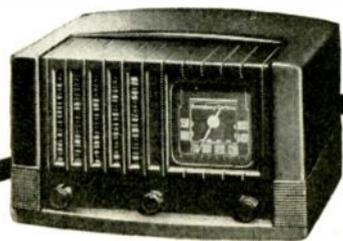
“These New

Stromberg-Carlsons

are the best ever!”



1100-HBI—The NEWSCASTER—Meeting the most exacting requirements for a small radio, the NEWSCASTER is exceptionally attractive in this smart brown-and-ivory polished plastic cabinet. OPA approved retail ceiling price \$31.95 in Zone 1; 5% higher in Zone 2. Including excise tax.

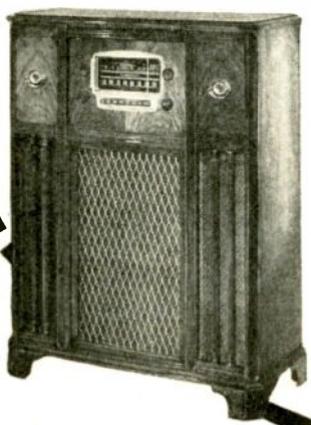


1100-HB—The NEWSCASTER—Compact table model in a brown plastic case of modern design. Excellent standard broadcast reception. OPA approved retail ceiling price \$29.95 in Zone 1; 5% higher in Zone 2. Including excise tax.

THAT’S the word we’re getting from Stromberg-Carlson dealers in all parts of the country, now that they are having the opportunity to show the first samples of the new popular-priced 1946 models. We are happy to report that the current flow of new Stromberg-Carlsons from our factory to distributors and dealers is gaining momentum daily.

You’ve waited anxiously for the new 1946 Stromberg-Carlsons—and so have a host of your customers... Men and women who know that when it comes to the three basic elements, engineering design, cabinet artistry, and fidelity of reception, “There is nothing finer than a Stromberg-Carlson.”

Let your prospects know that the vanguards of the 1946 Stromberg-Carlsons have arrived. Get them in to see... and hear... and learn at first hand just how very superior these new Stromberg-Carlsons really are!



1120-LW—The CAVALIER—This handsome console radio offers excellent performance on standard broadcast and international short-wave reception. Splendid acoustical system. OPA approved retail ceiling price \$99.95 in Zone 1; 5% higher in Zone 2. Including excise tax.



1120-PL—The FEDERAL—A compact, automatic radio-phonograph console in a striking cabinet of traditional design with Federal influence. Standard broadcast, and spread-band international short wave. OPA approved ceiling price \$179.95 in Zone 1; 5% higher in Zone 2. Including excise tax.

STROMBERG - CARLSON

ROCHESTER 3, NEW YORK

Radios, Radio-Phonographs, Television, Sound Equipment and Industrial Systems, Telephones, Switchboards, and Intercommunication Systems.

RADIO & Television RETAILING

Including Radio and Television Today

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

WRAP UP

Those "WRAP-UP" Sales

Right now it's no real task to sell anything.

Merchandising in this seller's market is easy sledding and will be until radios and electrical appliances become so plentiful that people will go from store to store *choosing* instead of *searching*.

The way things look at this time, the "wrap-up" stage will persist for some time to come, but because we are all certain that one fine day it will end, we should wrap up those "wrap-up" sales by endeavoring to make a *customer* of each *shopper*.

When we look around us and see the treatment the public is receiving at the hands of many merchants—fortunately, a condition not unduly prevalent in our field—we realize more and more how much the shopper will appreciate a little extra courtesy and consideration at our hands.

The dealer who sells the customer a scarce item with the same degree of interest these days that he manifested in the competitive era, is making friends and is getting *free advertising* for his good-will structure. Attractive selling methods today will bring in extra profit dividends to the dealer during the days when he'll have to fight for every dollar he gets.

Since we are all out to make all the money we can, it is only natural for us to want to take all of those "wrap-up" sales we can get—turn over our stocks as rapidly as possible and with the least selling expense.

But the dealer who can envision the inevitable return of competition will not be deluded into believing that his days of sales effort are over.

He will not follow the selling market will-o'-the-wisp to wake up one day and find that he has lost all too many of his old customers and has failed to gain enough new ones.

Instead he will employ genuine salesmanship to "keep his hand in" so that he may later sell successfully in the buyer's market that will inevitably come.

RADIO, Electrical Appliances,

RTR'S CRYSTAL BALL DEPARTMENT! As we go to press, *no one* in the industry admits being able to see accurately beyond present production muddle. Manufacturers, jobbers, dealers clamoring to know *when*—and *how much*. Besieged with requests for our *expert* opinion on subject, we'll have to settle for our *guess*, which follows below:

WE PREDICT THAT STRIKES WILL BE *mostly over by April . . . that full production by most makers of radios, large and small appliances will be underway before mid-summer . . . that less than half pent-up demand will be satisfied in '46 . . . that Regulation "W" (governing credit selling) will be a thing of the past by next fall . . . that OPA ceilings on most consumer durable goods will be abolished when a fair supply of such goods comes . . . that many of 1946's appliances will go into new homes, (and that retailers should plan now to get their share of this business) . . . and, furthermore, because we're editors, and not swamis, please remember these are merely guesses.*

REGULATION "W" STILL WITH US—And retailers shouldn't overlook this fact. With merchandise coming once again into dealers' stores, requests for credit will increase, and merchants should brush up on the requirements of the order which went into effect in 1941. Willful violations may bring about \$10,000 fine and imprisonment.

'42 PRICES FOR VACUUM CLEANERS. *OPA has set ceilings, based on Oct. 1941 catalog prices, for all well-known makes of cleaners. These appliances will be sold at March 1942 prices. Regarding production, George T. Stevens, Eureka vice-president, states that he believes more than 3,400,000 new vacuum cleaners can be made and sold this year if sufficient labor and materials are available.*

TELE NOT RICH MAN'S TOY, says Leonard F. Cramer, executive vice-president of Allen B. Du Mont Labs., who declares that "sizeable percentages of every income bracket intend to be television owners." He says that prospects for the sale of video sets are gratifying since the results of continuing surveys show that 6 out of 10 consumers expect to buy telesets within the next two years.

DIVERSIFICATION NOTE, or, *There Has Gotta Be a Limit*—Prominently displayed in the window of the Jenkins Music Co., Wichita, Kan., is a granite grave-marker (no name) with a card, "Grave Markers, \$20 and up."

REMARK IN IOWA—"I wonder how many dealers are wise to the fact that thousands of homes don't have any radio at all, just now. A lot of new ones are starting from scratch, and a lot of the old ones are dead." A restless little dealer in Council Bluffs, Ia., is doing the talking. The rest of the crack was, "Excited? Sure I'm excited!"

SEEN IN CHICAGO SHOWS—Largest number of buyers in history of the country saw exhibits staged in Windy City at American Furniture Mart, Merchandise Mart and by Housewares Manufacturers Assn. Close scrutiny at all three shows disclosed fact that many large and small appliances were hand-made models. Most makers adopted policy of booking no orders, but buyers were able to appraise a great array of postwar products and manufacturers to complete their channels of distribution.

COMBOS IN SOLID—*You can take the word of the Eshelman Music House in St. Joseph, Mo., that the current buying trend toward console combinations will be a smash proposition. Walter Eshelman recently wound up 50 years in the music business, and is one of the execs at the store who has carefully watched the strange, unfolding story of radio's relation to music. The conclusion is just this: people who want a radio will buy a good table model (they show you the size of the cabinet with their hands, so you won't try to sell them a floor model) and the people who are thinking of a floor model will want a combination.*

DEMAND FOR "TRAVEL IRONS" on part of members of armed forces gobbled up the small supply during the war. Now the new interest in civilian travel, which will increase rapidly as facilities open up, will mean greatly accelerated sales for the lightweight, folding hand iron.



"GREEN" SALES HELP KILL SALES! *Seen in the appliance section of a leading department store. Clerk sending away a customer because the latter, who had been trying to buy a "straight" electric heater, didn't know whether his home had ac or dc current. Same clerk let another sale go by the board when he couldn't tell whether a pair of door chimes needed a transformer, or whether one came with the chimes. In another department of the store, though, a clerk did sell a woman buyer an electric clock with the assurance that "it will work on either ac or dc." Seldom anything like the foregoing episodes happening in "independent" retailers' stores.*

TO SEW UP VACUUM CLEANER SALES one manufacturer, Health-Mor, Inc., Chicago, is offering dealers an "Advance Sale Contract" form which calls for a customer down-payment of \$17.50 and gives the retailer six months in which to make a delivery.

Records, and Television, **TODAY**

NEWCOMER RADIO MAKER insisting that retailers who sign up with him spend some real money advertising the brand name. Those who refuse to comply are not being supplied with sets.

STORAGE BATTERY MAKERS are already completely reconverted and ready to meet the pent-up demands of heavy industry in 1946, according to M. W. Heinritz, vice-president in charge of the storage battery division of Philco. He estimates that in 1946, even without government and war purchases, the industry will produce at least 60 million dollars worth of batteries.

"I COULD TAKE MONEY from at least 200 of my customers, just like that, on contracts for later delivery of appliances and radio, but I'm not going to do it!" This Arkansas dealer is totally fed up with the tangle of "when and how much" problems and the changing encouragement and discouragement angle to the present picture. Says you get in dunch, when you start putting old and faithful customers on paper, and then find yourself in for a nice long wait. The sales floor is no place for distribution politics.

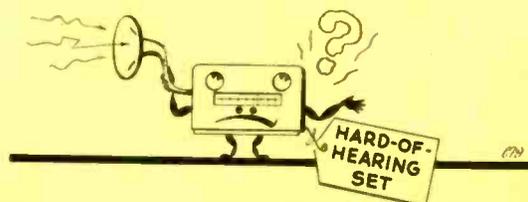
FARM MARKET LOOKS UP—Away up for 1946, and the four following years. One industry organization foresees \$4 billion to be spent by ruralists for electrical equipment during the next five years. Breakdown as follows: One billion for rural power line building; \$500 million for farm wiring and \$2.5 billion for electrical appliances and equipment.



ILLINOIS FARMERS WANT MORE RADIOS they disclose in answering a questionnaire prepared by University of Illinois. If purchases are made as indicated in the returns, many homes will have a second or even a third receiver. Widespread desire for home frozen-food units was another striking thing about farmers' intended household purchases.

GE HAS POLITE WAKER-UPPERS. Three new clocks designed by GE to prevent one from getting up "out of the wrong side of the bed." The Beam Alarm, \$6.95, flashes the bedside lamp; the Tune-A-Larm, \$5.95, turns on the radio and the Herald, \$3.95, has an adjustable buzzer.

GENERAL MILLS' "MAGIC MOTOR" is described as something new in transmitting energy. Will be used in firm's coffee maker to pump cold water up a small pipe in center, forcing it through coffee grounds about 20 times per minute. Will also be used in a mixer. Both coffee maker receptacle and mixer bowl contain the motor, but the magnetic field is in the base of each.



WANTS "DEAF SETS" LABELED. William Gleeson, president, Broadcasting Corp. of America, urges the National Assn. of Broadcasters to design a label to be put on makers' sets whose product delivers the full frequency necessary to give the purchaser all that the broadcasters' transmitters deliver. Urges further that NAB launch campaign to tell public that set without such label is partly "deaf."

CLAUDE NEON LIGHTS, INC., IN APPLIANCE field. Has acquired Reeves-Ely Labs of N. Y., manufacturers of Waring blenders and Waring Aluron automatic steam irons. Other subsidiaries of Reeves-Ely are Waring Products Corp., American Transformer Co., Hudson American Corp., and Winsted Hardware Mfg. Co.

NEW DISHWASHER AND ELECTRIC SINK unit planned by Detroit's F. L. Jacobs Co. will be truly new and revolutionary in design, the firm promises.

BENDIX HOME APPLIANCE JOBBERS cracking down on dealers who haven't hooked their demonstrators up to hot and cold water. Such requirement is included in franchise terms, and wholesalers are insistent that retailers observe it as sound merchandising policy.

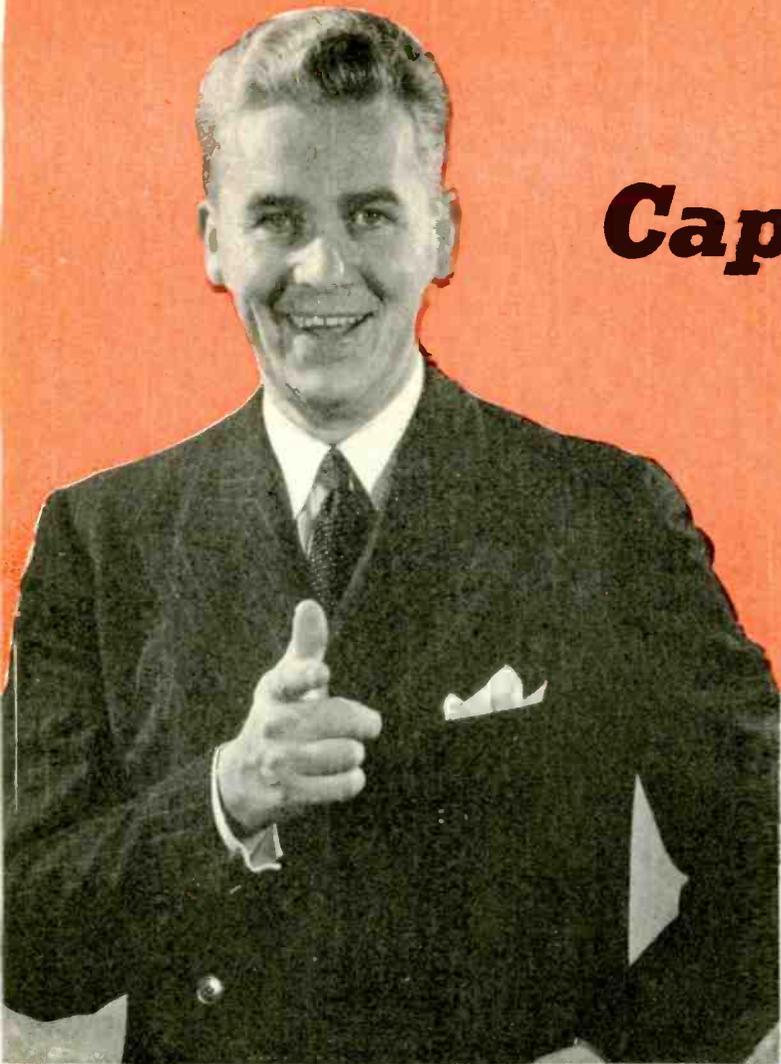
In This Issue—THREE MAGAZINES IN ONE, covering RADIO; ELECTRICAL APPLIANCES; SERVICE Latest Radio Merchandise, pages 36, 37, 38, 39, 40, 41, 42, 43

Newest Electrical Appliances, pages 60, 61, 64, 65, 66, 67, 126

New Things for Service and Sound, pages 86, 90

Listing of Radio Manufacturers, page 50

Listing of Electrical Appliance Makers, page 68



Capitalize on Friend

● A prosperous independent radio-appliance retailer recently made this startling statement:

"The friendly service I *give away—free—to* my customers is just as important as what I sell to them when it comes to successfully combatting all types of local syndicated competition."

That's what the man said!

And we all know what he's talking about.

And we all worry now and then about whether we're *giving away* too much of our valuable *time*.

Don't Go Overboard

And worry we should, since almost every "independent" in the country owes his very existence to those little *extras* he *gives*, and must be careful to strike a happy medium—and not go "overboard" in giving them.

The smart customer—and most of them *are* smart nowadays—

knows that in dealing with the progressive "independent" he is assured of:

1. Standard - branded merchandise.
2. Standard list price.
3. Something *extra* (often free) in the way of service.

The manufacturer knows that in selling his merchandise through the "independent" he too shares benefits with the customer because:

1. His list price is usually maintained.
2. His product is intelligently merchandised.
3. His (and the jobber's) profit level is maintained by not having too many new products shipped back for minor adjustments and repairs.

Every manufacturer knows through numerous experiences that fewer come-backs, under warranty period, are from "independents" than from syndicated outlets.

Not only should the manufacturer realize that he *saves* money through what the "independent" *gives*, but that by virtue of the fact that the customer does not have to

experience a long wait to get the appliance back, the Purchaser's good-will toward the product is not impaired.

Here's a typical example to prove the point:

A customer buys an automatic iron, having a built-in cord with a "molded" rubber male plug. Having plugged the iron in at home, the device fails to heat so the customer returns it to the "chain" store from whence he purchased it. From here on the customer "boils" because he is advised that "it must be sent back to the factory".

What happens is that the customer is "sore" at the manufacturer and the latter must spend money to put the appliance back into operation and then ship it out again.

Know-How Counts

The "independent" merchant, had he sold the iron, would have checked it on test equipment, and having found, for instance, that a wire had broken off one of the contacts on the molded plug, would have provided another. Cost of a male plug to the "independent" would be, perhaps, 4 cents—his time about five minutes . . . the customer perfectly satisfied, and the worth of the brand-name would be continued in the customer's mind.

Knowing that the syndicate *can't* and *won't* render fast, efficient service, and that the "independent" builds customer good-will upon his friendly service, the merchant is

ship Service You Give Away

"Independent's" Donated "Extras" Which Benefit Manufacturer, Consumer, Should Be Turned Into Profit-Makers for Him

often puzzled as to when and where to draw the line.

A middle of the road course seems to be the proper solution.

Don't be an old meany, unwilling to give *anything* at all.

Don't be an old softie to be imposed upon right and left by unreasonable customers, who'll soon discover you're an easy mark.

The Guarantee Problem

The "independent" knows that the reputable manufacturer and jobber, will make good under-guarantee defective merchandise without any question, and that he, the merchant, is often able to keep customers satisfied by giving them a new appliance and sending the defective one back to the maker or wholesaler for replacement. But the "independent" also knows that he is certain to be compelled to render much free service to newly-purchased merchandise whether he wants to or not. This is a part of his business operation, and most dealers have worked out suitable solutions to this problem.

Service—What it Is

The servicing of "old" equipment, a portion of which may not have been sold by the dealer, falls into one of three classes:

1. Straight service work for which an adequate charge may be made.
2. *Unjustified* free call-back claims. ("You fixed this last week, and it still doesn't work.")
3. "Nuisance" service, for which adequate charge can seldom be

made. (Frequently because of extremely low value of equipment.)

Items 2 and 3 are what the retailer whose statement opened this article was referring to. Let's look at some hypothetical cases.

Unjustified Claims

Mrs. Jones (a very good customer) enters Dealer Smith's store. She carries a midget radio under her arm, and complains that, in spite of the fact that Dealer Smith repaired it "about a month ago", its volume is lower than ever.

Dealer Smith examines his books. Finds that he repaired the set *more than three months ago*, but does not contradict the customer's statement. He finds he had installed a condenser and a new tube and had charged four dollars for the work.

Typical Examples

When he checks the set, he finds that the tinsel-wire antenna has been clipped off just outside the cabinet. He calls attention to this fact, and Mrs. Jones says: "Oh, yes, that hideous wire. I became tired of having it dragged all around the room."

Result: Dealer Jones spends a half-hour explaining and demonstrating that in order to get sufficient volume the set must have an aerial. Since Mrs. Jones admits throwing away the original antenna, he installs another length of wire and returns to the set to the owner.

How much did he charge for this

service? More than likely little or nothing.

Can Dealer Smith charge his good customers a fee for installing batteries in their portables? Can he explain to a good customer that the new trouble which has developed in a recently-fixed set had nothing to do with the work he originally did?

Can he explain to the owner's satisfaction that the new motor he installed in the washer has nothing whatever to do with the fact that the machine stalls and blows fuses? Well, one way he can do it is to visit the home and insist that the maid quit overloading the wringers. Such service costs him money, time and patience.

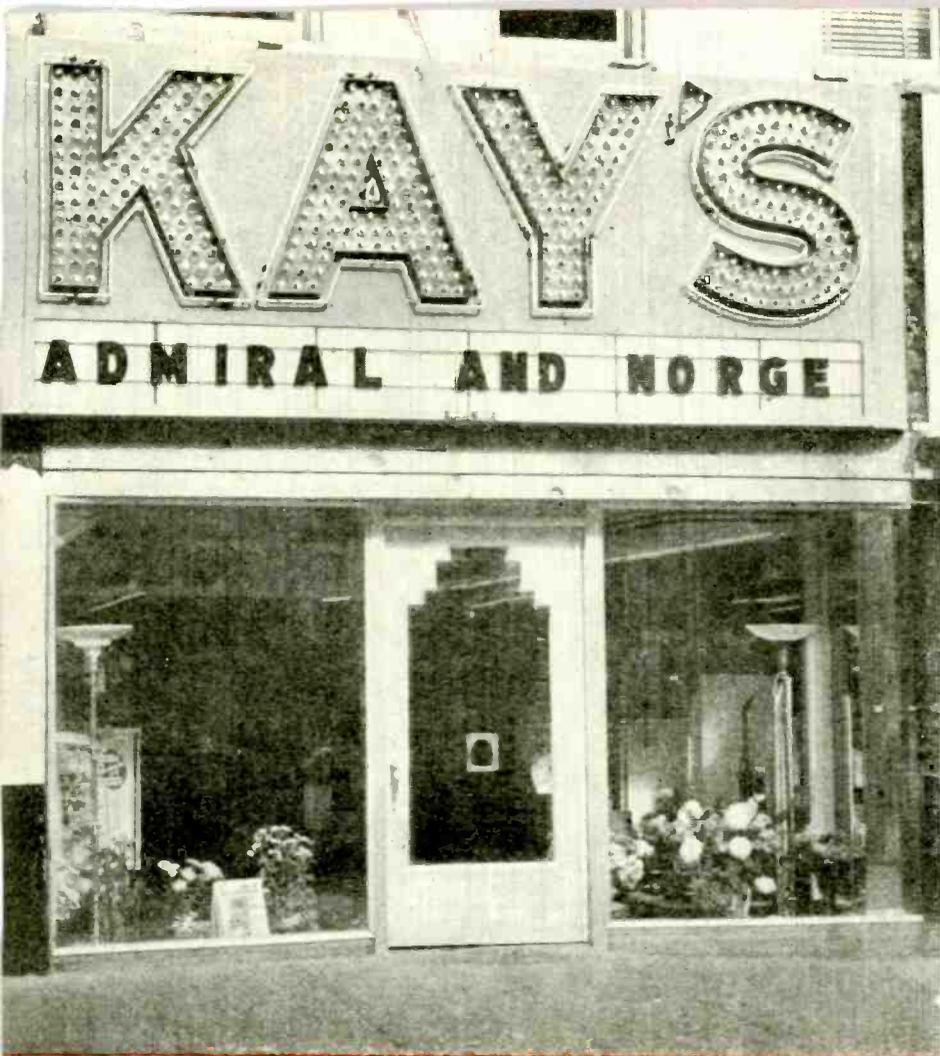
Although certain of his customers are willing to pay him for *all* service without quibbling, others are not. When faced with certain unreasonable requests by customers, Dealer Smith can do one of two things: Satisfy the customer by *giving* him something, or engage in an argument which will nearly always result in losing the customer, and, often, the customer's friends.

"Nuisance" Service

Many retailers have built up large followings by catering to "nuisance" service work. In favor of performing such work stands the fact that the "chains" and other syndicates cannot render such service, and much of this type of business coming to the "independent" is from "refugees" from the "chains."

One dealer we know of spent a

(Continued on page 100)



Left, profit-pulling store-front gets much attention from passers-by. Large, unobstructed windows give pedestrians clear view of sales floor. Upper right, good looking interior makes a hit with customers. Located on balcony are radio-phonograph combination showroom, model kitchen, and a record department. Lower right, a salesman points out a feature of a new range to an interested buyer. Opening day found the sales staff encouraging inspection of the goods carried at this store.

Complete Planning Gives New Store Speedy Start on Sales; Owner Tells How to Draw Customers and Hold 'Em

Modern Merchandising

• A mixture of profit-pulling merchandising ideas have been molded into shape at Kay's, Inc., a newly-established radio-electrical appliance store in St. Joseph, Mo. The firm, capitalized at \$50,000, has already started to build a high sales volume.

Occupying a modern store, into which went the latest methods in store design, co-owners Louis Kranitz and Jules Agron have made a solid impression with the residents in this community. Sales have started climbing.

Complete planning, from the time the decision to establish this business was made up to the present time, is responsible for the successful launching of the firm.

Many shrewdly conceived sales-winning ideas were used in selecting a location for this radio store,

attracting new customers, advertising, display, and selling. By using modern merchandising methods in their smartly-styled store, the co-proprietors have got off to a flying start.

Location Important

In selecting a location for the establishment, the merchants followed a careful procedure. A canvass of available locations simmered down to two or three buildings. The present location was selected because it adjoins one of the largest credit jewelry stores in this area.

Jewelry shoppers, believe Kranitz and Agron, rate high as prospects for new radios. The current rapid sales pace at Kay's confirms the wisdom of their choice.

The store is the last word in

modern convenience for customers, and leading designers were employed in planning it. As a result, the store is one of the most attractive in the city.

Mirrored walls, streamlined canopies, and cold cathode fluorescent lighting arranged to represent a series of circles are some of the establishment's striking features. Other sales-stimulating fixtures are an all-glass door, and shadow boxes.

Table lamps are shown in an appealing display on three 18-foot glass shelves. Other merchandise is presented on a continuous platform on both sides of the store.

On the balcony is a radio-phonograph combination showroom, a model kitchen and the record department. In this section are air-conditioned, sound-proof disc



Attracts Buyers

listening booths which are smartly upholstered. A radio tube alcove is located on the first floor. The promotion of store traffic was the idea used in laying out the establishment.

Radios, electrical appliances and records are merchandised in one store while a separate building is devoted to selling secondhand goods, and for radio service.

Set to Handle Trade-Ins

Using separate quarters for receiver and appliance maintenance, and for the disposal of trade-in items, has proved advantageous. In this separate building, there is adequate space in which to display used goods and house service equipment. The separate establishment, the co-owners feel, may solve the trade-in headache, which may arrive when goods become plentiful.

Astute planning preceded the opening of the store. This included thoughtful advertising and provisions for building good-will and a large radio prospect list.

A large percentage of the gross income has been allotted for advertising, but this amount will be cut after the store has firmly implanted itself in the minds of consumers.

(Continued on page 102)



For A Boom Sales Year

Crosley RADIO & COMBO

Model 46FB is a 4-tube battery farm receiver with battery pack housed in cabinet. Set can be used with 1000 hour external battery pack. 2-band reception and automatic sensitivity control are featured. Modernistic wood cabinet is 9½" high, 15⅞" wide, 8" deep.



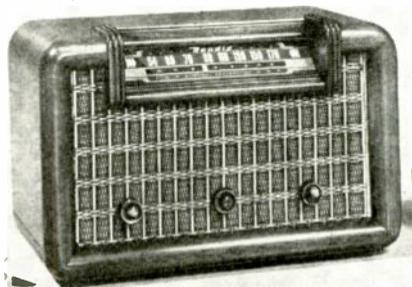
Model 106CR radio-phono console combination has floating jewel tone system, Seeburg "single control" record changer. Plays ten 12" or twelve 10" records. 6 push buttons for automatic tuning. Has solid top cabinet with drop-front doors. Two records compartments at sides of recessed grille. Set has 10 tubes and measures 37" high, 40⅞" wide, 18⅞" deep. Crosley Corp., Cincinnati 25, Ohio—RADIO & Television RETAILING

Bendix RADIOS

Model 646-A end table radio in Sheraton Period furniture design. INR circuit is designed to give freedom from background noise and interference. Set features 3-section electrolytic ac hum filter, improved automatic volume control, special speaker baffle tilted for



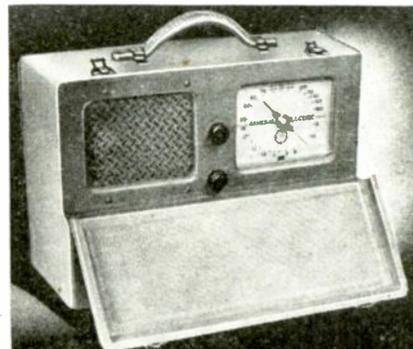
maximum effect. Equipped with "Phantom" slide dial rule and "Super Signal" built-in antenna; ac-dc operation. 8 tube performance through 6 tube superhet circuit using two double purpose tubes. Measures 27½" high, 20¼" wide, 14" deep.



Model 636-C modern, Continental design wood table model with all-woven metal grille. 8 tube performance using 6 tube superhet circuit with two double purpose tubes. Choice of finishes in American walnut or light oak. Measures 15¼" wide, 9¾" high, 8⅞" deep. Included in features are traveling line plastic pointer, and heavy core Alnico oval speaker. Bendix Radio Division, Bendix Aviation Corp., Baltimore 4, Md.—RADIO & Television RETAILING

GE RADIO & COMBO

Models 254 and 255 are 3-way portable radios. Operate on ac-dc or battery. Circuit is 6-tube superheterodyne. Receives on standard broadcast band. Batteries are good for about 250 playing hours. Has "Beam-O-Scope" antenna. Model 254G can be had in gray airplane cloth, model 254T in tan simulated English saddle leather, model 255G in gray, and model 255T in tan. Set weighs 14 pounds, and measures



10¼" high, 15" wide and 6¼" deep. Models 326 and 327 have 7 tubes (including rectifier), and operate on ac superhet circuit. Receive on standard



broadcast and short wave bands. 12" Dynapower speaker is used. Has tone control and automatic record changer. Built-in "Beam-O-Scope" antenna. Plays ten 12" or twelve 10" records. Set is available in either two-toned mahogany veneer or two-toned walnut veneer. Size is 32" wide, 33⅞" high, 16⅞" deep. General Electric Co., Bridgeport, Conn.—RADIO & Television RETAILING

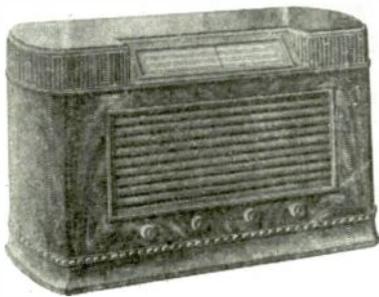
Greene PHONOGRAPH

Model 70 is an electric phonograph which has separate tone and volume controls. Dual tube amplifier with about 2 watts clear audio output; 5" PM speaker. Brown imitation leather covered wood suitcase, grille front and rear, metal name plates on controls. Player mounted on veneer cabinet with push switch for motor and volume control with switch to cut from radio to phono. Record player attachments are available. L. Charlton Greene Co., Watertown, Mass.—RADIO & Television RETAILING

- New Radio Merchandise

Lear RADIO

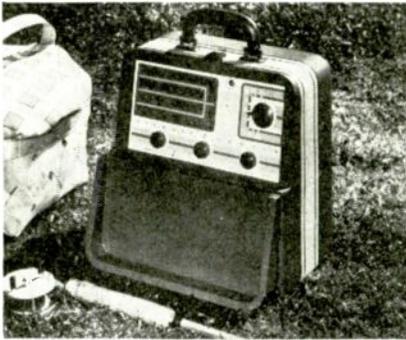
Shown is a 7 tube ac-dc deluxe wood table model. Receives on AM and FM bands. Has "Bassophonic Tone System."



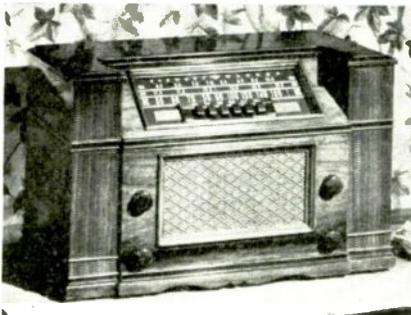
List price is \$49.95 to \$59.95. Lear Inc., Home Radio Div., 230 E. Ohio St., Chicago 11, Ill.—RADIO & Television RETAILING

Stewart-Warner RADIOS

Model 9007-A is a 6-tube, 3-way ac-dc battery portable. Single broadcast band: 540-1600 kc. Self-charging dry batteries with built-in charger. Low im-



pedance loop aerial well-sewed into cabinet covering to give greatest signal pickup. Tuned radio frequency stage with 3-gang condenser. Alnico No. 5

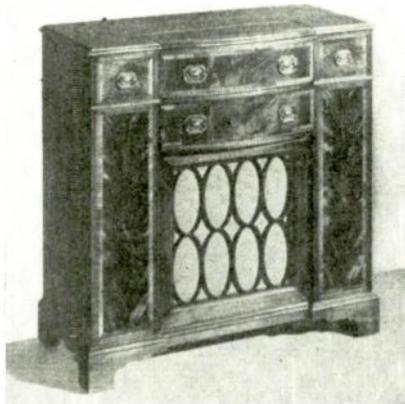


speaker is used. This model is all tan in color; 9007-F is in brown and tan; 9007-G is maroon and tan. OPA retail price is \$42 (batteries not included).

Model 9003-B is a 7-tube walnut table model. Operates on ac. Iron core push-button tuning is used. Low impedance loop, 3-gang condenser, and tuned r-f stage. Inverse feedback audio system for fine tone. Phonograph jack for external record player. Receives on 3 bands. OPA price is \$82.70. Stewart-Warner Corp., 1826 Diversey Parkway, Chicago, Ill.—RADIO & Television RETAILING

Philco RADIO-PHONOS

Model 1216 is housed in a cabinet of Sheraton design and made of mahogany woods. Has 14 tubes including rectifier, high fidelity tone control, and two bal-



anced dynamic speakers. Also featured are deluxe record changer, push button motor tuning for FM and AM, and featherweight tone arm with permanent jewel. Receives on FM, standard broadcast and short wave bands.

Model 1217 has a Chippendale cab-



inet of mahogany swirl veneers combined with decorative crotch mahogany. FM system has 14 tubes including rectifier. Featured are high fidelity tone control, 3 balanced dynamic speakers, new dynamic reproducer, and deluxe record changer. Featherweight tone arm has permanent jewel. Push button motor tuning for AM and FM. Receives on AM, FM and short wave bands. Philco Corp., Tioga & C Sts., Philadelphia 34, Pa.—RADIO & Television RETAILING

Sparton RADIO-PHONOS

Model 10-AM-76PA console radio-phonograph combination has automatic record playing feature. This set receives



on standard broadcast and foreign short wave bands. Frequency modulation reception is featured.

Model 7-BM-46PA has automatic record changer. Receives on standard broadcast as well as short wave bands. The Sparks Withington Co., Jackson, Mich.—RADIO & Television RETAILING

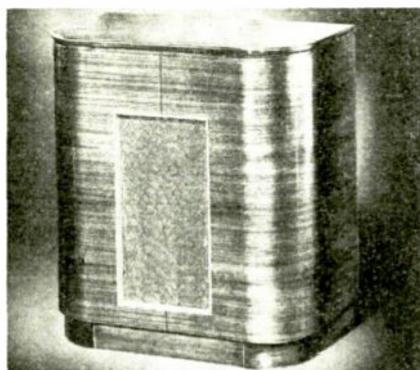
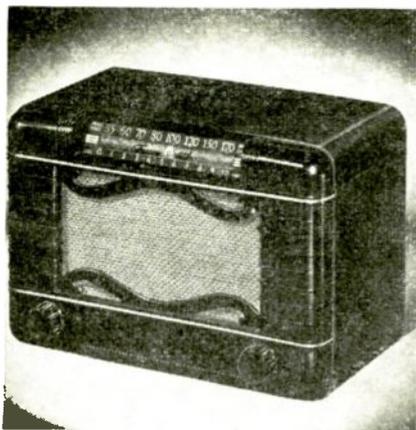
(Continued on page 38)

Latest in New Radios

Farnsworth RADIO & COMBINATION

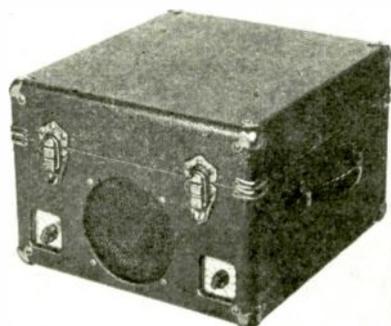
Model ET-050 is encased in a mahogany plastic cabinet. Set has 5 tubes and utilizes top-mounted logging scale dial with a luminescent station finder.

Model EK-263 is a 6-tube radio-phonograph combination with a deluxe 3-point sus-



pension record changer that accommodates twelve 10" and ten 12" records. Lightweight tone arm is equipped with sealed crystal pickup and permanent stylus. Dial has illuminated lucite pointer. This model is available in both walnut and golden harvest colors. Farnsworth Television & Radio Corp., Fort Wayne, Ind.—RADIO & Television RETAILING

Musitron PORTABLE PHONOGRAPH



Model PX has a four-tube amplifier with a specially designed 8" speaker with a 20 oz. permanent magnet. L. M. Sandwick Associates, 235 West Erie St., Chicago 10, Ill.—RADIO & Television RETAILING

Sonora RADIOS

Model RBU is a 5-tube ac-dc superhet encased in an ivory plastic cabinet. Tuning range is 535-1620 kc. Featured are dynamic speaker and automatic volume control. Size is 10½" long, 6¾" deep, 7" high.



Model RCU-208 is a 6-tube ac-dc superhet in a walnut veneer cabinet. Set has 6" dynamic speaker, automatic volume control, 2-position bass control.



Tunes from 535 to 1620 kc. Size is 15⅞" long, 8¼" deep, 8¾" high. Sonora Radio & Television Corp., 325 N. Hoyne Ave., Chicago 12, Ill.—RADIO & Television RETAILING

Trav-Ler PHONOGRAPH

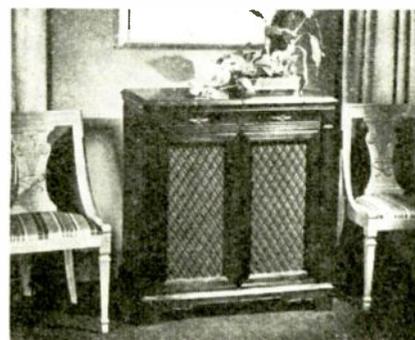
Model 7000 is an electric phonograph covered in fabricoid cloth with imita-



tion brown ostrich leather front contrasted by imitation tan leather top. Model features 5" dynamic speaker with Alnico V permanent magnet, 9" turntable, lightweight crystal pickup arm, and operates on 110-125 volts, 60 cycles ac. Retail price is \$22.45 (OPA) for Zone 1, including Federal Excise Tax. Trav-Ler Karenola Radio & Television Corp., 571 W. Jackson, Chicago, Ill.—RADIO & Television RETAILING

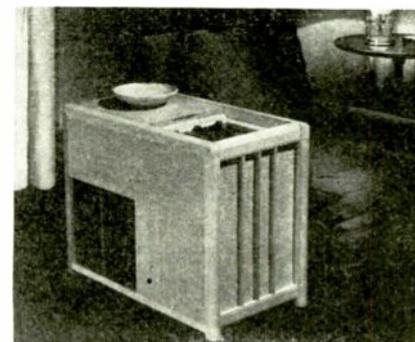
Magnavox RADIO-PHONOS

Regency Symphony model is available in mahogany, prima vera and walnut. Record changer is fully automatic. AM radio-phonograph chassis with separate power supply and power amplifier with power output of 25 watts incorporates 13 tubes including two recti-



fiers and tuning eye. Optional FM chassis has 8 tubes including tuning eye and rectifier. Set has two 12" Duosonic speakers and 8-station pushbutton tuning. Dimensions are 34" wide, 19½" deep, 38½" high.

Chairside model has radio and phonograph controls within easy arm

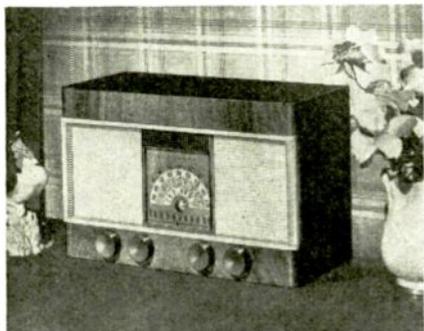


reach. Record storage space is provided. Available in mahogany, white oak, prima vera and walnut. This model features 12" Duosonic speaker, fully automatic record changer, Pianissimo pickup, 6-station automatic pushbutton tuning. AM radio-phonograph chassis with power output of 12 watts contains 9 tubes, including rectifier and tuning eye. 30" long, 17" wide, 25½" high. The Magnavox Co., Fort Wayne 4, Ind.—RADIO & Television RETAILING

for High Volume Sales

Echophone RADIO & COMBO

Table model receiver EC-103 has five tubes and covers three bands. Cabinet is of polished Honduras mahogany, with blonde maple framing the speaker grille. Has duplex dial arrangement for electrical band spread tuning. Set operates on ac-dc.



EC-300 is table model radio-phono combination which incorporates an improved automatic record changer. Set covers standard broadcast and short wave bands. Duplex dial with linear band spread scale is a feature. Record



changer accommodates twelve 10" or ten 12" discs. Pickup arm is equipped with a crystal pickup cartridge using a long-life needle. Model EC-102 (not shown) is a 5-tube 3-band ac-dc table model in a plastic cabinet Hallicrafters Co., 2611 Indiana Ave., Chicago 16, Ill.—RADIO & Television RETAILING

Scott RADIOS

Chippendale period cabinet has corners softened in design by round fluted columns. The drawer faces are of the overlap or lip variety, which project forward to give a richness of quality. The hardware is of the period. Finish is hand rubbed to bring out the richness of the mahogany. Chassis has 24 tubes on FM cycles and will cover the new band of 88 to 108 mc. On AM, set covers full broadcast band and the 19, 25, 31 and 49 meter bands.

Georgian cabinet design features at-



tractive proportions and unusual panel treatment. This chassis is the same as the Chippendale model. E. H. Scott Radio Labs., Inc., 4450 Ravenswood Ave., Chicago, Ill.—RADIO & Television RETAILING

Teletone RADIO

Model 110 comes in a solid mahogany Regency type cabinet. Set is 5-tube superbet, ac-dc, and features "Radiopitikon" enclosed antenna looped for



greater efficiency. Illuminated full vision slide rule dial. Alnico No. 5 speaker. Teletone Radio Co., 609 West 51st St., New York 19, N. Y.—RADIO & Television RETAILING

Motorola RADIO & COMBO

Model 65X14B comes in a modern "blonde" cabinet. Has "Aero-Vane" loop. Plays on ac-dc. Measures 13 1/4" wide, 8 1/2" high, and 7 1/4" deep.

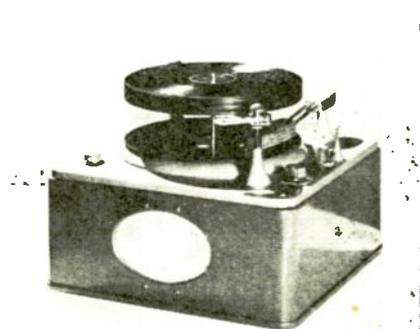


Automatic radio-phono model 95F31B changes ten 12" or eight 12" records. Cabinet has modern blonde finish. Six push-buttons are provided. Set plays



on three bands, standard broadcast, FM, and short wave. Size is 36 1/2" high, 38" wide, 16 1/2" deep. Galvin Mfg. Corp., Chicago 51, Ill.—RADIO & Television RETAILING

Cavalcade RECORD PLAYER



Automatic electric record player accommodates twelve 10" or ten 12" discs. Operates on 110 volt ac. Three tube amplifier has 5" PM speaker. High fidelity and volume. Maroon color with (Continued on page 40)

Brand New Radios to

matching plastic tone arm and knobs. Measures 14½" x 14" x 11". Cavalcade Industries, Inc., 39 S. LaSalle St., Chicago 3, Ill.—RADIO & Television RETAILING

Automatic RADIOS

Deluxe table model 620 with easy-view dial. 6 tubes, ac-dc operation; pm dynamic speaker. Self-contained antenna features built-in 'Automatic Loop.'

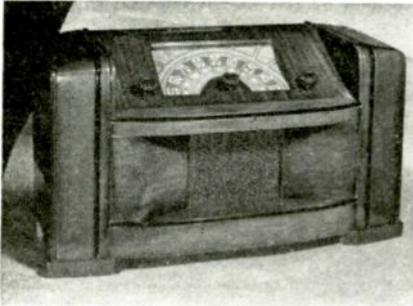


Table model 611 has 5 tubes and operates on ac-dc. Set has full-vision dial and is fully enclosed (back has covering panel). Featured are pm dynamic speaker and built-in 'Automatic Loop.' Automatic Radio Mfg. Co., 122 Brookline Ave., Boston 15, Mass.—RADIO & Television RETAILING

Bell & Howell CAMERA

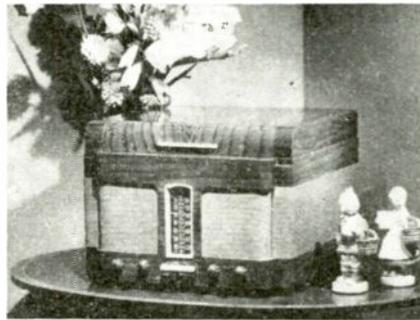
Filmo Auto Load 16mm magazine loading camera has viewfinder of "positive" type, fully enclosed for protection. Film can be interchanged in mid-reel due to shutter action on film magazine. Measures 1¾ x 3½ x 5¾ inches, and weighs 2 lbs. and 7½ ozs. Can be easily carried in coat pocket.



Camera is available with several fast lenses, fully color corrected. Filmo Auto Load Speedster model is available in addition to model shown. Bell & Howell Co., 7100 McCormick Rd., Chicago 45, Ill.—RADIO & Television RETAILING

Stromberg-Carlson COMBOS

The Beaux Arts model is an ac superhet radio-phonograph table model receiving on standard broadcast and international short wave bands. Both bands have tuned r-f stages. Chassis is housed in walnut and fabric cabinet.



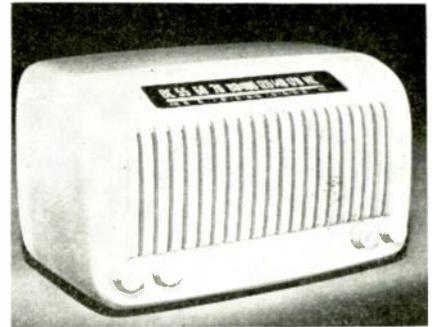
Automatic record changer handles 12" discs. Also featured are six push-buttons, vertical slide rule type dial, tone control, and permanent magnetic speaker.



The Autograph radio-phonograph combination is of 18th Century English design, and is available in mahogany or walnut. Receives on standard broadcast, two FM, and two short wave bands. Twelve push-button control. Automatic volume control, and automatic wave shift band. Automatic record changer plays 10" or 12" discs. Featherweight crystal type pickup. Connection for wire recording. Height 36", width 37½", depth 18". Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & Television RETAILING

Olympic RADIO & COMBO

Model 6-601 has a power output of 5 watts. Use of dual purpose tubes give this 6-tube ac circuit extra power. 3-gang-condenser is used with one stage of r-f ahead of converter tube. Set features "Tru-Base" tonal reproduction. Permits use with phono record players; also use of set with converter unit for FM and television sound. Included in radio are 6" x 9" electrodynamic speaker, and built-in dual



"Hyper-Q" antenna. Receives on standard broadcast and short wave bands. Size is 16¼" long, 9½" high, 8" deep. Plastic cabinet is available in ivory and walnut.

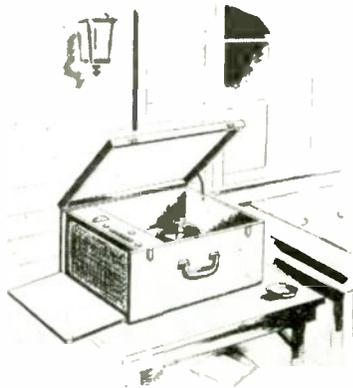


Model 6-504 radio-phonograph is for ac operation only. "Hi-Power" superhet circuit is used. Plays single discs with full tone. Has "permanent" needle. Walnut veneer cabinet has novel edge-lighted lucite dial. Use of multi-purpose tubes gives 7 tube performance from 5 tubes. Features built-in "Hyper-Q" antenna. Phono uses silent, constant speed motor, and "featherweight" crystal pickup. Size is 19½" long, 6⅝" high, 13⅞" deep. Hamilton Radio Corp., 510 Avenue of the Americas, New York 11, N. Y.—RADIO & Television RETAILING

Ansley COMBOS

"The Diplomat" model is a portable radio-phonograph combination, and comes in a top grain cowhide case. Available with Model 32 chassis with automatic record changing Dynaphone. Size is 11¼" high, 15½" wide, 21" deep. "The Largo" model is designed for

Fill Pent-Up Demand



practical use alongside chair or couch. This set can be used as an end table, and glider top can be moved without disturbing lamp or ash trays. Available with Model 32 chassis with automatic record changing Dynaphone. Ball bearing sliding top gives easy access to record controls and disc changer. Size is 24" high, 16½" wide, 22" deep. Choice of light modern finishes on oak or birch, or in traditional finishes on mahogany. Ansley Radio Corp., 41 St. Joes Ave., Trenton, N. J.—RADIO & Television RETAILING

Garod RADIO & COMBO

Model 6D1 is a 6 tube 2-band receiver with a large dynamic speaker for domestic and overseas reception. Cabinet is two-toned hand rubbed walnut veneer. Easy-to-read slide rule dial, auto-



matic volume control, and even tone control. New improved superhet circuit.

Model 6DPY8 "Moderne" console combination radio-phonograph uses 6 multi-purpose tubes which give 8-tube performance. Ac operation, domestic and foreign reception, and "Hide-A-Way" automatic record changer for ten 12" and twelve 10" discs. Large auditorium speaker, even tone control, and automatic volume control. Bleached oak cabinet. Model 6DPY9 is available in walnut cabinet. Garod Radio Corp., 70 Washington St., Brooklyn 1, N. Y.—RADIO & Television RETAILING

Howard RADIOS

Model 901-M uses 5 tubes (one double duty for 6 tube performance). Has superhet circuit with built-in low loss loop antenna compressed in smooth



Lignolite back cover. 5 inch dynamic speaker is floated to reduce microphonism. Beam power output. Cabinet is molded of walnut plastic materials, and is 9¾" wide, 6½" high, 5¼" deep. Operates on ac-dc.

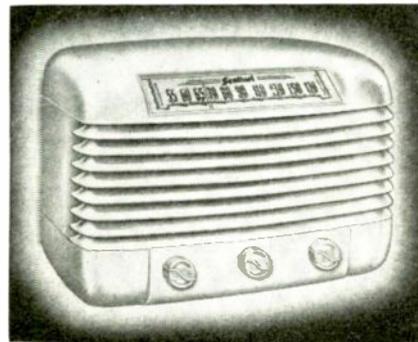
Model 901-W is a 5-tube, ac-dc table model set that gives 6 tube performance. Has antenna connection for weak signal areas; no ground needed. Uses floating 2-gang condenser. 5 inch dy-



amic speaker is floated to minimize microphonism. Beam power output. Cabinet is of Thermo-Set walnut plywood, hand rubbed high lustre beverage proof finish; full back cover. 13" wide, 7¾" high, 6" deep. Howard Radio Co., 1735 Belmont Ave., Chicago 13, Ill.—RADIO & Television RETAILING

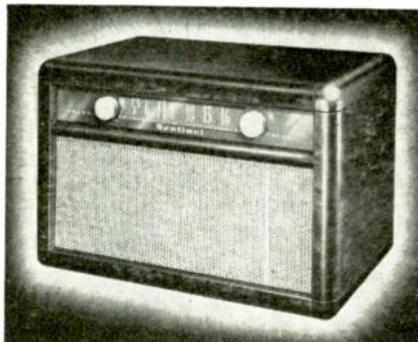
Sentinel RADIOS

Model 293-I is a 6-tube table model ac-dc superhet in an ivory-finish plastic cabinet. Features full-vision slide rule dial, full range tone control, built-in loop antenna, and 6-inch oval perma-



nent-magnet dynamic speaker. R. F. stage for distant reception. Beam power output, and automatic volume control.

Model 289-T is a battery operated 4-tube superhet. Uses 1½ volt battery on low drain circuit. Battery has 1,000-



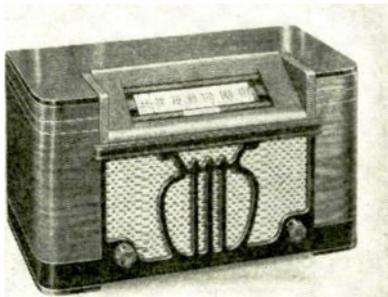
hour life. Permanent-magnet 6-inch dynamic speaker is used. Automatic volume control and slide rule tuning dial are featured. Cabinet is simulated walnut burl. Sentinel Radio, 2020 Ridge Ave., Evanston, Ill.—RADIO & Television RETAILING

Clarion RADIO & COMBO

Model C108 is a 4-tube superhet battery-operated receiver. Single plug connection to battery pack. New type iron core antenna coil. 6½" speaker with large Alnico No. 5 magnet for improved operation. Easy-to-read slide rule dial. Frequency range is 540 to 1725 kc. Styled in compact two-toned sliced walnut cabinet high sheen finish. Set is audibel rated.

Model C109 is 11-tube (with rectifier) "Low-Boy" console radio-phonograph. Double-conversion superhet AM-FM chassis. Electric touch-button tuner. New "symphonized" record player and
(Continued on page 42)

Money for Retailers in



automatic two-post record changer. Set receives on AM, FM, and two short wave bands. Is equipped to use di-pole FM antenna. Complete r-f floating assembly is mounted on rubber. Uses 10"

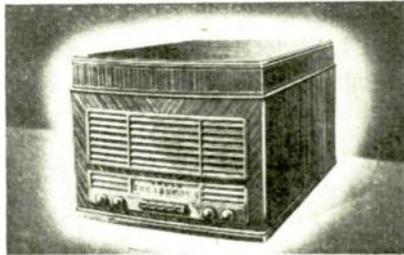


table model radio-phonograph combination in walnut wood veneer. Automatic record changer plays twelve 10" or ten 12" records. Five push-buttons supplement dial tuning. Built-in loop antenna. Set covers broadcast and short wave bands. Noblitt-Sparks Industries, Inc., Columbus, Ind.—RADIO & Television RETAILING

U. S. Television RADIO & COMBINATION

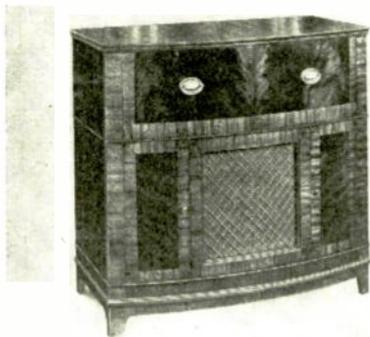
Model R2001 "Clearsonic" table model radio gives 7-tube performance with 5 tubes. Superhet circuit with 5" speaker. Automatic volume control. Cabinet of rubbed and polished walnut or mahogany. Set operates on ac-dc.

Admiral RADIO & COMBO

Model 6 to 5-6A1 table model radio comes in a walnut cabinet with a bowed louver grille. 6-tube triple tuned r-f converted circuit is designed for high sensitivity and to eliminate interference. Super-bass boost. Streamlined "stretch out" slide rule dial.



Regency model radio-phonograph combination with "Slide-A-Way" that brings the "Childproof" automatic record changer out in plain view for easy loading. Authentically styled cabinets in a choice of walnut, mahogany, or

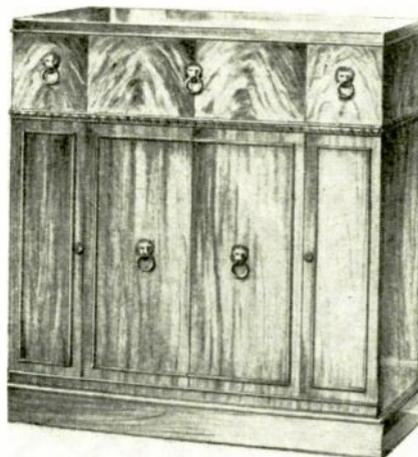
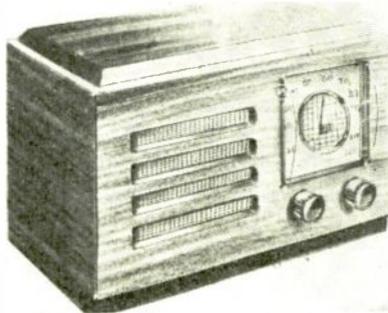


curvilinear-electro-dynamic speaker with high flux density. Warwick Mfg. Corp., 4640 W. Harrison St., Chicago 44, Ill.—RADIO & Television RETAILING

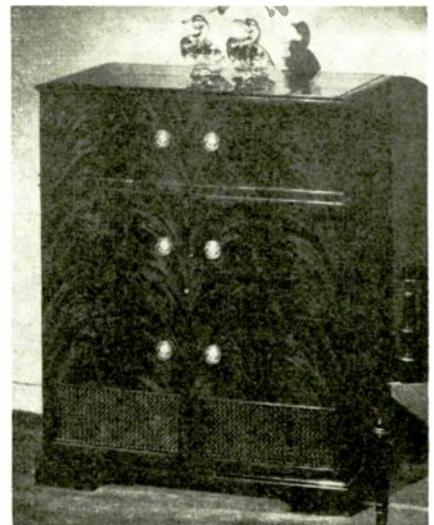
Arvin RADIO & COMBO

Model 555 is an ac-dc 5-tube (including rectifier and two dual-purpose tubes) superhet in a walnut plastic cabinet. Model 555A is available in ivory. Four push-buttons, with organ key action supplement dial tuning knob. Slide rule type dial. Concealed loop antenna is built-in. Heavy type 4" x 6" permanent magnet type speaker is used. Size is 11 1/4" wide, 6 1/2" high, 6" deep.

Model 669 is a 6-tube (including rectifier and two dual-purpose tubes) ac



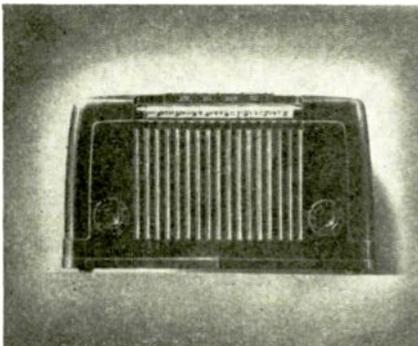
Model R5003, "The Dumbarton", is console automatic radio-phonograph. Two speakers are used for full fidelity. Standard and short wave bands. "Secret Circuit" design. Feather-action "Mini-Wear" record changer. Operates on ac. Hepplewhite cabinet. U. S. Television Mfg. Corp., 106 Seventh Ave., New York 11, N. Y.—RADIO & Television RETAILING



bleached mahogany. 10-tube superhet circuit. Massive, curved easy-tune dial. 5-second record changing. Plays ten 12" or twelve 10" records automatically. Will not chip or break discs. Admiral Corp., Chicago 41, Ill.—RADIO & Television RETAILING

RCA RADIO & COMBO

Model 56X5, "The 12,000-Miler", gets 8-tube performance from 6 tubes. Has "Television-Type" amplification, and provides foreign band coverage from 8,900 to 12,000 kc, including "spread" feature on 31 and 25 meters. Modern cabinet of rich walnut finish. 8 1/2" high. 14 3/4" wide, 7" deep. List price approximately \$34.95.



These New Radio Models



Century model is designed for 3-band reception. Also has "Plenti-Power" circuit which gives this set 17 watts of undistorted output. 14 tubes, including rectifier, 6 electric push-button. Tuning eye provided. Receives on standard broadcast, FM and short wave bands. Cabinet in rich mahogany veneer. Westinghouse Electric Co., Home Radio Division, Sunbury, Pa.—RADIO & Television RETAILING



Model 58V radio-phonograph is housed cabinet of fine walnut. Lids over automatic record changer and radio raise independently. American and foreign reception. Push-button tuning. 3-point tone control. 5 watts maximum output. 12-inch dynamic speaker, built-in antenna. List price approximately \$179.95. RCA Victor Division, Radio Corp. of America, Camden, N. J.—RADIO & Television RETAILING

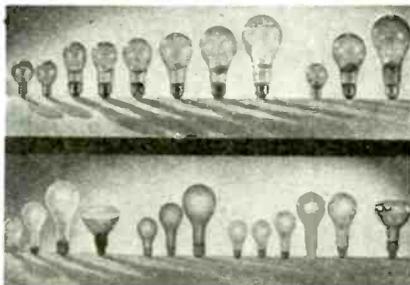
Westinghouse RADIO & RADIO-PHONO

Library model bookshelf size receiver is finished in choice walnut veneer. Set features "Plenti-Power" circuit for extra power.



Wabash PHOTOLAMPS

The new Wabash Photolamp line no longer includes blackout, diffusing flash and other strictly wartime photolamps. Midgets are stressed, with 3 types including the new oxygen-filled Speed



Flash, and the No. 25B Blue Midget for color. The No. 4 professional-type Superflood is back, in 2 varieties for black and white as well as color photography. Self-diffusing enlarger bulbs are also available again. Wabash Photolamp Corp., 335 Carroll St. Brooklyn, N. Y.—RADIO & Television RETAILING

JFD AUTO ANTENNAS

Made of Admiralty brass tubing. Highly chrome plated, with rustproof, stainless steel "snap-back" top rod, 36-in. shielded loom low loss lead, and ceramic insulators. Deliveries are now being made on all orders. J. F. D. Mfg. Co., 4111 Ft. Hamilton Parkway, Brooklyn 19, N. Y.—RADIO & Television RETAILING

Music Master COMBO

Table model radio-phonograph combination gives 7 tube performance with 5 tubes. Tone and volume (true con-



sole quality) can be easily adjusted for desired amplification. Push-button and manual tuning; life-like fidelity. 5 watts output. Phonograph mounted on floating springs and thoroughly insulated. Plays 10" or 12" records with lid closed. Built-in loop antenna. Tunes to 535-1620 kc. Measures 18" x 14 1/2" x 12". Music Master Radio Corp., 750 Main St., Hartford, Conn.—RADIO & Television RETAILING

Steelman PHONOGRAPHS

Model 350 table phono has dual channel input circuit. 5 watt output; speaker is 6 1/2" Alnico; electronic tone control. Unit has 3 tubes. OPA price is \$47.85.



Model 351, above, has identical chassis and speaker as Model 350. Price is \$51.95. Steelman Radio Corp., 742 E. Tremont Ave., New York 57, N. Y.—RADIO & Television RETAILING

FOR LATEST ELECTRICAL APPLIANCES SEE PAGES 60 TO 67; OTHER NEW RADIO MERCHANDISE ON PAGES 86 AND 90.

Good Display for More

Simplicity and Utility Sparked With Originality Result in Eye-Catchers!



How one dealer uses effectively a limited amount of space for record stock, sales and display. Presser's music department, Philadelphia, Pa.

● Manufacturers continue to stress the importance of display to dealers in the merchandising of discs. And simplicity of arrangement seems to keynote almost all suggestions, both in regard to in-store and window set-ups.

Theatre Tie-ins

Decca, who has brought out its album (411) of the current Broadway hit musical, "The Red Mill", is planning window and counter material for dealers with which to tie in with the show itself. This Victor Herbert revival is universal in appeal, and is currently playing on New York's Broadway.

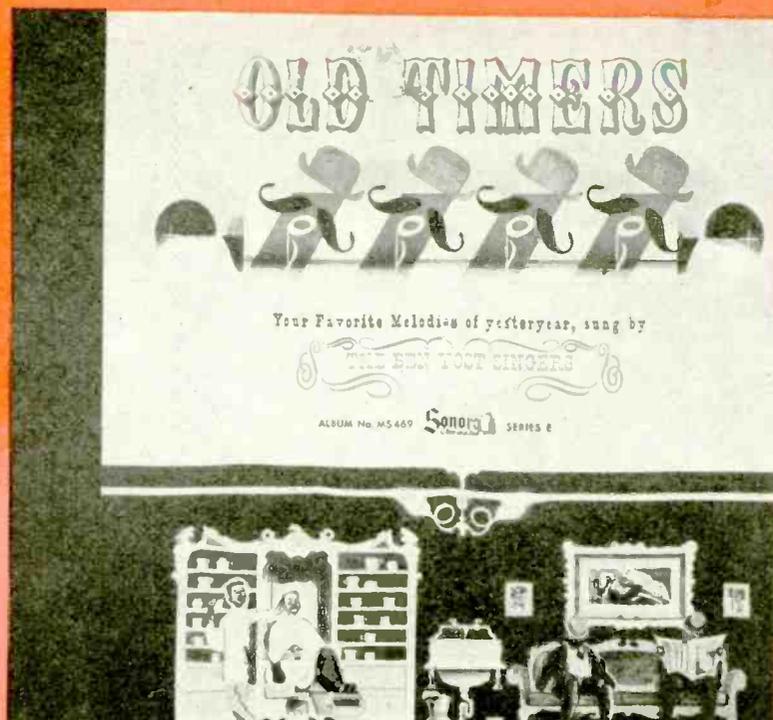
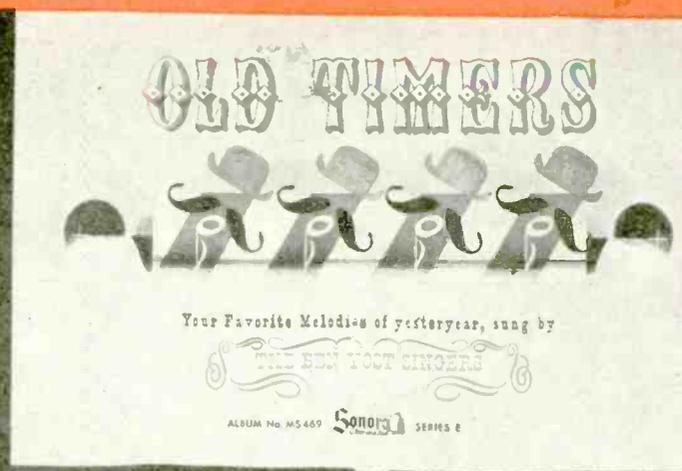
Interchangeable Displays

Victor has offered counter and floor arrangements for displaying its records and albums.

These display pieces are of a more or less permanent nature, inasmuch as they consist of standard pieces, adaptable to both current and future material available to retailers.

Victor has also designed these presentation racks and holders for versatility, so that they may be applicable to all shapes and sizes of windows and interiors.

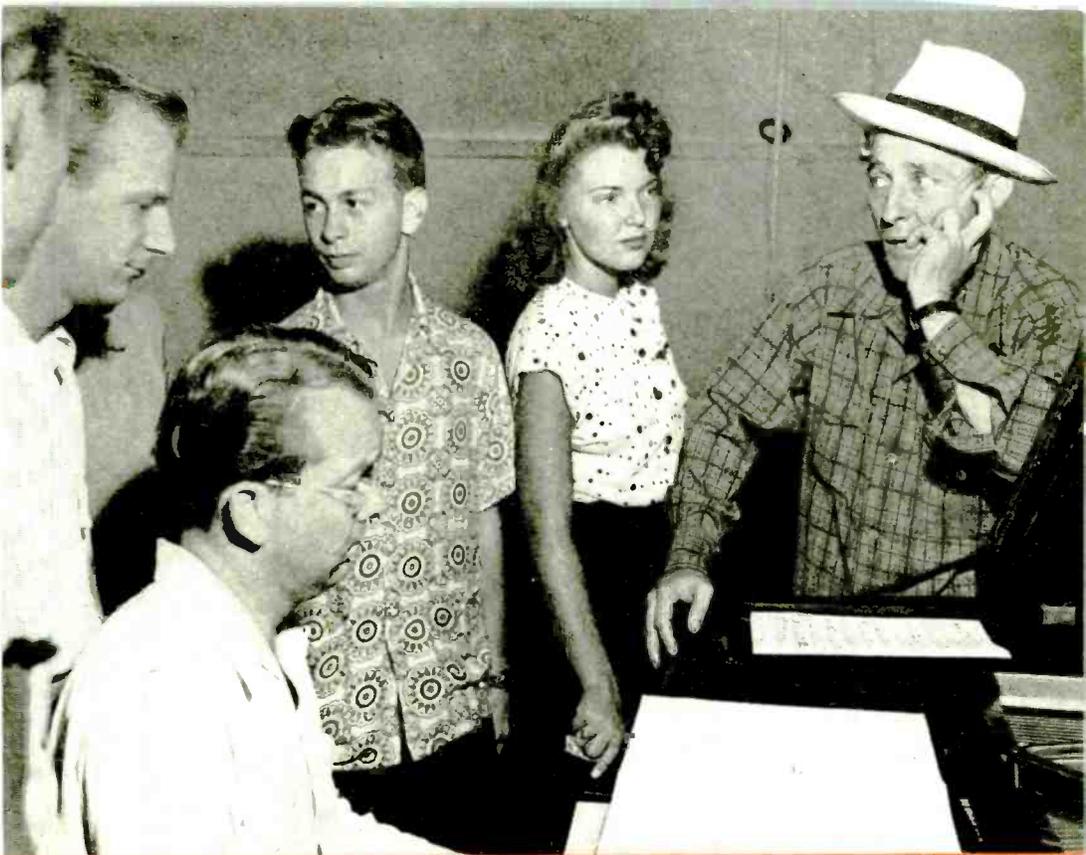
Recent feature album put out by Sonora is timeless in its appeal. Old favorites are highlighted in this collection.



Disc Sales



Columbia's Les Brown and his thrush, Doris Day, are featured in the current release "We'll Be Together Again" and "A Red Kiss on a Blue Letter" (36896).



Bing Crosby with Mel Torme and his Mel-Tones at the Decca recording of "Prove It by the Things You Do" and "Day by Day" (18746).

Columbia continues its offer of monthly prizes to retailers for the best window of the month, designed around its promotional material.

In addition to simplicity of design, and utility of display pieces, the individuality of each retailer's store is important to incorporate in each store's presentation.

This third feature is determined by the store's customers, themselves. In other words, the alert dealer will take his cue in this respect from the type of customer he caters to.

Effects can be achieved and cus-

tomers interest aroused to increase sales by featuring artists, localities, shows, current events, visiting talent, local talent, seasons of the year, or personality of the store itself.

Retailing Ingenuity

Imagination and originality are fundamentally good sales assistants in the music field, because music appeals to these very qualities in your customers. This is the part of the display that the retailer himself can contribute the most to. Here is a chance for that real qual-

ity of retailing ingenuity that radio-music dealers have always had, to come to the fore!

A dealer's personality is just as much a part of his sales equipment as his locality, store facilities, sales staff, or merchandising policies. And this is a real chance to use it.

More Sales Aids

Other activities on the part of the manufacturers to help the dealer sell more records include Columbia's new "Martin Block Record Shop" show on the air over CBS Saturdays, on which recordings of Columbia artists are played; Victor's continued awards for the best Gershwin promotions; Capitol's new "Miss Personality" displays.

New Artists Signed

Musicraft production has upped since its merger with Jefferson-Travers, and it is busy signing new feature artists. Among these are Artie Shaw, Orrin Tucker, and Gordon MacRae. Crooner MacRae has already waxed two platters for Musicraft. One features "It's Anybody's Spring", from the Paramount picture "Road to Utopia", nationally released in February; the other, "Full Moon and Empty Arms" is backed by "Everybody Knew But Me".

Taps the Record Market

**Retailer Combs Trading Area for More Profits;
Cashes In on Advertising, Disc Library Idea**

● "We're putting on a sales-stimulating campaign right now in order to sell more records and radios," asserts William A. Zeswitz, who owns the Zeswitz Radio House, Reading, Pa.

"Instead of waiting for customers to come to the store, we're getting busy urging buyers of discs and receivers to become well-acquainted with us now. Many persons need prompting to get them to buy.

We're promoting our store at the present time for exactly that purpose," this dealer explained.

Two-way promotion is being used to make more cash from record and radio merchandising. This includes in-store sales building and aggressive publicity and advertising. The store is not pulling any sales punches, but is going after business with plenty of push.

In-store selling techniques include impressing on customers the fact that the establishment carries a complete music library. Patrons are assured that whatever their record requirements may be, the store can fill them.

Patrons Need Urging

Carrying this idea even further, the establishment encourages its customers to build complete record libraries of their own. "Buyers don't need any urging to build a library of books, but many customers do require some spurring and guidance to get them to start a library of discs," Zeswitz stated.

The store advises its customers that they can get as much pleasure and pride from owning a well-stocked record library as they can from collections of books. Zeswitz believes that book lovers are good prospects for discs sales, and that home record and book libraries go well together.

A large number of records is maintained at the establishment, including a wide selection of children's discs. The store finds increasing interest in kiddie's records and is capitalizing on this demand.

Radio Ads Pay Off

At the present time, the firm is also boosting business "on the outside." The store started its sales promoting campaign by contracting with a local radio station for spot announcements. This agreement calls for a one-minute "spot" every hour from ten in the morning until seven in the evening.

For the first few weeks which the advertisement runs, the announcer states that "R" Day (Radio-Record)

(Continued on page 72)



Above, large selection of popular and classical platters is found here. Customers are urged to start record libraries as hobby. The store finds that book buyers are good disc prospects. Children's records are actively promoted. Firm plans to sell patrons so that they stay sold, and keep coming back for more discs and radios. Below, the establishment believes that some people are too lazy to buy and must be "needled". Broadcast and outdoor advertising draws customers.



PHILCO RETURNS TO ITS UNBROKEN RECORD OF
 RADIO LEADERSHIP **10 YEARS AHEAD
 OF 4 YEARS AGO!**

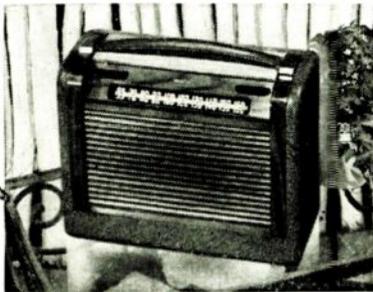


Yes, the thrilling new radio and phonograph developments from the laboratories of Philco are the big news of the industry for 1946. They're brand new . . . *ten years ahead of four years ago* . . . exclusive, patented achievements of modern electronic research. And they're backed by the merchandising plans and experience which have built and maintained Philco's unbroken record of leadership. Again, Philco takes its place as the No. 1 source of profits for the radio and phonograph dealer.

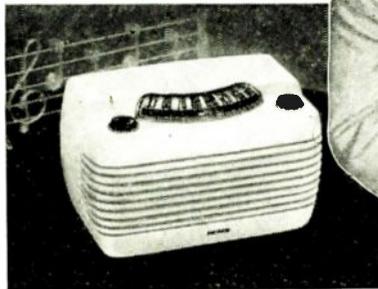
PHILCO 1213 RADIO-PHONOGRAPH. An exquisite cabinet of authentic Chippendale design . . . in rare matched Mahogany woods . . . with the newest Philco developments for the full enjoyment of radio and recorded music. Advanced-FM . . . the new Dynamic Reproducer . . . a newly developed Automatic Record Changer . . . plus the most glorious radio-phonograph tone you've ever heard!



**Just put a record
 in the slot . . .
 And it plays!**



PHILCO 350 PORTABLE. Far out-performs any portable radio ever built. Tested and proved in the most difficult locations. Plays on any house current or self-contained battery. Light in weight, perfectly balanced, *truly* portable! New, distinctive cabinet. Sensational value!



PHILCO 420 IVORY. Outstanding beauty of tone . . . amazing performance in a compact radio. Gleaming ivory plastic cabinet of modern grace and simplicity. Colorful radial dial lights up to give the effect of a softly glowing dome. Superb tone and performance!

Amazing Philco invention makes the manual radio-phonograph Automatic.

PHILCO 1201 RADIO-PHONOGRAPH. No more fussing with lids, tone arms, controls or needles! You just put any size record in the slot and close the door. It starts, plays and stops *automatically*. Exclusive! (Patent Pending.)



TUNE IN: The Radio Hall of Fame, Sundays, 6 P.M., EST; Don McNeill and the Breakfast Club, Monday through Friday, 9:45 A. M., EST; ABC (Blue) Network.

PHILCO

Famous for Quality the World Over

Products of RADIO & TELEVISION Manufacturers

Listing the companies whose lines cover one or more of the six groups of greatest importance to retailers and distributors.

The following manufacturers of radio receivers have returned our editorial questionnaire giving the information needed for these listings:

	Home AM-FM	Combinations	Television	Auto Radio	Amateur	Commercial*
Abbott Instrument, Inc., 8 W. 18th St., New York, N. Y.						
Admiral Corp., 3800 W. Corland St., Chicago, Ill.						
Aero Communications Co., 231 Main St., Hempstead, L. I.						
Air Associates, Inc., 5827 W. Centry Blvd., Los Angeles 45, Calif.						
Air Communications Co., 2233 Grand Ave., Kansas City, Mo.						
Aireon Corp., Fairfax & Funston Rds., Kansas City, Kans.						
Air King Prod. Co., Inc., 1523 63rd St., Brooklyn, N. Y.						
Airplane & Marine Instruments, Clearfield, Pa.						
American Communications Co., 306 Broadway, New York, N. Y.						
Andrea Radio Corp., 43-20 34th St., Long Island City, N. Y.						
Ansley Radio Corp., 41 St. Joes Ave., Trenton, N. J.						
Apex Industries, 192 Lexington Ave., New York 16, N. Y.						
ARF Products, 7713 Lake St., River Forest, Ill.						
Autocrat Radio Co., 3855 N. Hamilton Ave., Chicago						
Automatic Radio Mfg. Co., Inc., 122 Brookline Ave., Boston						
Aviola Radio Corp., 703 Ivy St., Glendale, Calif.						
Baronette Radio & Tube Corp., 220 Fifth Ave., New York, N. Y.						
Barr Electric Co., 1314 Forest Ave., Dallas, Texas						
Bell Radio Co., 125 E. 16th St., New York, N. Y.						
Belmont Radio Corp., 5921 W. Dickens Ave., Chicago, Ill.						
Bendix Radio, Div. of Bendix Aviation Corp., Baltimore, Md.						
Biltmore Radio Corp., 15 Ave. "A", New York 3, N. Y.						
Browning Laboratories, Inc., 750 Main St., Winchester, Mass.						
Capehart Div., Farnsworth Tel. & Radio Corp., Ft. Wayne, Ind.						
Collins Radio Co., 2920 First Ave., Cedar Rapids, Iowa						
Colonial Radio Corp., 254 Rano St., Buffalo, N. Y.						
Columbia Electronic, Inc., 185 E. 122nd St., New York, N. Y.						
Communications Co., Inc., 300 Greco Ave., Coral Gables, Fla.						
Communications Equip. Co., 523 W. 6th St., Los Angeles						
Concert Master Rad. & Tel. Co., 1800 Winnemac Ave., Chicago						
Concord Radio Corp., 901 W. Jackson Blvd., Chicago						
Coronet Radio & Television Corp., Front St., Hempstead, L. I.						
Crosley Corp., 1329 Arlington St., Cincinnati, Ohio						
Crystal Products Co., 1519 McGee Trafficway, Kansas City, Mo.						
Deleo Radio, Div. of General Motors Corp., Kokomo, Ind.						
DeWald Radio Mfg. Corp., 440 Lafayette St., New York, N. Y.						
F. E. Dine & Co., Inc., 2221 Warwick, Santa Monica, Calif.						
Allen B. DuMont Laboratories, 515 Madison Ave., New York						
Dynavox Corp., 40-35 21st St., Long Island City, N. Y.						
Eastern Electronics Corp., 41 Chestnut St., New Haven, Conn.						
Echophone Radio Co., 2611 So. Indiana Ave., Chicago, Ill.						
Eckstein Radio & Television Co., 1400 Harmon Pl., Minneapolis						
Electrical Research & Mfg. Co., 3001 E. Pio Blvd., Los Angeles						
Electromatic Mfg. Co., 88 University Pl., New York, N. Y.						
Electronic Corp. of America, 45 W. 18th St., New York, N. Y.						
Electronic Devices Co., 601 W. 26th St., New York, N. Y.						
Electronic Mfg. Co., 339 W. Eighth St., Dubuque, Iowa						
Emerson Radio & Phono Corp., 111 8th Ave., New York, N. Y.						
Epey Mfg. Co., Inc., 33 W. 16th St., New York, N. Y.						
Fada Radio & Electric Co., Inc., Long Island City, N. Y.						
Farnsworth Television & Radio Corp., Fort Wayne, Ind.						
Federal Telephone & Radio Corp., 591 Broad St., Newark, N. J.						
Fisher Radio Co., 41 E. 47th St., New York, N. Y.						
Flush Wall Radio Co., 15 Washington St., Newark, N. J.						
F. M. Radio Mfg. Co., Inc., 1031 S. Superior, Cleveland, Ohio						
Franklin Photographic Industries, 223 W. Erie St., Chicago						
Freed Radio Corp., 200 Hudson St., New York, N. Y.						
Calvin Mfg. Corp., 45 15 Augusta Blvd., Chicago, Ill.						
Garner Electronics Corp., 1100 W. Washington Blvd., Chicago 7						
Garnet Radio Corp., 69 Glenwood Place, E. Orange, N. J.						
Garod Radio Corp., 70 Washington St., Brooklyn, N. Y.						
Gem Radio & Television Co., 140 Liberty St., New York 16, N. Y.						
General Electric Co., Bridgeport, Conn.						
General Television & Radio Corp., 2701 Lehmann Ct., Chicago						
Giffilan Bros., 1815 Venice Blvd., Los Angeles, Calif.						
Globe Electronics, Inc., 225 W. 17th St., New York, N. Y.						
Gray Radio Co., W. Palm Beach, Fla.						
Hallcrafters Co., 2611 S. Indiana Ave., Chicago, Ill.						
Hamilton Radio Corp., 510 6th Ave., New York, N. Y.						
Hammarlund Mfg. Co., 460 W. 34th St., New York, N. Y.						
Harris Mfg. Co., 2122 W. 7th St., Los Angeles						
Harvey Machine Co., Inc., 6200 Avalon Blvd., Los Angeles						
Harvey-Wells Electronics, Inc., Southbridge, Mass.						
Herbach & Rademann Co., 522 Market St., Philadelphia, Pa.						
Hoffman Radio Corp., 3130 So. Hill St., Los Angeles, Calif.						
Howard Radio Co., 1735 Belmont Ave., Chicago, Ill.						
Hudson-American Corp., 25 W. 43rd St., New York 18, N. Y.						
Industrial Tool & Die Works, Inc., Minneapolis, Minn.						
International Detroit Corp., Beard Ave., Detroit, Mich.						
Islip Radio Mfg. Corp., Beech St., Islip, New York						
Ray Jefferson, Inc., 40 E. Merrick Rd., Freeport, L. I., N. Y.						
Jefferson-Travis Radio Mfg. Corp., 245 E. 23rd St., New York						
Jewel Radio Corp., 583 Sixth Ave., New York 11, N. Y.						
Karr Engineering Co., 619 Emerson St., Palo Alto, Calif.						
Keith Radio Products, Bedford, Ind.						
Kinetic Electronics Corp., 235 E. 42nd St., New York 17, N. Y.						
Kingston Radio Co., Inc., Kokomo, Ind.						
Laurehk Radio Mfg. Co., 3931 Monroe Ave., Wayne, Mich.						
Lavoie Laboratories, Matawan-Freehold Rd., Morganville, N. J.						
Leav. Inc., 230 E. Ohio St., Chicago, Ill.						
Lewyt Corp., 60 Broadway, Brooklyn 11, N. Y.						
Lincoln Electronics Corp., 653 11th Ave., New York, N. Y.						
Fred M. Link, 125 W. 17th St., New York, N. Y.						
Magnavox Co., 2131 Bueter Rd., Ft. Wayne 4, Ind.						
Maguire Industries, Inc., W. Putnam Ave., Greenwich, Conn.						

Manufacturers not listed may furnish data for the next issue. No advertising obligation. Additions or revisions will be made monthly.

	Home AM-FM	Combinations	Television	Auto Radio	Amateur	Commercial*
Majestic Radio & Television Corp., St. Charles, Ill.						
Marro Industries, 245-A So. Beverly Dr., Beverly Hills, Calif.						
Maritime Radio Co., 24 Whitehall St., New York, N. Y.						
Mason Radio Products Co., Kingston, N. Y.						
E. W. McGrade Mfg. Co., 406 W. 34th St., New York, N. Y.						
Mer-Rad Div., Black Industries, 1400 E. 222nd, Cleveland 17, O.						
John Meek Industries, Plymouth, Ind.						
Medco Mfg. Co., 5 W. 15th St., New York, N. Y.						
Megard Corp., 1601 S. Burlington Ave., Los Angeles, Calif.						
Melasser Mfg. Co., 936 N. Michigan Ave., Chicago, Ill.						
Metropolitan Electronics & Instr. Co., 277 B'way, New York, N. Y.						
Midland Mfg. Co., Desorah, Iowa						
Midwest Radio Corp., 909 Broadway, Cincinnati, Ohio						
James Millen Mfg. Co., 150 Exchange St., Malden, Mass.						
Minerva Corp. of America, 238 William St., New York, N. Y.						
Music Master Radio Corp., 750 Main St., Hartford, Conn.						
National Co., Inc., 61 Sherman St., Malden, Mass.						
National Design Service, 96 Liberty St., New York, N. Y.						
Noblitt-Sparks Industries, Inc., Columbus, Ind.						
Northeastern Engineering, Manchester, Mass.						
Northern Radio Co., 2208 4th Ave., Seattle, Wash.						
Packard-Bell Co., 3443 Wilshire Blvd., Los Angeles, Calif.						
Packard Mfg. Corp., 2900 Columbia Ave., Indianapolis, Ind.						
Pan American Electric Co., Inc., 132 Front St., New York, N. Y.						
Panoramic Radio Corp., 242 W. 55th St., New York 19, N. Y.						
Philo Corp., Tioga & C Sts., Philadelphia, Pa.						
Philharmonic Radio Corp., 528 E. 72nd St., New York, N. Y.						
Pilot Radio Corp., 37-06 36th St., Long Island City, N. Y.						
Precision Specialties, 210 N. Western Ave., Los Angeles, Calif.						
Premier Crystal Laboratories, Inc., 63 Park Row, New York						
Radio Craftsmen, Inc., 1341 S. Michigan Ave., Chicago						
Radio Devel. & Research Corp., 233 W. 5th St., New York 19						
Radio Engineering Laboratories, Inc., 36th St., L. I. City, N. Y.						
Radio Laboratories, 2701 California Ave., Seattle 6, Wash.						
Radio Mfg. Engineers, Inc., Peoria 6, Ill.						
Radio Navigational Inst. Corp., 305 E. 63th St., New York 21						
Radio Process Co., 7618 Melrose Ave., Los Angeles, Calif.						
Radio Receptor Co., 251 W. 19th St., New York, N. Y.						
Radio & Television, Inc., 244 Madison Ave., New York, N. Y.						
Radio Wire Television Inc., 100 Ave. of the Americas, New York						
Rauland Corp., 3245 N. Knox Ave., Chicago 41, Ill.						
RayEnergy Radio & Television Corp., 32 W. 22nd St., New York						
RCV Victor Div., Radio Corp. of America, Camden, N. J.						
Record-O-Vox, Inc., 721 N. Martel Ave., Hollywood 46, Calif.						
Regal Electronics Corp., 20 W. 20th St., New York, N. Y.						
Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.						
Rex Products Co., 1313 W. Randolph St., Chicago, Ill.						
RGH Mfg. Corp., 214 E. 41st St., New York, N. Y.						
Rock-Ola Mfg. Corp., 800 N. Kedzie, Chicago, Ill.						
E. M. Sargent Co., 219 9th St., Oakland, Cal.						
Schuttig & Co., 9th & Kearny St., N.E., Washington, D. C.						
Scophony Corp. of America, 527 5th Ave., New York, N. Y.						
Scott Radio Labs., Inc., 4150 Ravenwood Ave., Chicago, Ill.						
Searle Aero Industries, Inc., P. O. Box 111, Orange, Calif.						
Sentinel Radio Corp., 2020 Ridge Ave., Evanston, Ill.						
Seitchell-Carlson, Inc., 2233 University Ave., St. Paul, Minn.						
Sheridan Electronics Corp., 2850 S. Michigan Ave., Chicago						
Signal Electronics, Inc., 114 E. 16th St., New York, N. Y.						
Silver Co., McMurdo, 1240 Main St., Hartford 3, Conn.						
Sonora Radio & Television Corp., 325 N. Hooyne Ave., Chicago						
Sonotone Corporation, 570 5th Ave., New York						
Sparks-Withington Co., Jackson, Mich.						
Speak-O-Phone Recording & Equip. Co., 23 W. 69th, New York						
Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago, Ill.						
Stromberg-Carlson Co., 100 Carlson Rd., Rochester, N. Y.						
Symphonic Radio & Electronic Corp., Main St., Cambridge, Mass.						
Taybern Equipment Co., 120 Greenwich St., New York, N. Y.						
Tech-Master Products Co., 123 Prince St., New York, N. Y.						
Technical Radio Co., 275 9th St., San Francisco, Calif.						
Teletone Radio Co., 609 W. 51st St., New York, N. Y.						
Teleton Corp., 851 Madison Ave., New York, N. Y.						
Templetone Radio Mfg. Corp., New London, Conn.						
Transmitter Equipment Co., 345 Hudson St., New York 14, N. Y.						
Trav-Ler Karenola Radio & Tel. Corp., 571 W. Jackson, Chicago						
Trebzor Radio Co., Box 197, Pasadena, Calif.						
Union Electronics Corp., 3801 Queens Blvd., Long Island City						
United Cinephone Co., Torrington, Conn.						
United States Television Mfg. Co., 106 7th Ave., New York, N. Y.						
Vibratone Mfg. Co., 325 Miguel St., San Francisco, Calif.						
Viewtone Co., 203 E. 18th St., New York, N. Y.						
Vletrical Engineering Co., 828 N. Highland Ave., Los Angeles						
Walker, Inc., 403 W. 8th St., Los Angeles, Calif.						
Walsh Engineering Co., 34 Dellart Place, Elizabeth 2, N. J.						
Warwick Mfg. Corp., 4640 W. Harrison Ave., Chicago, Ill.						
Waterson Radio Mfg. Co., 2700 Swiss Ave., Dallas, Texas						
Wells-Gardner & Co., 2701 N. Kildare Ave., Chicago, Ill.						
Western Electric Co., 120 Broadway, N. Y.						
West'n Sound & Elec. Labs, Inc., 3512 W. St. Paul Ave., Milwaukee						
Westinghouse Electric Corp., Receiver Div., Sunbury, Pa.						
Whiting & Davis, Inc., 23 W. Bacon St., Plainville, Mass.						
Wilcox Electric Co., Inc., 1400 Chestnut St., Kansas City, Mo.						
Wilcox-Gay Corp., 604 Seminary St., Charlotte, Mich.						
Wynn Mfg. Div., Hudson Supply Co., 401 N. 27th Richmond, Va.						
Zenith Radio Corp., 6001 Dickens Ave., Chicago, Ill.						

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For "Where to Buy Electrical Appliances," see page 68.

Section of **RADIO *Television* RETAILING**

ELECTRICAL APPLIANCES



APPLIANCES ARE HERE!

Show the New Features
Make One Sale Lead to Another
Keep Your Customers Coming
into YOUR Store

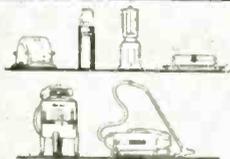
LOOK TO UNIVERSAL FOR THE

ONLY COMPLETE LINE OF HOME CLEANING EQUIPMENT



Today, Universal is the only manufacturer offering dealers a complete line of Home Cleaning and Floor Maintenance Equipment. Included are Universal's famous Tank Type Clean-Air Cleaner with the "Tattle-Tale" Light, Super-Value Brush Type Cleaners, Hand Cleaners, the sensationally new Sani-Tray Carpet Sweeper for occasional cleaning and the Floor Polisher.

This line spearheaded by America's top Tank Cleaner means greater profits through multiple sales. No other manufacturer can offer dealers such a big money-making future in Home Cleaning Equipment—for no other manufacturer offers this complete line. See your nearest Universal distributor today for full details on Universal's big "Clean-Up" Program for 1946.



UNIVERSAL

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



LEADERSHIP THAT BUILDS YOUR DEALERSHIP!



In selling an electric range you can use the promise-proof-admission technique, or "the old 1-2-3," to show how the product fills a need. For example, "(1) It will stay beautiful for years, because (2) the cabinet is made of steel, finished in lifetime porcelain. (3) Do you see what I mean?" To describe the oven, you may say, "(1) Guesswork is eliminated. (2) The temperature control is so accurate you can measure the heat as you measure the flour in your cake. (3) That should improve baking results, shouldn't it?"

Industry-Wide Course Reveals How to Get the Right Start and Steer the Sale

Basic Sales Training

● Salesmen sell advantages. Prospects buy benefits. This is the cardinal principle of selling.

Therefore your first step in planning a successful sales presentation for an electrical appliance is to list all the benefits to be derived from its purchase. Analyze the product to show what it does, how it does it, and what are its advantages.

Analyze your prospects as well. For each electrical appliance you sell, decide who needs it. Determine what are the disadvantages of the present or an alternative method. Compare the benefits of the new method you propose.

Program Outline

How to go about making this analysis is part of a sales training program now being undertaken by the electrical industry. This program was prepared by the Vocafilm Corporation under the supervision of the Edison Electric Institute, in co-operation with the National Electrical Wholesalers Association.

Before any customer will buy from you, this training course shows, he must first make four decisions. Each one is a signpost that indicates the route you must follow to complete the sale.

The first decision is an affirmative

answer to the question, "Do I have a need?" If the prospect has a need, he is interested. He must be dissatisfied with things as they are and thinks there is hope for improvement.

The second decision is that your

product is a solution to his need. He must give a "yes" answer to the question, "Does the salesman's product fill my need?"

The prospect will then ask himself, "What assurance have I that

(Continued on page 96)

To sell an electric dishwasher, say, "You can place dishes in here as they are used, and wash them all at one time, once a day."

You may show the need for a new electric refrigerator when the motive of economy is dominant by describing how it conserves electricity, provides proper temperature and humidity for protection of various foods, requires little servicing and gives space for quantity buying. In contrast, the old-style electric refrigerator wastes electricity, fails to give adequate food protection, is too small and requires frequent servicing.



Planning for Electrical

Compute Space for Each Department

Mass Displays During Peak Seasons

Determine Sales Per Square Foot

Consider Adding New Departments

Keep Display Sections Flexible

• The spotlight will be on electrical appliances in many thousands of radio stores throughout the country. Dealers tell us they plan to push appliances harder than they ever have before.

Some of the reasons for this are that there is a tremendous pent-up demand, the unit of sale is often high, and the cost of selling most electrical appliances is low.

Problem in Floor Space

The store display problem in selling major electrical appliances is that they take up even more floor space, as a rule, than console radios. This is why it is necessary to consider layout carefully in order

to make the best possible use of floor space.

Know Sales & Volume

If you expect the dollar volume of sales of your major electrical appliances to compare favorably with the sales volume of your radio receivers, you will naturally want the location of your major appliance department to be placed advantageously in the store, to reflect its importance.

A top location is at the right as the customer enters. In a wide store, the department can run along the inside of the front; in a narrow store the major appliances

can be set back against the wall.

Do not leave the amount of space you devote to major electrical appliances to chance. Instead, compute the number of square feet the department should occupy and keep it within that area.

Yearly Sales Count

It is easy to let large items like refrigerators and ranges crowd out other products in the store. Some dealers in the past have made the mistake of thinking that major electrical appliances were more important than other lines simply because the unit price is usually higher.

Appliance Displays

Lay Out Your Store to Use Floor Space Most Efficiently and Obtain Maximum Possible Sales of Radios, Major and Traffic Appliances

Instead, the figure to look at is the yearly dollar volume of sales of the department. Major appliances should get their proper proportion of space in your store on this basis.

Estimate Now, Build Stock

This is not to say that at the present time you should wait to accumulate sales figures for an entire year before you can decide how much space to devote to major appliances. Allot this space on the basis of your anticipated yearly dollar volume for major appliances, small appliances, radio receivers and any other department in your store. Next year you can revise the space allotted to each department when you have actual sales figures on which to base your future plans.

This allotment of space to each department should not be inflexible. Since sales of radios and electrical appliances vary greatly by seasons, it is sound merchandising practice for you to allot more space to each department during the weeks of its peak sales volume.

Building up a large stock of washers on the floor in early Spring at the start of the peak season, for example, does more than make possible more sales of washers. It creates more sales through the principle of mass display.

Variety Attracts

We are all familiar with the law of gravity in physics which defines the attraction of any two bodies of matter towards each other. But that there is a psychological law of gravitation in display is not so widely recognized.

If you have a large and varied stock of washers on your floor, customers will gravitate toward it and your sales of washers will increase. Of course, it must be recognized that there are limitations to this principle. If you could stock 100 washers on your floor, you would

not automatically sell 20 times as many as if you stocked only five.

The reason for this is plain. You increase sales only to the extent that you present a sufficient variety and size of display to attract the attention of the customer and convince him that you have an ample assortment of washers to fill his specific need. Beyond that, stocking additional washers and taking up more floor space will not build sales volume.

Avoid Crowding

How, then, can you determine how much floor space to devote to major and traffic appliances? Or how much for radios?

It is not enough to allocate floor space to each department in accordance with its percentage of total sales volume in the store. The reason is that perhaps *every* department in your store takes up too much floor space by being overstocked.

Check Rent Costs

If this is the case, you have unnecessary space and consequently are paying too much for rent. Perhaps you could add a new department to your business and increase your net profit greatly by the more efficient use of floor space.

If you are taking up too much floor space with your stock of merchandise, this is also a symptom of slow stock-turn. When you turn your stock too slowly, you suffer from having capital needlessly tied up in your business. Moreover, you run the risk of loss from mark-downs on obsolete or shop-worn merchandise that has stood on your floor.

Fortunately, there is a simple way to determine whether or not you are efficiently using your floor space in your store as a whole, and in any department of the store. This method is to compare your

dollar sales per square foot of floor space with that of other successful radio and electrical appliance dealers.

Dealers have computed this figure for their major electrical appliance department. They have found that they sell about \$60 worth a year of major electrical appliances for each square foot of space which that department occupies.

Dealers have also computed the same figure for their radio-phonograph-record department. They have found that they also sell about \$60 worth yearly of these items per square foot of space that they occupy.

Seasonal Displays

With this mark to shoot at, you have a definite method of utilizing your floor space more efficiently. You can do this both for your long-range planning of each department and for your short-term operations.

In the basic layout plan of your store, you can keep both these departments down to a size where the yearly sales volume is \$60 per square foot of space occupied. But you can vary this basic plan by seasons.

Monthly Sales Check

Obtain monthly sales figures for each department in your store. When you have this information, compare the sales of the department for the month with the number of square feet of space occupied. Sales per square foot per month should be about one-twelfth of the yearly total, or \$5.

With this as your guide, you can expand the floor space you devote to any department so as to take full advantage of seasonal selling opportunities. At the same time, you can contract the space you allot to major appliances or radios in their off season, thereby making it possible to use your floor space to best advantage.

Appliance Retailers Set

Modern Store Planning and Progressive Sales Policies for Added Profits Highlight Preparations Made by Established Dealers, Veterans. Eager for Start of Real Selling

Remodels for Appliances:—H. A. Standing, proprietor of the Vegas Radio & Electric Supply Co., Las Vegas, N. Mex., has started remodeling his store to provide room for a complete line of appliances. After years of service specialization, Standing is eager to start "selling again."

Features of the redecorated establishment are a complete electric kitchen, demonstration room for combinations, and privately designed counters and display racks.

Large Ga. Store Planned:—Sidney Norton, formerly of Midville, Ga., plans to open a new establishment in Millen, Ga., to be called the "Hydro Electric Shop." The ground area for this new building, is 40 ft. x 120 ft. Especially designed for displaying and housing radios and modern appliances, the cost of the building will be approximately \$55,000 to \$60,000. Norton

will deal in Maytag washers, Thor irons, Frigidaire, and other lines.

Veteran Opens Business:—Ernest W. Stewart, a veteran, has opened a radio and electrical appliance store in Sparta, Ga., where he intends to specialize in the sale of refrigerators, washing machines, and irons.

Sales Through Service:—A new approach to the old method of giving service to secure future sales, is that tried out by Sanders-Tennant, Inc., 1510 Georgia Ave., North Augusta, S. C. This firm hired several high-school girls to visit acquaintances whom they knew had appliances which needed repairs. After calls are made, the names are turned into the firm, and this is followed by a visit from the store's delivery man who brings in the work.

Taking Orders Now:—The Ilfeld

Hardware store, Las Vegas, N. Mex., urges its appliance customers to sign up for future orders of washers and ranges. Owners plan to stock appliances in building next door, but state they don't expect to be able to fill building "for about a year."

Stresses Priority Lists:—A priority plan for added profits is in effect at the Appliance Radio Stores, 7125-27 W. Grand Ave., Chicago, Ill. E. Bebenowicz, proprietor, is accepting orders NOW for future delivery, and will continue to do so until an ample supply of appliances reaches the market. A small deposit insures future purchases.

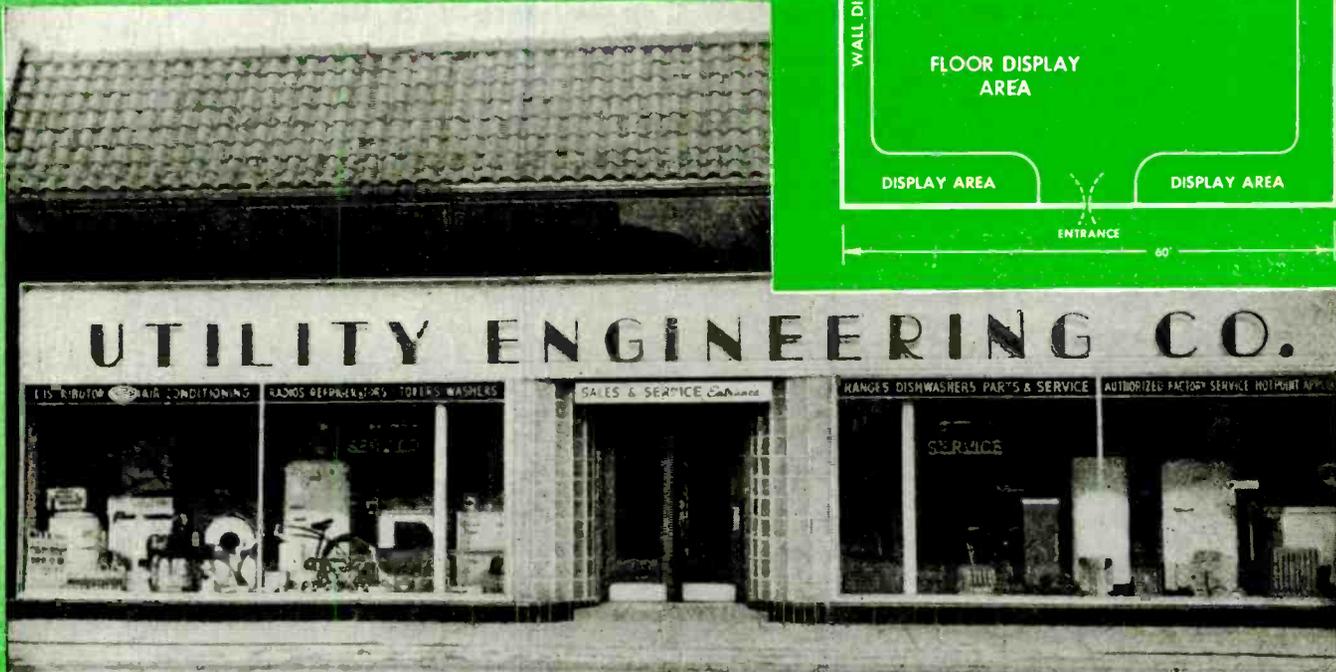
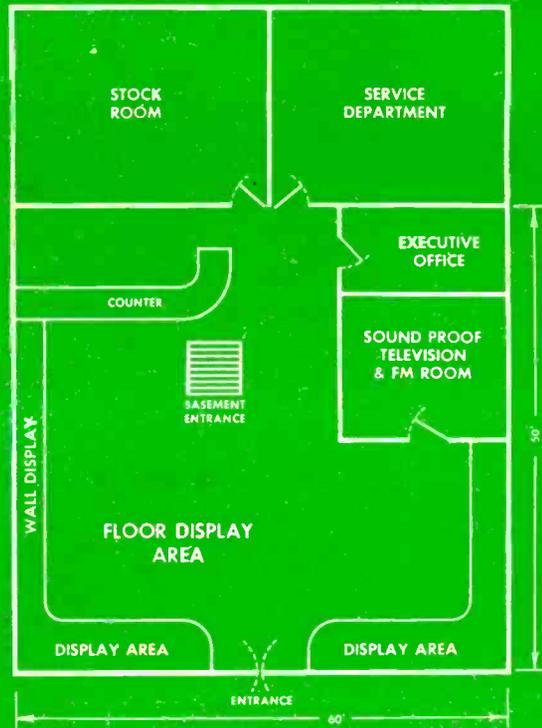
Advertising is another important, and indispensable, means of keeping the Appliance Radio Stores' name and reputation in the foreground. Bebenowicz frequently runs ads in local community papers, telling of the various electrical appli-



The Whistler Co., 7246 W. Grand Ave., Chicago, is taking orders now for Thor washers and ironers, with later delivery promised. R. Greco, the proprietor, is looking forward to increased postwar sales as a result of satisfactory repair services rendered to customers during wartime.

M. J. Freed, proprietor of the establishment which bears his name at 515 Market St., Chester, Pa., is a firm believer in home canvassing, and the importance of "meeting the customer at home." As pre-war, the firm will install a model kitchen, and continue its effective "live demonstration" policy. (See item p. 57)

for Busy Days



The Utility Engineering Co., 6140-42 W. Roosevelt Road, Oak Park, Ill., is a progressive firm, intent on bettering its past record in the days ahead. A. J. De Padro, the proprietor, formulated redecoration plans, for the store interior (see layout), with an eye to added display space and increased customer comfort. The basement will also be utilized for display purposes. Ample window space, with view of interior from street, makes for more attractive showing of appliances on sale. A dealer for 15 years, De Padro stresses repeat sales to his old clientele as a good backbone for future business.

ances which he has on display in his store, and stressing the fact that he is taking orders on these products now.

"Sell in the Home":—"If you want to build your appliance sales, meet your customers at home," advises M. J. Freed, 515 Market St., Chester, Pa. Once on home grounds, this dealer feels that he can better

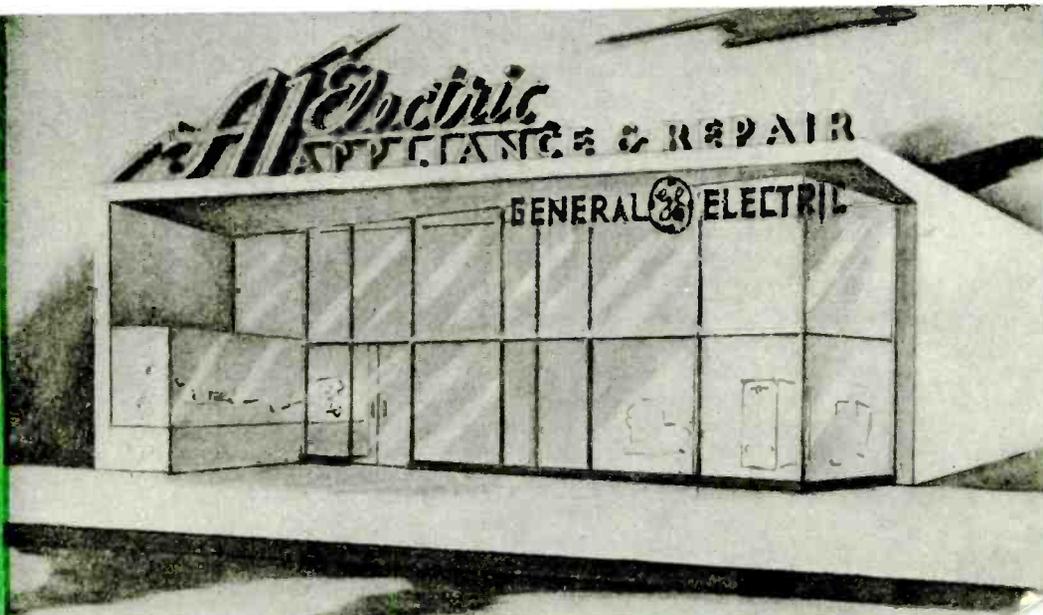
discover just what it is the customer needs in the way of a radio, or an electrical appliance. In this manner, too, he can render more individual service. The "home" method of selling will build more volume, Freed says, and will increase customer confidence in the dealer. (See photo at left.)

Set for Farm Market:—The farm

market is the target at which Sydnor and Joseph Thompson, coproprietors of the Old Dominion Radio & Appliance Co., Charlestown, W. Va., are aiming their present selling plans. Small town dealers can do a big volume business, these men believe, if they go outside their immediate selling area and concentrate on rural cus-

(Continued on page 72)

Architect's drawing of the new Pacific Ave. building of the A-1 Electric and Repair Shop, Long Beach, Cal. P. M. Freeman, owner, realizing that this location will attract a motorist trade primarily, had the building designed with this in mind. Maximum display effects are achieved by use of angle-set plate glass windows, eliminating glare, and allowing a view of window and store interior from three directions. Appliances inside the store are arranged in a line with windows. Radios and all types of electrical appliances will be carried, and an adequate service department maintained.



Exaggerated Claims Cost the Dealer Money

Performance Misrepresentation in Ads Should Be Halted

• Retailers of radios and electrical home appliances often wish that the same persons who write the *service manuals* for some of the manufacturers would also write the *circulars and ads* going to the consumers.

Fortunately for the retailer who runs his business on the premise that his customers must be satisfied—that they must receive the best sort of service—most of our manufacturers employ conservative and sensible language in describing *what* their product will do for the purchaser.

But the manufacturer who continues to employ ad copy-writers who are either unfamiliar with the products or are deliberately misrepresenting them is responsible for causing considerable grief and expense to retailers.

The prospective customer who receives a circular describing an appliance which he is interested in purchasing, usually reads it very thoroughly. If, after buying, the equipment does not do *all* of the things the ad stated it would do, the customer believes that he has bought a *defective* appliance.

Assorted Headaches for Dealer

The dissatisfied customer seldom writes to the manufacturer—except as a last resort. But he will “pester” the dealer, urging “exchange” of the product. The dealer will have a tough time in all attempts he makes to convince the buyer that the manufacturer’s claims are exaggerated.

“Oh, so-and-so’s a big manufacturer. He wouldn’t make misstatements,” the customer will assure the dealer. “There must be something wrong with the washer you sold me. It takes 30 minutes to wash very soiled children’s clothes, yet the circular says,

‘Hubby’s Grease-Stained Overalls Come Out Spotless in Several Minutes.’”

The dealer will find it difficult to get the customer to agree upon anything but the fact that the machine is defective.

Extravagant Statements

Claims that an automatic toaster will make every slice the same color in the same length of time without changing thermostat settings, whether moist or dry bread is used.

—That the most inexperienced operator can successfully finish a man’s shirt in “a jiffy” on this ironer.

—That the refrigerator will freeze desserts in a ridiculously short time.

—That the vacuum cleaner will never fail to pick up *all* lint, animal hairs, etc., on a “once-over” operation.

—That the radio set, despite its lack of sensitivity, will pull in far-off stations.

The foregoing, and other similar claims, represent potential headaches for the conscientious dealer.

How then may the retailer successfully avoid giving his time and money away in an effort to keep “sold” those products deliberately or unintentionally misrepresented?

First, he should read carefully every circular and ad describing products he sells.

Write to Makers

Second, if he finds any misrepresentation in manufacturer advertising to consumers, he should write to the maker, pointing out discrepancies.

Third, he can follow this procedure with a customer interested in a radio or appliance he’s seen

described, and who has been impressed with some performance feature the dealer knows is “out”. Make clear to the buyer the fact that the equipment will *not* do certain things claimed for it, and make sure the customer understands thoroughly.

Most dealers will be willing to put up with certain extravagant manufacturer claims because the line is strong and a good seller, and often such claims are trivial when compared with the genuine merits of the product.

Tell Truth to Buyers

One dealer bypassed a lot of grief in selling a popular low-priced table model radio set which featured “foreign reception” in its advertising, by stressing to the customer the fact that if he *did* get London or Paris such accomplishment would be more of a *miracle* than a regular electronic achievement.

Help the Manufacturers

This dealer sold the customer on the good value of the set *without* the foreign reception feature, which he knew was impossible to obtain.

The independent retailer “holds the bag” for the manufacturer, and since it’s up to the retailer to protect himself, he should carefully study all the claims offered the consumer.

With new merchandise coming in daily, the alert retailer should familiarize himself with all of the performance—or lack of performance features of the products in order to sell them so they will stay sold.

The dealer should point out to the maker all mistakes which may cause customer dissatisfaction. Manufacturers will certainly welcome such constructive criticism.

NEVER BEFORE

A HEATER LIKE THIS



Streamlined, compact, weighs only 37 lbs., measures 22" long, 16½" high, 8" wide. AC current.

PORTABLE STEAM HEAT

Designed for Quick Sales A-C-T-I-O-N

At last—a really lightweight heater that brings safe, comfortable steam heat wherever needed! Easy to carry, compact luggage-styled, the new WITTIE is handsome as a piece of furniture. And economical to operate—because the heater features thermo-electric control; starts and stops fan and heating current intermittently, keeping room at an even, just-right temperature.

- Works from any room outlet. Just plug it in and quickly, gently, steam heat circulates throughout entire living area of room.
- WITTIE uses no glowing exposed coils to cause possible fire or skin-burn. Cabinet has no sharp edges to injure child, and never becomes hot to the touch. Automatic shut-off provides additional safeguards.



NATIONALLY ADVERTISED
Good Housekeeping, Better Homes & Gardens, American Home, Popular Science Monthly and Electricity on the Farm.



WITTIE MFG. & SALES CO

General Offices & Plant: 1414 S. Wabash Avenue, Chicago, Illinois
Branch Offices and Representatives in New York, Kansas City, Los Angeles and Detroit

Refrigerators ★

★ Washers

★ Ironers

★ Ranges

★ Vacuum Cleaners

★ Food Freezers

Presenting Newest

Frigidaire REFRIGERATOR

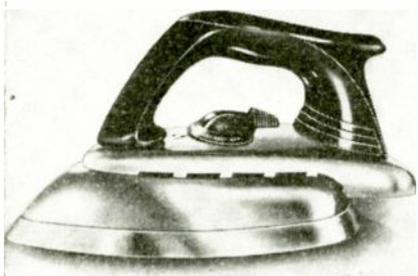
Glass-topped hydrator of model DI-7 provides 550 cu. in. of moist storage space for fresh fruits and vegetables, and helps maintain freshness. Other features include: large ice-making capacity, adjustable shelf interior and utility storage bin at base of refrigera-



tor. Cash installed price is \$180.75 excluding local taxes. Frigidaire Division, General Motors Corp., Dayton 1, Ohio—RADIO & Television RETAILING

Universal "COOL GRIP" GLIDER IRON

This unit weighs 4 lbs., features "air ports" between heating unit and upper shell protecting hand from rising heat. "Wrinkle proof" heel permits ironing



backward and forward, beveled point for ironing smoothly under buttons, automatic heat control and is equipped with 6 ft. permanently attached cord. Landers, Frary & Clark, New Britain, Conn.—RADIO & Television RETAILING

Westinghouse RANGE

Preparation of complete meal in the oven of the new 1946 Westinghouse electric range is one of the advantages



of cooking electrically. In large oven of new Champion range (illustrated), a medium priced model, now in production, is shown the complete meal, including dessert. Oven heat controlled by one dial. New switch knobs for surface units give control center clean-cut appearance; show only heat to which they have been turned. Others remain covered by dial. Westinghouse Electric Corp., Mansfield, Ohio—RADIO & Television RETAILING

Hamilton Beach MIXER



Adjustable mixing bowl having off-set device. One piece beaters. Automatic clutch gives same power at all speeds. Hamilton Beach Co., Division of Scovill Mfg. Co., Racine, Wis.—RADIO & Television RETAILING

Timm VACUUM CLEANER

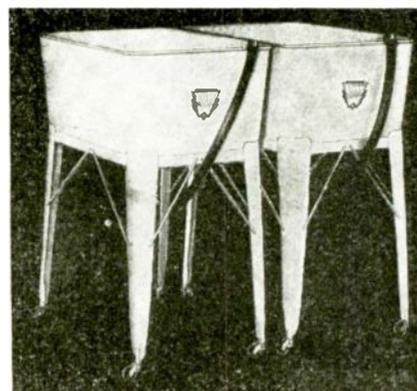
Automatic self-cleaning vacuum cleaner. Has self-winding electric cord;



vacuum control dial. Illustration shows how drawer-collected dirt is removed from machine. Expected to make initial appearance early this year. Timm Industries, Inc., 5245 W. San Fernando Rd., Los Angeles 26, Calif.—RADIO & Television RETAILING

Voss SELF DRAINING TUB SET

These tubs can be used together or separately making them more convenient than stationary tubs. Fit together



nicely and catch all of the water coming down from the wringer drainboard. Ideal for baby baths as well as for soaking clothes. Voss Bros. Mfg. Co., Davenport, Iowa—RADIO & Television RETAILING

Electrical Appliances

★ Toasters
★ Roasters
★ Hand Mixers
★ Clocks
★ Coffee Makers

Philco REFRIGERATOR

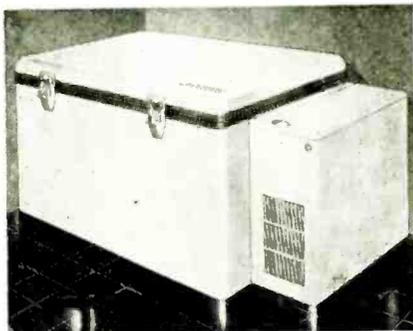
Model 752. 7 ft. advanced design. Specifications include: Conservador, shelf-lined inner door; freezer locker, completely enclosed separate compartment; controlled humidity moist cold compartment cooled by Philco cold shelf. Dry cold compartment: full width



sliding crisper drawer shelf for vegetables and fruits. Extra cold, high humidity sliding meat storage compartment. Fold-away shelf for tall bottles. Philco Corp., Tioga and C Sts., Phila. 34, Pa.—RADIO & Television RETAILING

Bishop FOOD FREEZER

The OPA price of this 16 cu. ft. freezer is \$485 plus freight, crating and installation costs. It is hermetically sealed,



with a top opening and seldom needs defrosting. R. H. Bishop Co., 103-107 No. 2nd Ave., Champaign, Ill.—RADIO & Television RETAILING

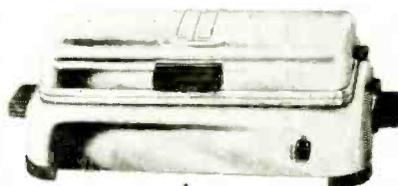
Hotpoint HOME FREEZER



4 cu. ft. home freezer will be in production during early 1946. Edison General Electric (Hotpoint) Appliance Co., Inc., 5600 West Taylor St., Chicago 44, Ill.—RADIO & Television RETAILING

Toastswell AUTOMATIC COMBINATION

Two appliances in one—sandwich toaster and waffle iron. Model 971-46 is equipped with a thermostat control which permits a variation of heat. When



used as a waffle iron, signal light tells when to pour in the batter and also when waffle is done. Alternating current, 660 watts, 110-120 volts. Equipped with cord and plug. The Toastswell Co., 620 Tower Grove Ave., St. Louis 10, Mo.—RADIO & Television RETAILING

Amana COMBINATION FREEZER COOLER

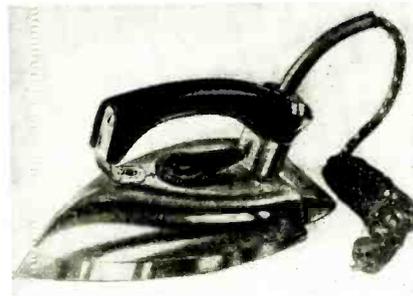
Model 200 is a complete unit combining a home freezer with 4-heavy duty hold-over freezer plates guaranteeing against food spoilage. In addition,



there is a spacious walk-in cooler. Unit consists of 6 factory prefabricated sections making it easy to erect. Amana Society Refrigeration Division, Amana, Iowa—RADIO & Television RETAILING

Manning-Bowman HAND IRON

This Iron Queen is equipped with a 700 watt fast-heating, cement-embedded element. The heat control thermostat can be regulated to assure correct tem-



peratures for ironing all types of fabrics from rayons to heavy linens. Beveled edge and fine point make it easy to iron around buttons and pleats. Finished in non-tarnishing chromium. Can be used on AC only and weighs 6 lbs. Manning-Bowman & Co., Meriden, Conn.—RADIO & Television RETAILING

(Continued on page 64)

WIDE OR NARROW NECK
**DE LUXE GLASS
 COFFEE VAC**

HAND DECORATED



THE war is won!...now
 ... product by product,
 White Cross Electric Table
 Appliances are marching
 back, greater than ever. Now
 available are the smart, con-
 venient, gas or electric, wide
 or narrow neck Coffee-Vac
 models shown above.

These efficient and luxuri-
 ous coffee-makers come to
 you in eight cup size only... with platinum banding
 ... wide-neck models complete with hinged decanter
 cover and double-purpose top cover with funnel holder
 of attractive, durable bakelite... Specially designed
 features insure tight seal and perfect vacuum. Full-flavor,
 full-strength every time. Clean, easy, fast filtration...
THESE ARE NOW AVAILABLE!

NOTE: Narrow-neck models are similar to
 those illustrated above—but less decanter cover.

★ ★ ★

WHITE CROSS Preview

As materials and facilities become available, White Cross will
 offer an all-star production including our best "performers"!

**THE AUTOMATIC POP-UP TOASTER
 HIGH SPEED HOT-PLATES**

**1000-W LIGHT-WEIGHT AUTOMATIC IRON
 WAFFLE IRONS—SANDWICH TOASTERS**

... And many brand new products for greater convenience, service
 and freedom for America's homemakers.

★

White Cross Delivers the Trend of Tomorrow... Today!

LEADING JOBBERS EVERYWHERE



NATIONAL STAMPING & ELECTRIC WORKS

3242 WEST LAKE STREET • CHICAGO 24, ILLINOIS

**NEW
 CLOSING
 DATES**

Effective March 1946 Issue

New printing schedules forced upon us by
 the continuing critical shortage of skilled
 help, compel us to publish our magazine
ON TIME, on the following schedule.
 Please do not ask for extensions—
we cannot give them. May we have your
 continued cooperation, please?

**RADIO Television
 RETAILING**



5th of preceding month for all ads
 requiring proofs, composition,
 foundry work, key changes, etc.

10th of preceding month for complete
 plates only, in final form.

1st of month — Publication Date.

Caldwell-Clements, Inc.

480 LEXINGTON AVE., NEW YORK 17—PLaza 3-1340

CLEVELAND 14 • CHICAGO 6

LOS ANGELES 14 • SAN FRANCISCO 4

NO TEDIOUS HAND TURNING!

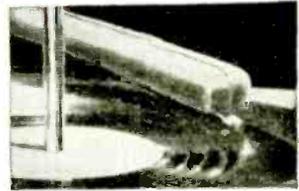
That's
 What
 SELLS
 It

**KASSON
 Electric Bar-B-Q
 MEAT TURNER**

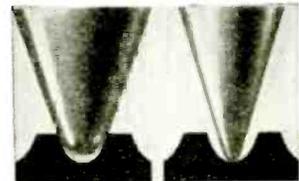
NEW ELECTRIC Meat Turner revolves three times a minute without drudgery
 of hand turning. Meats barbecued evenly, effortlessly. Equipped with 50 feet
 of cord, ELECTRIC BAR-B-Q
 is sturdy, all-metal—won't tip
 over. Operates on house current
 (110 Volts AC). Height and
 width adjustable. Extra, short
 set of uprights included for
 use in indoor fireplaces. Hold-
 ers for drip pan permit basting
 with natural juices.
 Distributors, Dealers: Write or
 wire for literature and dis-
 counts on this tested, fast-selling
 product. Immediate Delivery.

List Price \$39.50 F.O.B. New York
 GENERAL DIE & STAMPING CO., 263 Mott St., New York 12, N. Y.

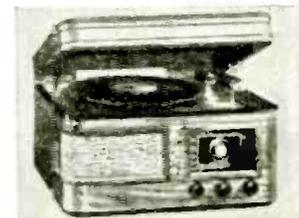
These 18,047,028
resident salesmen
work for me?



ON ONE RECORD—an actual demonstration of the Crosley Floating Jewel* Tone System and the Master Tone Control. Hearing is believing—and you can hear this record at your nearby Crosley dealer's store.



NO MORE NEEDLES TO BUY—or change— or hurt! Floating Jewel* Tone System uses a permanent sapphire stylus on delicately balanced tone arm. It plays on the sides of the record groove—cannot dig in (like sharp metal needles) to cause scratching, hissing or chattering.



THIS Crosley Combination Radio-Phonograph, table model, is one of nineteen new Crosley instruments. It is an electronic achievement—a mechanical masterpiece, in a high-styled cabinet. Equipped with Floating Jewel* Tone System. *Patented

CROSLEY is sending these millions of printed salesmen to live and work in the homes of prospects, demonstrating Crosley Radio-Phonograph Combinations. (Note pictures and captions to the right).

These prospects are urged to come to my store and YOUR STORE to hear actual demonstrations of the Crosley Floating Jewel* Tone Sys-

tem and Master Tone Control to prove that "Hearing is Believing."

The 1946 Crosley line of 19 Radios and Record-Playing Combinations, from newly designed modern table sets to de luxe combinations that have everything, tops all previous standards in beauty of design, quality of materials and mechanical excellence.

Crosley has it! Wise and alert dealers know it!



REFRIGERATORS RANGES HOME FREEZERS LAUNDRY EQUIPMENT KITCHEN SINKS AND CABINETS

CROSLEY

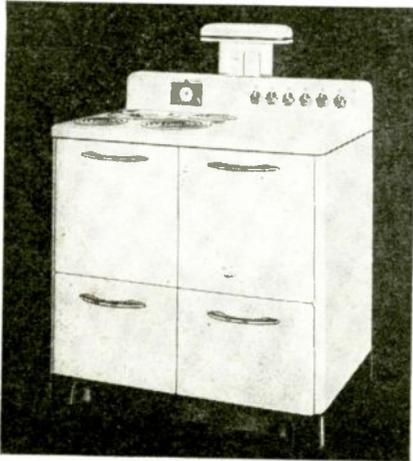
THE CROSLEY CORPORATION, CINCINNATI 25, OHIO.

REFRIGERATORS • HOME FREEZERS • KITCHEN SINKS AND CABINETS • RANGES • LAUNDRY EQUIPMENT
RADIO PHONOGRAPHS • FM • TELEVISION • SHORT WAVE • ELECTRONICS • RADAR
HOME OF WLW—"THE NATION'S STATION"

Manufacturers Speed New

General Electric RANGE

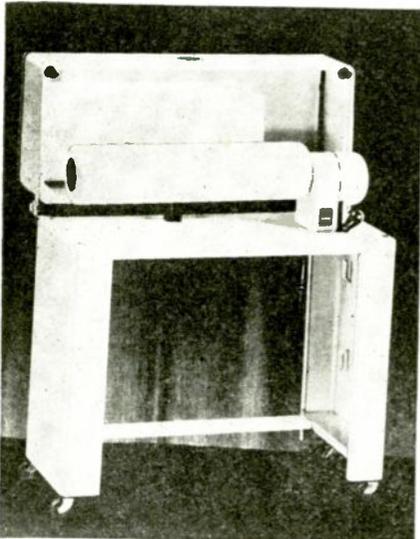
Airliner, 37 in. medium priced range with three 5-heat Calrod surface units and a 6-quart aluminum thrift cooker;



a large oven and built-in automatic oven timer and clock; color indications on switch buttons, lamp; three storage drawers; no-stain oven vent. \$177.75. General Electric Co., Bridgeport, Conn.—RADIO & Television RETAILING

Simplex CABINET IRONETTE

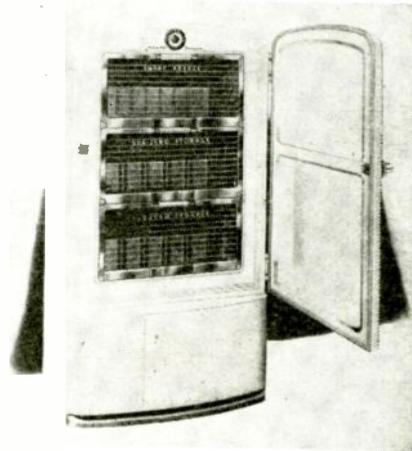
Model S-464. Ironing roll 22" long; 5" in diameter. When not in motion roll is free to rotate forward and reverse. Both ends of the cabinet are open, with roll completely open on left end. Adjustable thermostat with range of temperature



up to 450 degrees. Knee press control. Red light goes out automatically when shoe is heated to thermostat setting. Flat table top of hinged cabinet for multi-purpose service. Capacitor type motor. Overall dimensions: 31" long; 13" wide; 33 3/16" high. Weight crated for shipment approximately 80 lbs. American Ironing Machine Co., Algonquin, Ill.—RADIO & Television RETAILING

Philco FREEZER

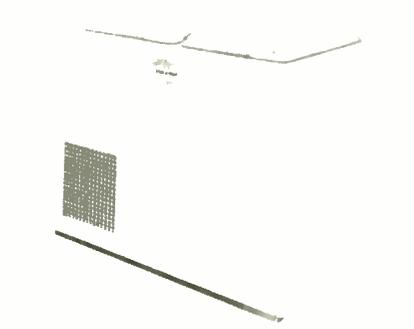
Model AV75. 7 1/2 ft. upright freezer. Features three separate frozen food storage compartments; new type sloping shelf with two-position door to help hold cold loss to minimum. Temperature control governing all compartments per-



mits any desired setting for sub-zero storage or sharp freezing to 25° below zero. Outer door latch has built-in-lock. Hermetically sealed refrigerating system 1/5 h.p. super power unit. Philco Corp., Phila., Pa.—RADIO & Television RETAILING

Pak-A-Way FOOD FREEZER

Pak-A-Way No. 10 provides 10 cu. ft. of storage area and is ideal for smaller rural families. Five-inch walls containing approved insulation preserve the stored food at a safe level of temperature refrigeration and assure low operating costs. Hermetically sealed com-

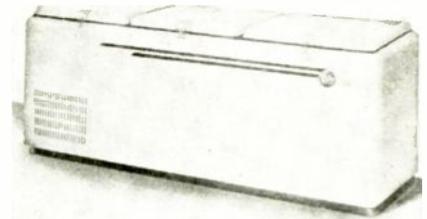


pressors are provided with this and all other Pak-A-Way food freezers. Other models are 15 and 25 cu. ft. sizes. Schaefer, Inc., Minneapolis 1, Minn.—RADIO & Television RETAILING

Victor FROZEN FOOD REFRIGERATOR

Heavy gauge steel exterior; interior of heavy gauge copper bearing galvanized steel. 5" thickness insulation in walls and bottom; 2" thickness in top

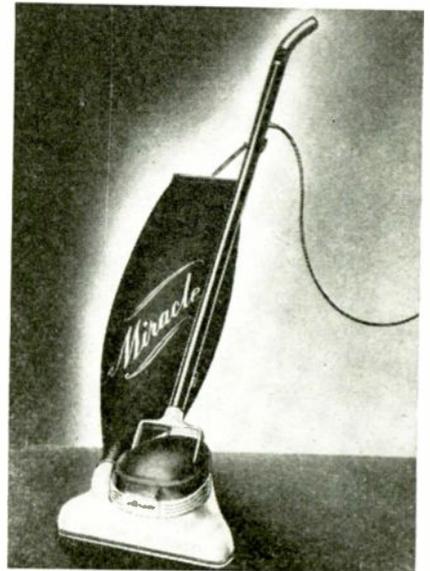
lids. Superfreeze type lids, hinged to swing front to back. Side walls and bottom of freezer compartment coiled for "pick-up" of heat from food packages during freezing process. Side walls and bottom of storage compartment are utilized as refrigerating surfaces; removable partitions included. Temperature control mounted in compressor compartment near front grille. Exterior dimen-



sions: 93" long x 29" wide, x 37" high. 2.46 cu. ft. freezer capacity; 16.16 cu. ft. storage capacity; 1/3 h.p. compressor size. Shipping weight approximately 900 lbs. Victor Products Corp., Hagerstown, Md.—RADIO & Television RETAILING.

Miracle VACUUM CLEANER

The No. 131 vacuum cleaner is equipped with a two-tone dust bag and streamlined plastic motor dome and is light in weight. Powerful suction, coupled with a revolving brush gives it high cleaning efficiency. Operates on



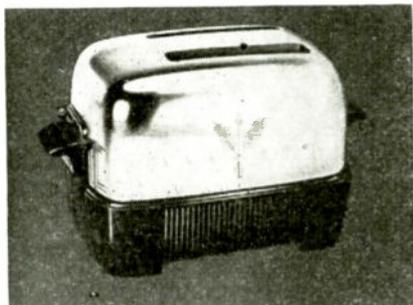
either AC or DC. This cleaner also features a dirt finder light, revolving brush, all-position automatic handle locking device, tip-toe adjustment for various rug thicknesses, and off-on switch in handle. Miracle Electric Co., Chicago, Ill.—RADIO & Television RETAILING

GE AUTOMATIC TOASTER

Model T-77. Toasts two slices of bread, both sides at once. Set temperature control to suit taste, place

Electrical Appliances

bread in toast wells, press control, and toasting starts immediately. Selector knob allows choice of having toast pop up or remain in toaster to keep warm after browning. Current is shut off after



toasting operation. Finished in bright metal with mottled mahogany Textolite base control knobs and lifting handles. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & Television RETAILING

Manning-Bowman WAFFLE BAKER

"Twin-O-Matic" waffle baker; automatically bakes two waffles at same time. Operation: pour batter into top section, close cover; then reverse baker and repeat process. "Tune In" dial for light or dark waffles. Two sets of 7" baking grids. Chromium finish with walnut bakelite mounts. Overall size 6 $\frac{3}{4}$ " high, 12" in diameter. Manning, Bowman & Co., Meriden, Conn.—RADIO & Television RETAILING

Frigidaire KITCHEN CABINETS

As one of the first postwar additions to the Frigidaire line, kitchen cabinets in individual, "Packaged Centers", and



Norge GAS RANGE

One giant and three standard "spiro-speed" burners; "Hi-Lo" click simmer valves; automatic top burner lighter;



combination safety oven valve and heat control; two utensil drawers. One-piece, acid-resisting porcelain enameled cooking top and back guard; drop-front boiler. Borg-Warner Corp., Detroit, Mich.—RADIO & Television RETAILING

Frostor REFRIGERATOR

Frostor provides three kinds of controlled cold: for refrigerating, ice making and for storing frozen foods. No defrosting in upper food compartment. Ice

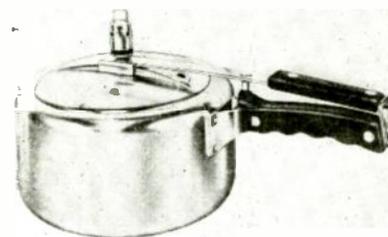
complete kitchen sizes will be marketed. The "Packaged Center" shown here will be available in a variety of sizes. General Motors Corp., Dayton, Ohio—RADIO & Television RETAILING



cube trays instantly removable and have patented "Pop-Out" feature for lightning-like release of cubes. Dutch door design opens refrigerator on top without disturbing sharp cold in zero compartment. The General Tire & Rubber Co., 332 So. Michigan Ave., Chicago 4, Ill.—RADIO & Television RETAILING

Universal PRESSURE COOKER

This unit has a carefully weighed and machined vent weight which maintains correct cooking pressure, acts as a safety pressure release and will not fall



off when handling the cover nor jump off during operation. "Squeeze-Easy" handles provide 1-hand operation. "Over-Temperature" release provides complete safety by discharging all pressure quickly and automatically if instructions are seriously violated. Landers, Frary & Clark, New Britain, Conn.—RADIO & Television RETAILING

Miracle TOASTER

Completely enclosed construction provides faster toasting—2 slices, 2 sides in 2 minutes—saves current. Finger tip touch turns toast automatically. Catalog No. 210 operates on AC or DC volts and carries 1-year guarantee from date of consumer purchase. Miracle Electric Co., Chicago 3, Ill.—RADIO & Television RETAILING

(Continued on page 66)

New Profits in New

Toastswell AUTOMATIC TOASTER

Toastswell automatic toasters pop-up the toast when finished. Toast raised gradually during toasting cycle. Use of wavy guide wires produces even

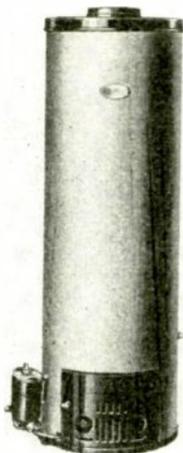


browning of the bread. Available in 2 or 4-slice sizes operating on either AC or DC. The Toastswell Co., 620 Tower Grove Ave., St. Louis 10, Mo.—RADIO & Television RETAILING

Duo-Therm WATER HEATERS

Model 40-3 Standard automatic fuel oil water heater has a storage capacity of 20 gallons, heating capacity per hour 21 gallons. Overall height 51½ in. Floor space 17 x 22 in.

Storage capacity of Model 90-3-Large

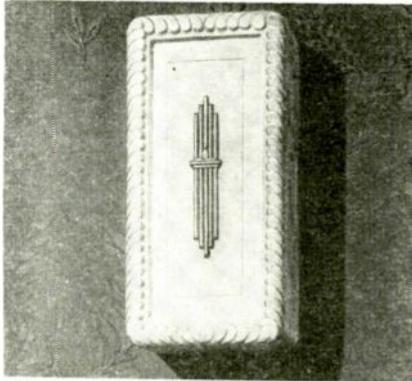


is 45 gallons, heating capacity per hour 55 gallons. Dimensions: 58 x 22 x 27 in. Duo-Therm Div., Motor Wheel Corp., Lansing 3, Mich.—RADIO & Television RETAILING

Edwards DOOR CHIMES

The "Major", model No. 1606 is striking in appearance with polished chrome shield flanked on either side by white resonators. Size: 7¾ in. high, 6 in. wide, 2¼ in. deep selling at \$4.95.

The Model 1605, "Captain" electric chime, shown, is attractive and eco-



nomical. Over-all size is 6¾ in. high, 3 in. wide, 2¼ in. deep and sells for \$2.95.

Both models sound two note melody for front entrance and single note for rear door. Edwards & Co., Norwalk, Conn.—RADIO & Television RETAILING

Cory COFFEE BREWER, ELECTRIC STOVE

The Model DCE consists of 8-cup coffee brewer and a 2-heat electric stove.

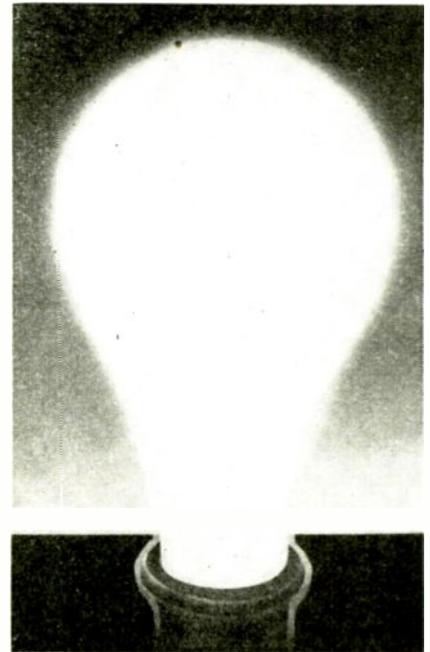


Complete unit retails at \$8.39. Cory Glass Coffee Brewer Co., 221 N. LaSalle St., Chicago 1, Ill.—RADIO & Television RETAILING

Wabash NEW LIGHT CONDITIONING BULBS

The glass of these new white light conditioning bulbs is treated on the inside to diffuse the central glare point caused by the concentrated filament, with the result that the direct raw light rays are broken up into millions of softer "counter diffusing" light rays that glow evenly over the entire bulb surface, without sacrifice of visible illumination. Ten sizes from 10 to 200 watts will be made in 115, 120 and 125

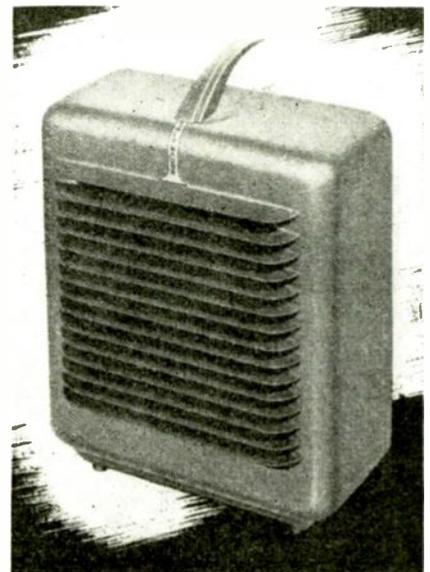
volts, with 4 sizes from 25 to 150 watts in 220, 230, 240 and 250 volts. Other Wabash bulbs will include new types of photoflash bulbs and other photo-



graphic lighting units, ultra-violet and infra-red heat lamps. Wabash Appliance Corp., 335 Carroll St., Brooklyn, N. Y.—RADIO & Television RETAILING

Thermador HEAT FAN

Special induction motor, counter-balanced fan. Construction of handle facilitates carrying. Finished in bronze.



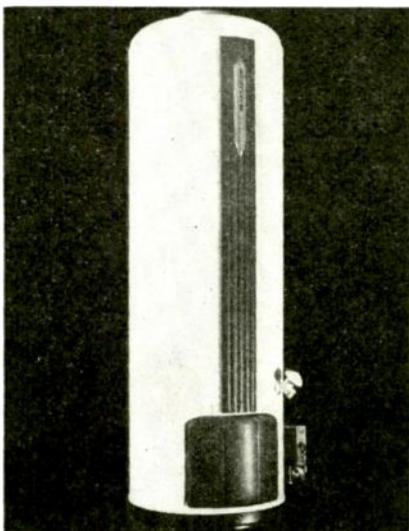
Equipped with a special type switch—one heat fan, one cool fan; six feet of heavy duty cord. Plugs in any outlet. Catalog No. HF161, 1650 watts, 115 ac.

Electrical Appliances

priced at \$13.75. Catalog No. HF131, 1320 watts, 115 ac, priced at \$13.75. Thermador Electrical Mfg. Co., 5119 South Riverside Dr., Los Angeles 22, Cal.—RADIO & Television RETAILING

Coleman OIL WATER HEATER

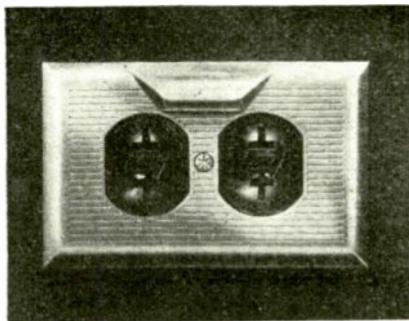
Completely automatic in operation, with automatic fuel control, automatic pilot and temperature control, which maintains constant water temperature of



150° F. Vaporizing-type burner operates on a .03 draft; easily removed by loosening a set screw. Also featured is an automatic draft meter. Streamlined design, with white plastic finish and maroon trim. Line consists of three models 20, 30 and 45 gallon sizes. Coleman Co., Inc., Wichita, Kan.—RADIO & Television RETAILING

LumiNite OUTLET PLATES

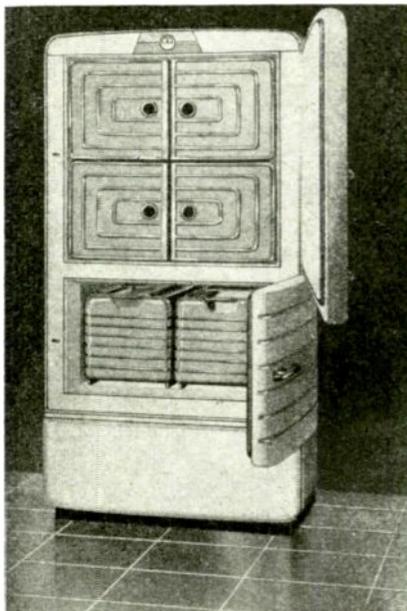
Perpetually lighted outlet plates, intended to replace standard "wall-plugs". These plates are easy to plug into, even when located behind furniture, or in dark corners. They may also serve as a



safety or "nite-lite". Tiny shielded electric bulb costs less than two cents per year to operate. Bulb will last for years without burn-out, due to minimized heat. Unit retails at \$1. Associated Projects Co., 80 East Long Street, Columbus 15, Ohio—RADIO & Television RETAILING

Frostor HOME FREEZER

Frozen food cabinet provides 10 cu. ft. of storage space. Upper compartment allows 6½ cu. ft. storage space at zero temperature. Lower "Sharp-Freeze" unit permits 3½ cu. ft. for sub-zero freezing and storage. Two removable,



stainless rustproof aluminum bins in lower freezing section glide out separately with minimum cold loss when box is opened. Frostor Division of The General Tire & Rubber Co., 332 So. Michigan Ave., Chicago 4, Ill.—RADIO & Television RETAILING

Westinghouse SUN-HEAT LAMP

The Select-o-ray, a combination infrared heat and sunlamp is a 12 lb. unit adaptable as a floor or table lamp, equipped with a 2-way 3-position switch indicating the rays being emitted. Operating life of the heat lamp is in excess of 5000-burning hours and the sunlamp will provide more than 400 applications, ranging in time from 5 to 15 minutes. Westinghouse Electric Corp., Cleveland, Ohio—RADIO & Television RETAILING

Sunbeam MIXER & ELECTRIC SHAVER

Mixmaster has automatic "Mix-Finder" which gives correct speed for any food mixing job. Full-Mix beater



has automatic beater ejector. Comes in ivory and green or black and white. Portable. With or without juice extractor.

Electric shaver has patented oval head to fit shape of face. Screened comb is .002 thin. Holes are close to-



gether for easy shaving. Chicago Flexible Shaft Co., 5600 Roosevelt Rd., Chicago 50, Ill.—RADIO & Television RETAILING

Premier WATER HEATER

Portable immersion unit for farms, camps, cabins, home laundry use, etc. Body 5½" x 5" x 6". Heater tube 12" long with 5½" dia. heater. 15 amp. quick make and break switch. 1500 watt. 120 volt, Chromalox unit. The National Ideal Co., 914 Summit St., Toledo, Ohio.—RADIO & Television RETAILING

GE HEATING PADS

Models PS5A3 and PS5A1 heating pads are available now. General Electric Co., Bridgeport 2, Conn.—RADIO & Television RETAILING

FOR LATEST RADIO MERCHANDISE SEE PAGES 36 TO 43, AND 86, 90.

"Complete Service"

Commercial Credit Financing
Gets Perfect Rating from
This Louisville Dealer

"When I started in business, I selected you as my finance company because you promptly contacted me and sold me on what you had. Since that time I have done business with you exclusively.

"Though I have listened to the propositions and promises of others, I have never been convinced that any other company could handle my business so efficiently.

"You have shown me a more *Complete Service* than I thought existed. It seems you have an answer for every financing problem a dealer has. As long as you continue such service you will get my business one hundred per cent."



O. J. Patterson Owner

Kentucky Electric Appliances
Louisville, Kentucky

Philco Radio and Refrigerators—
Easy Washers—Estate Stoves

COMMERCIAL CREDIT COMPANY

BALTIMORE 2, MARYLAND

Capital and Surplus more than \$80,000,000



FOR WIDE-AWAKE SELLING AID ORDER RADIOS VIA GRAYBAR

"Quality merchandise" and "time-saving delivery" are not the only reasons why wise dealers order radios and appliances via Graybar. These dealers *also* get the expert help of Graybar merchandising specialists — in sales training, display, and local promotion. When these men put their experience to work with yours, the result makes sweet music on your cash register.

All radios and appliances that Graybar distributes are products of responsible manufacturers who effectively advertise them to consumers. Before long, you'll be able to get short-notice deliveries from the Graybar warehouse near you.

Isn't it time you checked thoroughly into these advantages? Call or write us. *Graybar Electric Company... in over 90 principal cities. Executive offices: Graybar Building, New York 17, N. Y.*

4609

**DISTRIBUTION
IS
MERCHANDISE
and Men**



This is Blaine R. Lind, our Merchandising Manager at San Francisco. He and many other Graybar merchandisers throughout the nation are helping dealers to streamline their methods and facilities for more, easier sales.

After attending the University of California, Lind was a dealer's salesman and then a salesman for a leading refrigerator concern before he joined Graybar. During his ten years with us, he has acquired broad experience in the merchandising of both radios and appliances.

His extracurricular interests include membership in an electric club, other clubs, and fishing and yachting around San Francisco Bay.



Merchandising Department



RADIO, RADIO-PHONO, AND TELEVISION SETS



MAJOR APPLIANCES



TRAFFIC APPLIANCES

PLEASE PLACE YOUR ORDER WITH YOUR REGULAR RADIO PARTS JOBBER. IF YOUR LOCAL JOBBER CANNOT SUPPLY YOU, KINDLY WRITE FOR A LIST OF JOBBERS IN YOUR STATE WHO DO DISTRIBUTE OUR INSTRUMENTS OR SEND YOUR ORDER DIRECTLY TO US.



The New Model CA-11 SIGNAL TRACER

Simple to operate . . . because signal intensity readings are indicated directly on the meter!

Essentially "Signal Tracing" means following the signal in a radio receiver and using the signal itself as a basis of measurement and as a means of locating the cause of trouble. In the CA-11 the Detector Probe is used to follow the signal from the antenna to the speaker — with relative signal intensity readings available on the scale of the meter which is calibrated to permit constant comparison of signal intensity as the probe is moved to follow the signal through the various stages.

Features:

- ★ SIMPLE TO OPERATE — only 1 connecting cable — NO TUNING CONTROLS.
- ★ HIGHLY SENSITIVE — uses an improved Vacuum Tube Voltmeter circuit.
- ★ Tube and resistor-capacity network are built into the Detector Probe.
- ★ COMPLETELY PORTABLE — weighs 5 lbs. and measures 5" x 6" x 7".
- ★ Comparative Signal Intensity readings are indicated directly on the meter as the Detector Probe is moved to follow the Signal from Antenna to Speaker.
- ★ Provision is made for insertion of phones.

\$18⁷⁵

The Model CA-11 comes housed in a beautiful hand-rubbed wooden cabinet. Complete with Probe, test leads and instructions.....Net price

The New Model 450 TUBE TESTER

Specifications:

- Tests all tubes up to 117 Volts including 4, 5, 6, 7, 7L, Octals, Loctals, Bantam Junior, Peanut, Television, Magic Eye, Hearing Aid, Thyratrons, Single Ended, Floating Filament, Mercury Vapor Rectifiers, etc. Also Pilot Lights.
- Tests by the well-established emission method for tube quality, directly read on the scale of the meter.
- Tests shorts and leakages up to 3 Megohms in all tubes.
- Tests individual sections such as diodes, triodes, pentodes, etc., in multi-purpose tubes.
- New type line voltage adjuster.
- NOISE TEST: Tip jacks on front panel for plugging in either phones or external amplifier will detect microphonic tubes or noise due to faulty elements and loose internal connections.
- Works on 90 to 125 Volts 60 Cycles A.C.



SPEEDY OPERATION assured by newly designed rotary selector switch which replaces the usual snap, toggle, or lever action switches.

The model 450 comes complete with all operating instructions. Size 13"x12"x6".
Net weight 8 lbs. **\$39⁵⁰**
Our Net Price.....

The Model PB-210 MULTI-METER

Features:

- ★ SPEEDY!
- ★ PUSH-BUTTON OPERATION!

Measures:

- ★ A.C. Volts
- ★ D.C. Volts
- ★ D.C. Current
- ★ Low Resistance
- ★ High Resistance
- ★ High Capacity
- ★ Low Capacity
- ★ Decibels

Specifications:

- 5 A.C. VOLTAGE RANGES: 0 to 10/50/250/500/1000 Volts
- 5 D.C. VOLTAGE RANGES: 0 to 10/50/250/500/1000 Volts
- 5 OUTPUT METER RANGES: 0 to 10/50/250/500/1000 Volts
- 4 D.C. CURRENT RANGES: 0 to 1/10/100 Ma. 0 to 1 Amp.
- 2 CAPACITY RANGES: .0005 Mfd. to .3 Mfd. .25 Mfd. to 100 Mfd.
- 3 DECIBEL RANGES: —10 to +15; +10 to +35; +30 to +55
- 4 RESISTANCE RANGES: 0 to 2,000/20,000/200,000 Ohms. 0 to 20 Megohms

Model PB-210 comes housed in hand-rubbed oak portable cabinet, complete with cover, self-contained battery, test leads and instructions. Net Price.....

\$35⁷⁵



SUPERIOR INSTRUMENTS CO.

Dept. RT 227 FULTON ST., NEW YORK 7, N. Y.

Outstanding Service

(Continued from page 45)

unconditional guarantee for three months.

The store's excellent record of estimating the cost of a job fairly and profitably is not based on guesswork. First, the firm has on its staff radio technicians whose ability is top-flight.

Second, the establishment's maintenance departments are equipped with the best apparatus available. A machine shop which includes lathes, drill presses, etc., makes it possible for the firm to give speedy service by making certain parts which cannot be bought without delay.

Customers who have receivers repaired here are given a completely itemized bill. To assure the patron of fair prices, the cost of servicing a radio is listed in detail. On the customer's bill are itemized such information as parts defective, replacement cost, the amount of time spent on the job and miscellaneous information. Thus the patron knows exactly what he is paying, and exactly what he is getting.

5 Point Policy

"The only sure way to operate a profitable service business is to give fast and topnotch maintenance at fair prices," Preston declared. "That is the only way a repeat business can be had." The firm's policy of giving complete satisfaction is its method of maintaining a profitable level of volume now and for the future.

In going after new business, customers are told that:

1. The store will call for the radio or radio-phonograph combinations which the patron cannot bring in. There is no charge for this service.

2. Receivers arriving at the establishment get a thorough checking, and an accurate estimate of the cost of servicing is given.

3. After the cost is estimated and the customer decides to have the work done, the firm can usually promise to have the set serviced in one day. If the customer does not leave the radio at the store, the set is cheerfully returned to him. No charge is made for the estimate or for the pick-up and delivery.

4. When a receiver is placed in

operating order, it is not only serviced, but also thoroughly reconditioned. It is delivered to the customer in perfect order and appearance. Moreover, the firm will guarantee its work unconditionally for 90 days. Customer satisfaction is assured at all times.

5. The firm's slogan, "The Best Actually Costs Less", means exactly what it says. Also, that it costs no more for the establishment to completely recondition and guarantee the patron's radio than it would cost simply to get the receiver operating!

The amount of money spent on offering free estimates, pick-up and delivery is small compared with the extra business which these policies bring to the store.

"Certain free service costs are not 'costs' at all," Preston explained. "Operating along these lines has brought us profits as well as bringing in more new business. Furthermore, these selling methods are helping us to build a fine reputation."

Television receiver maintenance is familiar to the technicians here, and the firm hopes to do a large volume of business on video sets when they become available in quantity. Apparatus necessary to service tele sets is part of the store's equipment.

A large part of the organization's activities are devoted to servicing electronic industrial equipment in offices, factories, etc. Preston estimates that in the future 35 per cent of his volume will come from industry maintenance.

While the firm aims to do a high profit service business, it also intends to cash in on the demand for new radios and radio-phonographs. A new store was recently opened on the city's main street, where leading brands of sets will be merchandised.

Appliance Dealers

(Continued from page 57)

tomers. Holding on to old customers is another important factor, and the Thompsons do their best to maintain a 24-hour service on all appliance repairs. Four other stores, located in Manasas, Berryville, Leesburg, and Warrenton, Va., are maintained by the firm.

Colo. Firm Adds Store:—Kyle

Electric Co., 224 N. Union, Pueblo, Colo., has made news in this area by getting some of the earliest shipments of Frigidaires, has signed up for a new site on Main St., and will open a second store there. The firm is headed by R. L., R. B., and W. G. Kyle. These men like the idea of shifting emphasis in appliance selling to full lines of electric kitchen equipment. The present store is being remodeled to further accommodate appliance and radio displays.

5-Point Success Program:—Si Wagner, of Wagner's, 5460 Crenshaw, Los Angeles, Cal., predicts severe competition in the appliance field in the days ahead. His 5-point program to cope with this problem includes: 1) Well-trained appliance salespeople to meet (and hold) customers. 2) Instruct employees in all departments (service, delivery, records, credit) to keep their eyes open for sales possibilities. 3) Adequate trade-in allowances, and liberal credit terms. 4) Instantaneous response to appliance repair calls. 5) Encourage home demonstrations; merchandise on approval.

Record Market

(Continued from page 48)

is here and that listeners can find a large selection of "R" products at the Zeswitz store.

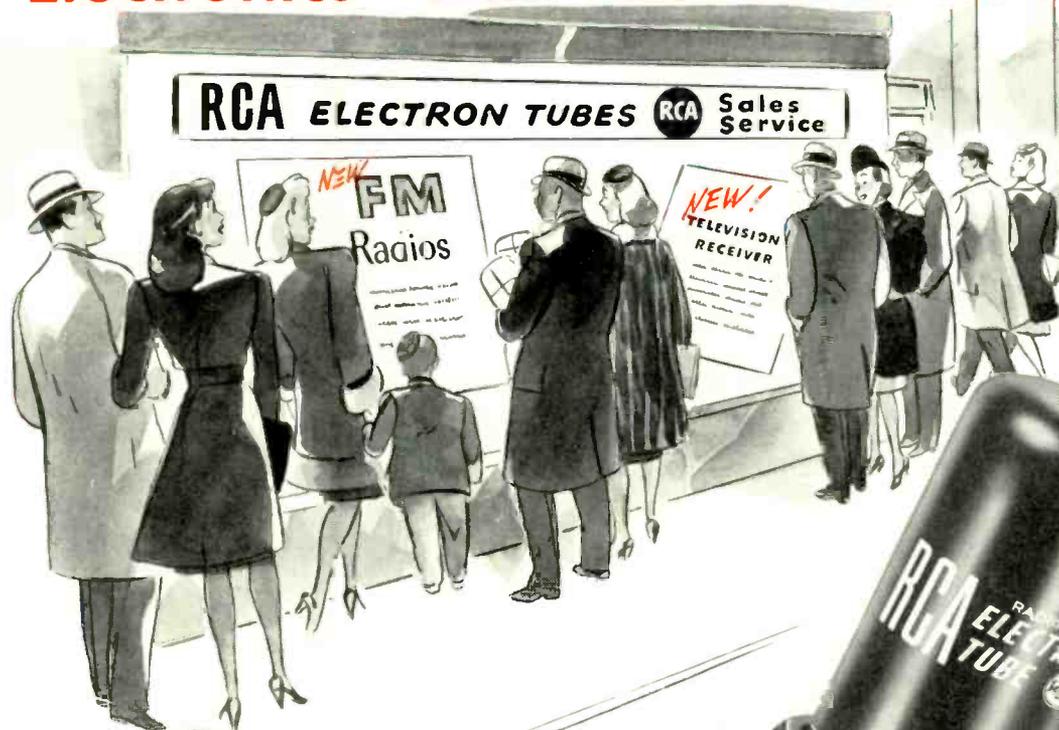
To tie in with the radio announcements, an attractive window display, including a three-foot "R" is used.

Accessories in color are used in the window for decoration, and various manufacturers' leaflets and other dealer helps are spread liberally throughout the display. This exhibit, together with the announcement over the air, created a great deal of interest, and sales leaped ahead as a result.

Zeswitz finds outdoor advertising profitable. He has placed five billboard ads on the main streets of this community. These advertisements are changed every eight weeks. This dealer believes in letting the public know about his store!

"It is our desire to create an impression on the public which will be lasting," the firm's owner declared. "While we know there is a large pent-up demand for sets, radio-phonograph combinations and records, we are looking at our business from the long range point of view."

Your storefront is a newsfront of Electronics—with RCA Electron Tubes



SOON

YOU'LL BE SEEING

MORE

RCA TELEVISION KINESCOPIES

... and always see your
RCA Tube Distributor for
**BATTERIES, TUBES,
PARTS, TEST EQUIPMENT**

*The Fountainhead of Modern
Tube Development is RCA*

The newsworthy developments in radio, television, and electronics, familiar through daily reading and hearing, are for the most part, new and revolutionary types of RCA Electron Tubes—such tubes are to be largely attributed to the great staff of RCA scientists and engineers.

The *Leadership in Engineering* of RCA brings about such highly newsworthy attainments. And, as it brings new vistas of science to the public, it also brings you new products to sell. Furthermore, it brings your store to the attention of your community.

The RCA Electron Tubes you'll soon be seeing and selling are miracles of Engineering... special metal, glass, and miniature types for Television and FM receivers, and for other instruments for home and afield. You'll sell more RCA Electron Tubes than ever before because far more will be in use.

So, push RCA Electron Tubes and watch your business grow.

Listen to "The RCA Show," Sundays, 4:30 PM, EST, NBC Network



TUBE DIVISION

RADIO CORPORATION of AMERICA

HARRISON, N. J.

Hard-hitting consumer advertising



This classic head with its shadow symbolizes the "Golden Throat", RCA Victor's amazing new acoustical system. The "Golden Throat"—development of RCA's 26 years of engineering experience—plus Victor's 47 years of leadership in musical reproduction—is the result of exact co-ordination of cabinet, speaker, electronic amplification!

The exclusive RCA Victor "Golden Throat" feature is pre-sold to potential radio and radiophonograph buyers in national magazines, on the air, and in big Sunday supplements. This potent promotion is creating a demand for RCA Victor instruments that will bring more customers to your store!

RCA Victor's "Personal"—one-third smaller than the prewar "Personal"—pocket size set—room-size volume! It's battery-powered—plays anywhere—at sporting events—picnics—fishing—indoors or out! Has the RCA Victor "Golden Throat" Camera type construction, polished chromium trim, handsome alligator-grained plastic case. RCA Victor 54B. OPA list price—\$26.85.

RCA Victor radios and Victrola* radio phonographs in eight more outstanding models are in the line—all with the RCA Victor "Golden Throat." For further information on the RCA Victor line, get in touch with your distributor, or write: RCA Victor Division, Radio Corporation of America, Camden, New Jersey.

Victrola* TM Reg. U. S. Pat. Off.



"PRE-SELLS" amazing RCA VICTOR

"Golden Throat"

The finest tone system in RCA Victor history!

MAGAZINES!

Spearheading a big national magazine campaign—Life, Saturday Evening Post, and Collier's carry regular big color advertisements promoting the RCA Victor "Golden Throat"—reaching over 31,000,000 readers in the income bracket where most radios are sold.

RADIO!

On the air every Sunday, NBC 4:30 to 5 p.m., EST, the big new RCA Victor Show, featuring Deems Taylor, Kenny Delmar, Raymond Paige's Orchestra—is selling RCA Victor Victrolas* and the "Golden Throat" to people in your neighborhood.

NEWSPAPERS!

Extra-coverage is now given to "Golden Throat" advertising where buying power is greatest—in metropolitan areas—through full-color roto-gravure ads reaching more than 8 million readers in the great metropolitan Sunday supplements.

ONLY RCA VICTOR
MAKES THE VICTROLA



RCA VICTOR

RADIO CORPORATION OF AMERICA





AFTER World War I—140 concerns went into the manufacture of radios. When the competitive race had settled down, 25 of these had emerged as sales leaders.

Today, by conservative estimate, 147 manufacturers are either making, or planning to make, radio sets. When the competitive race settles down this time, which will be the leaders?

Other things being equal, the leaders will be the companies with the best distribution system and the strongest sales structure at strategic points throughout the nation.

Building a sound sales structure calls for an on-the-spot grasp of distri-

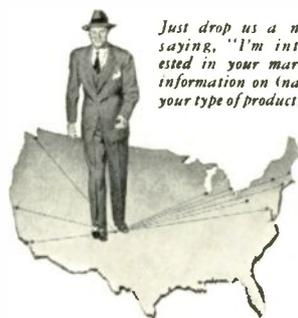
bution factors—an intimate knowledge of wholesale and retail channels in important markets.

And right there is where the Hearst Advertising Service man can be of service to you. For his is a *newspaperman's* knowledge of sales terrain—

localized information drawn from daily contacts with retailers, wholesalers and sales and advertising executives by “reporters with a nose for sales.”

Whether your product be radios, refrigerators or razors—baby food, cereals or soluble coffee—H-A-S has, or can get, the facts important to sales and advertising executives. Call the H-A-S man now.

CALL THE H-A-S MAN



Just drop us a note saying, "I'm interested in your market information on (name your type of product)."

HEARST ADVERTISING SERVICE

HERBERT W. BEYEA, Manager

959—8th Ave., New York 19, N. Y.—Offices in principal cities

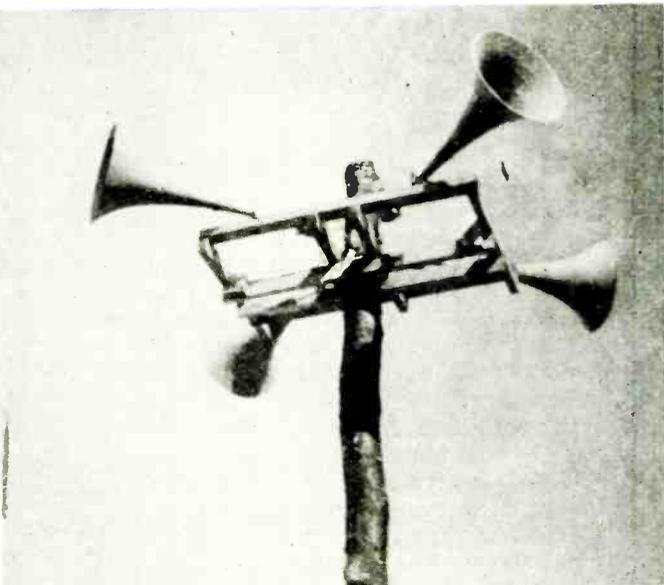
Representing:

- New York Journal-American • Pittsburgh Sun-Telegraph • Chicago Herald-American
- Baltimore News-Post-American • Boston Record-American-Advertiser • Detroit Times • Albany Times-Union
- San Francisco Examiner • Los Angeles Examiner • Seattle Post-Intelligencer

GI's Sound-Conscious

Used to Launch "New Civilians", Public Address Is Something Returning Vets Will Keep in Mind for Keeps

Photos taken in France by Darrell Bartec, who has rejoined RADIO & Television RETAILING after serving with U. S. Signal Corps.

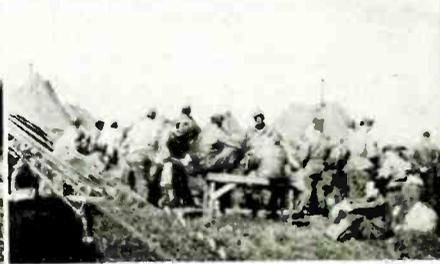


▲ Loudspeaker installation at the redeployment sector near Chateau Thierry, France—a sample of "sound" coverage of P.O.E. camps.

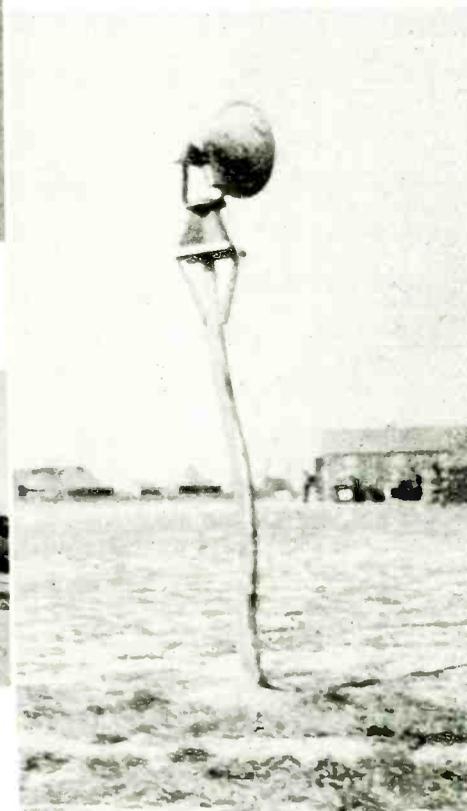
▲ A lone speaker at Camp Lucky Strike, France, commands a large block of tents. ▼



▲ A record-player in the jeep entertaining the GIs by way of the speaker on the ground, at a train loading point in France.



▲ A scene at the huge Camp Lucky Strike area, near Le Havre, France, where widely scattered groups can be reached via P. A. bulletins.



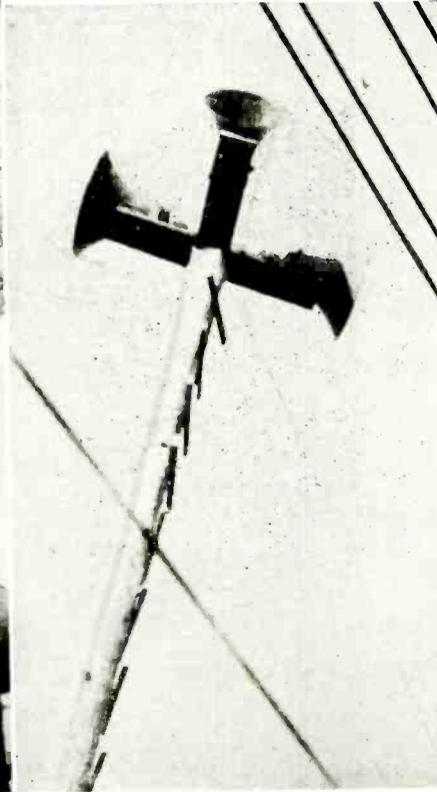
▲ At sea. Ships bristle with speakers. Note horn between stacks of life rafts.

Triple speakers atop a stepped pole project music plus bulletins at Camp San Francisco. ▼



Temporary speaker, Camp San Francisco, ▼ France, used for pre-discharge inspections.

▲ A voice says "Proceed" and the ship moves through the wreckage of Le Havre, homeward ▼



1946

New Circuits and

Stromberg-Carlson

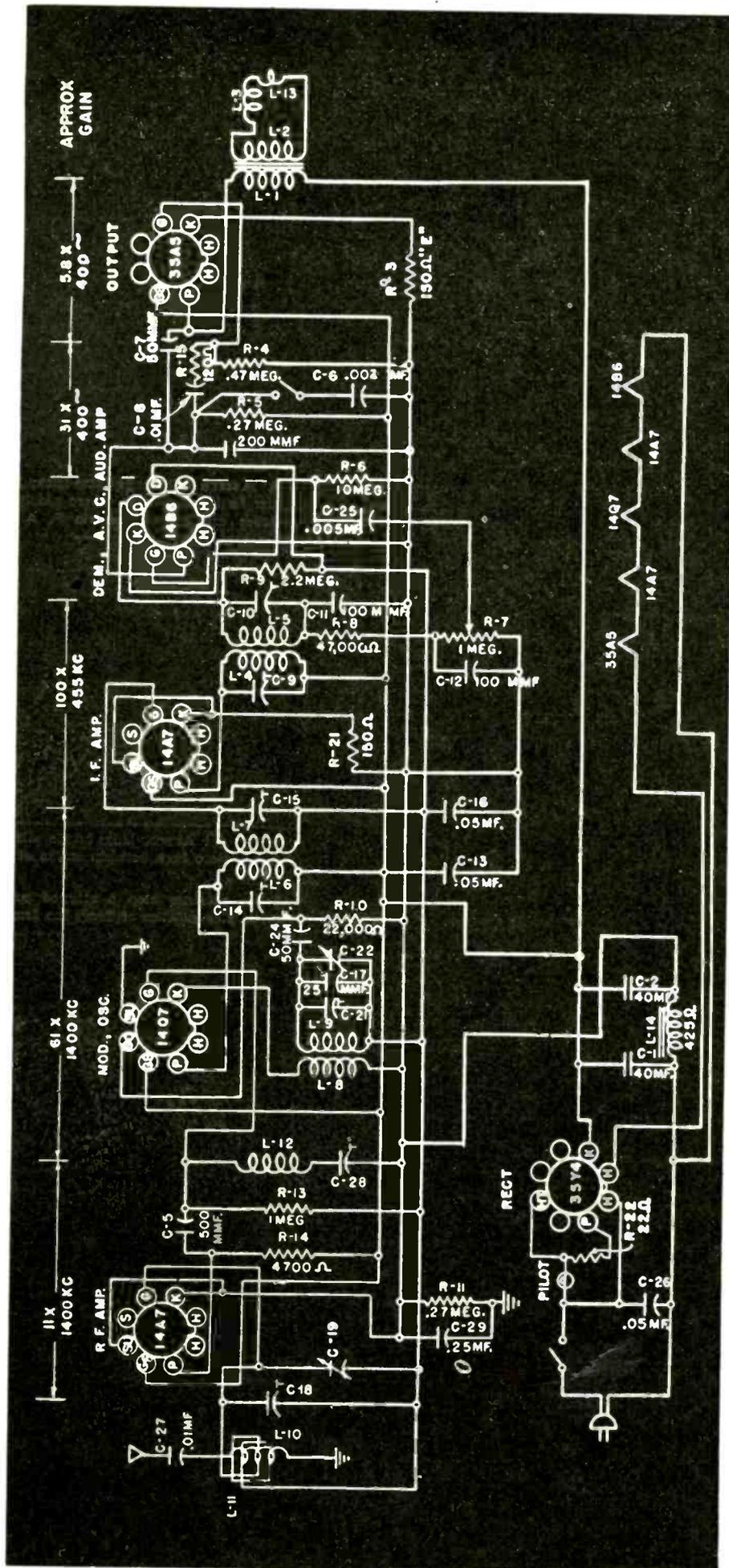
No. 1100 AC-DC

The 1100 uses a 14A7 as an r-f amplifier, 14Q7 as modulator and oscillator, another 14A7 as i-f amplifier, 14B6 as demodulator, avc and audio tube, 35A5 output, and 35Y4 rectifier. The tuning range of this superhet is .54 to 1.65 mc. The intermediate frequency is 455 kc.

To align, use a good modulated signal generator with a variable output voltage, and sensitive output meter across the speaker voice coil. Always use the smallest possible input from the generator. Have the volume control in the "full on" position. Be sure the metal plate is fastened in place on the bottom of the chassis before aligning.

For i-f adjustments: Turn the tuning control to the extreme low frequency position (variable capacitor plates all the way in). Connect the ground terminal of the signal generator to the chassis base. Introduce a modulated signal of 455 kc, using a .01 mfd capacitor in series with the lead from the generator to the antenna connection located at the rear of the pickup loop. Adjust i-f trimmers for maximum output in following order: secondary of second i-f transformer, primary of second i-f transformer, secondary of first i-f transformer, primary of first i-f transformer.

For r-f adjustments, replace the .01 mfd capacitor in series with the output lead of the signal generator with a 200 mmf capacitor and connect to the antenna terminal located on the back of the loop assembly. Set the signal generator's frequency and the receiver's tuning dial to 1.4 mc. Adjust the oscillator and antenna trimmer capacitors for maximum signal. Then set both the signal generator's frequency and the receiver's tuning dial to 0.6 mc, and check calibration. Alignment should be repeated if calibration is too far off at .6 mc.



Sets

Technical Data

Sonora

6-Tube AC-DC

This receiver uses conventional 12-volt series tubes, with 35L6 output and 35Z5 rectifier. The i-f is 455 kc.

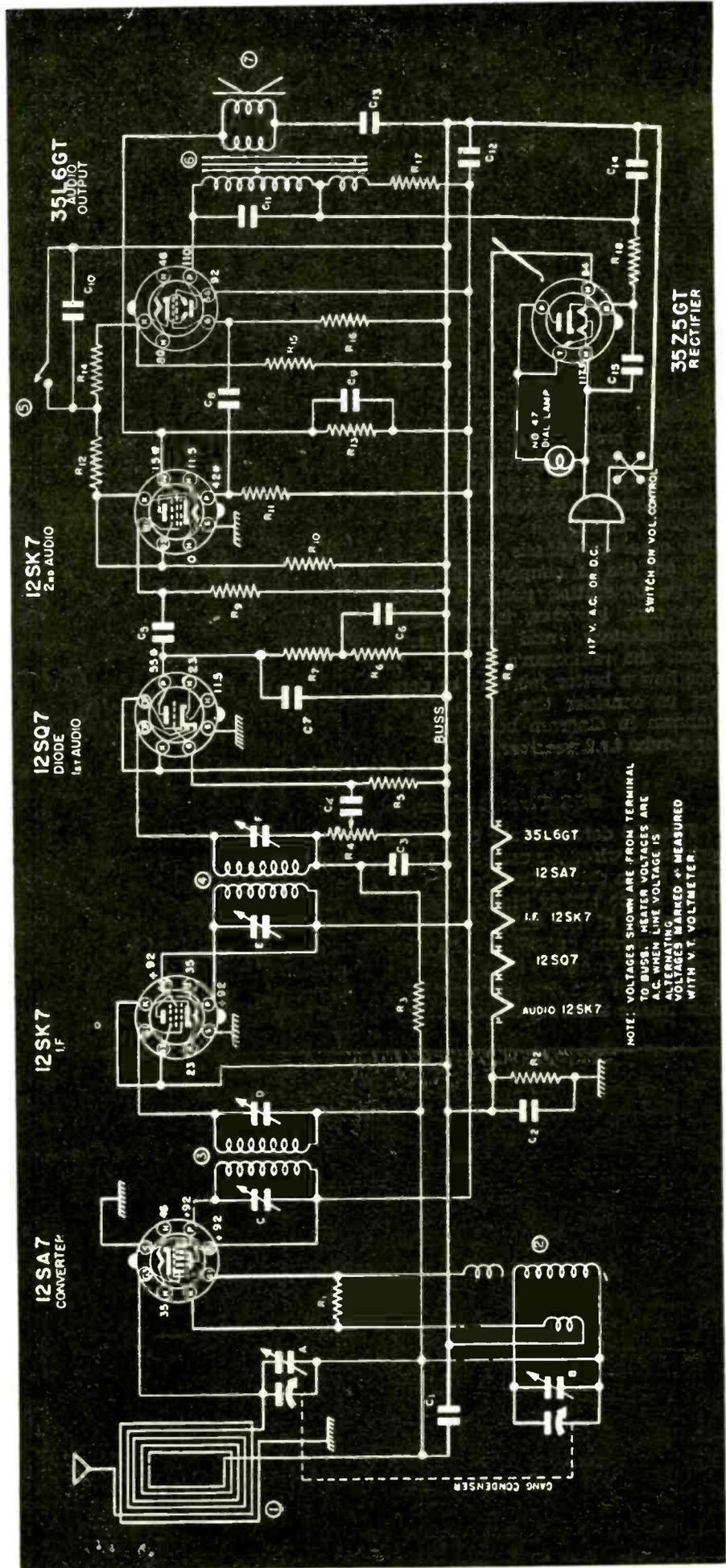
The alignment of this receiver requires the use of a test oscillator that will cover the frequencies of 455, 600, 1400 and 1620 kc, and an output meter that is connected across the primary or secondary of the output transformer. All adjustments should be made with the volume control on maximum, and with the test oscillator output as low as possible to prevent the avc from operating and giving false readings.

The intermediate frequency stages should be aligned first, then the r-f section adjusted. For i-f alignment, remove the chassis and loop antenna from the cabinet, and set them up on the bench so that they occupy exactly the same respective positions on the bench as they did in the cabinet.

With the gang capacitor set at minimum, adjust the test oscillator to 455 kc, and connect the output to the grid of the first detector tube (12SA7) through a .05 or .1 mfd capacitor. The ground on the test oscillator should be connected to the ground buss, indicated on the circuit diagram. Align all four i-f trimmers to peak or maximum reading on the output meter.

For r-f alignment, connect the test oscillator to the antenna of the set through a 100 mmf. (.0001) capacitor. With the gang capacitor set at minimum capacity, set the test oscillator at 1620 kc, and adjust the oscillator trimmer on the gang capacitor.

Next, set the test oscillator at 1400 kc, and tune in the signal on the gang capacitor. Adjust the antenna trimmer for maximum signal. Then set the test oscillator at 600 kc, and tune in signal with gang capacitor to check alignment.

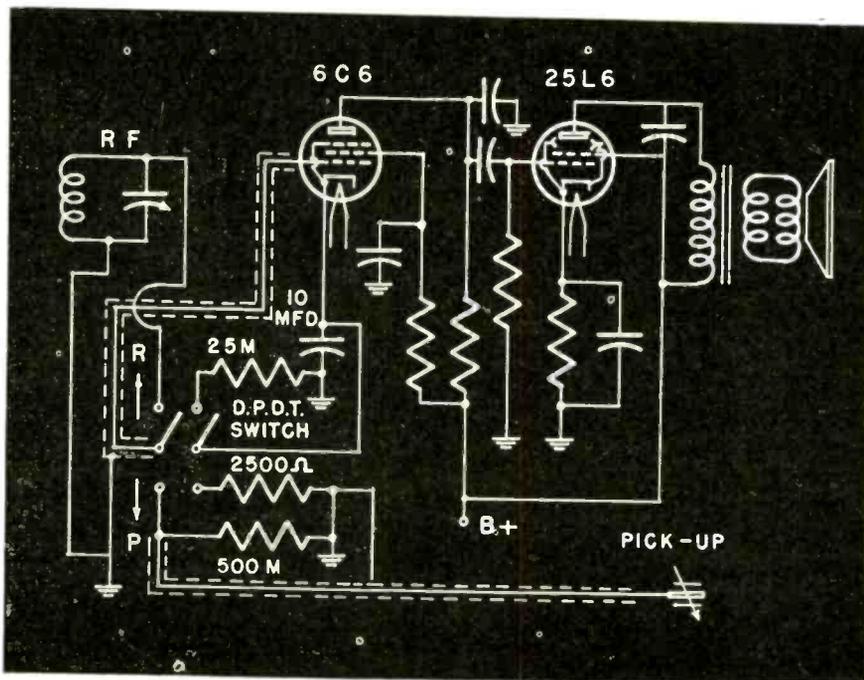


Attaching Phonograph

Rewiring Changes Necessary in Hooking Up Record of Switch Installations Over A-F Grid-Cap to Ground

• Every radioman is, at one time or another, called upon to attach an electric phono-pickup unit to a home receiver. Many late model receivers present no problem, since the manufacturers have made provisions on the back of the chassis for such phono additions. When no external connections are available, however, break-in and rewire of an audio circuit is necessary.

Some radiomen feel that all that is necessary is to hook one pickup lead to an a.f. tube grid-cap, and the other to chassis ground, and the other to chassis ground, and cut out the r.f. simply by detuning to an off-station point. A job of this sort, however, is thoroughly unsatisfactory, and will hardly boost the radioman's prestige. To see how a better job may be done, let us consider the audio circuit (shown in diagram below) of a 4 or 5-tube t.r.f. receiver.



Suggested circuit changes in adding phono unit to TRF receiver.

6C6 Circuit Changes

The 6C6 detector tube cannot, as originally wired, be used as a high-gain audio driver for two reasons: 1) It is too highly biased; operating point of the tube is close to plate current cut-off. 2) Any attempt to couple directly to the grid-cap of the detector would result in the shorting out of the ap-

plied signal by the low impedance path offered by the r.f. coil secondary winding to the audio signal. This would, of course, occur only if the grid-cap were left in place. If the cap, on the other hand, was removed, the grid would be open-circuited.

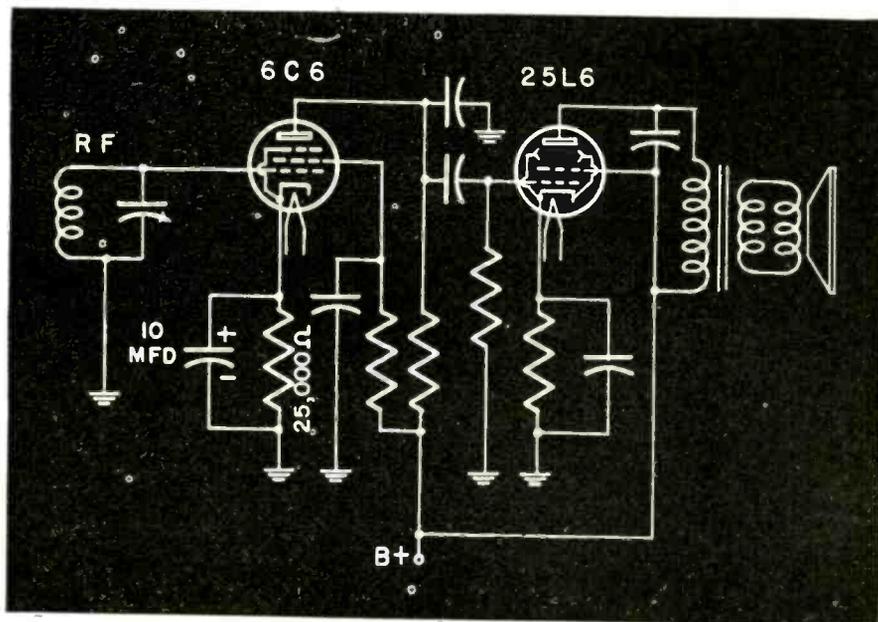
The solution to the problem is

shown in the figure above. With the addition of a double-pole double-throw toggle or rotary switch, and some minor circuit changes, the phono attachment can be readily made. Note the 2500 and 500,000-ohm $\frac{1}{2}$ watt resistors that have been added.

In making the wiring change, it is important to mount the switch as closely as possible to the detector tube, and shield the new grid-lead to the top-cap. This prevents oscillation usually caused by long r.f. leads. With the addition of the extra shield-to-lead capacitance, a slight re-adjustment of the trimmer on the tuning gang capacitor may also be needed.

Switch Operation

In actual operation, what happens is this: With the switch in the "radio" position, the r.f. lead is thrown to the grid of the tube, and the 25,000-ohm original bias resistor is inserted into the cathode circuit. With the switch in the "phono" position, the r.f. energy is removed from the grid, the pickup's signal introduced instead, and the cathode bias is lowered for higher amplification of the audio signal.



Audio circuit of TRF receiver before adding phono attachment.

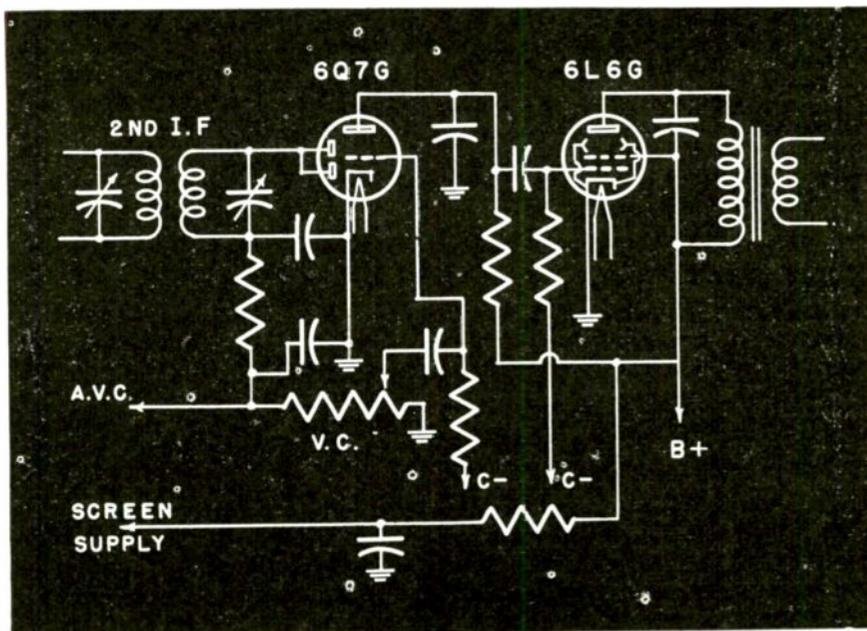
Units to Home Receivers

Players to TRF and Superhet Radios. Advantages Hook-Ups. Biasing Problems. Eliminating Hum.

We now come to the more complicated superheterodyne receiver. The second detector is often used not only as a high-gain audio amplifier, but as an i.f. signal detector, and generator of avc control voltages for preceding i.f. and r.f. stages. This stage may be self-biased or fixed-biased. If fixed-biased, the direct application of the phono load to grid would wreak havoc with the quality of response, since such loading upsets the normal negative grid voltage supplied.

Unsatisfactory Hook-ups

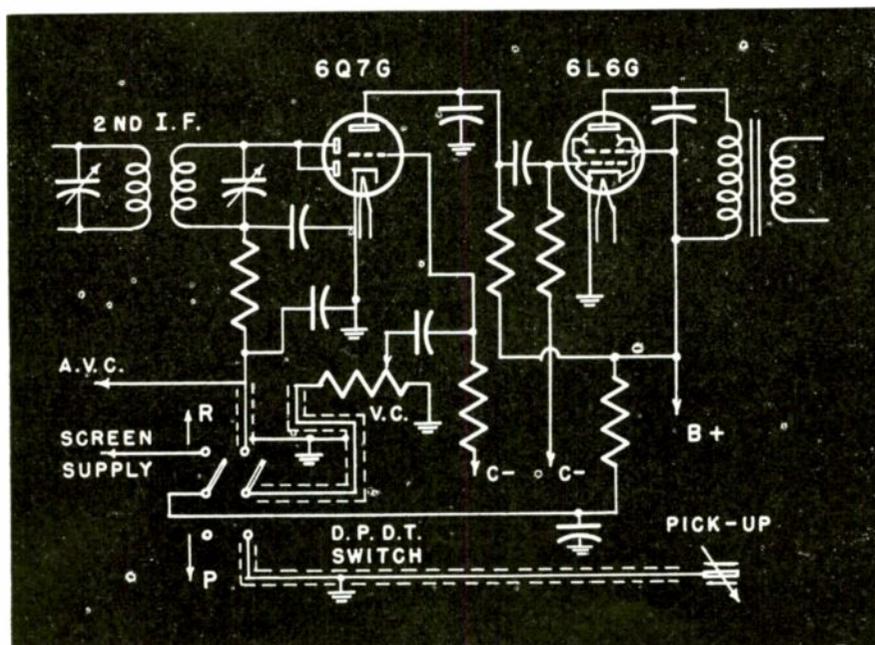
Of course, the argument might be advanced: Why not put in a blocking or coupling capacitor of, say, .01 mfd, in series with the pickup's signal lead? The answer to this is, that such a hook-up can be, and often is, made. It is however, an unsatisfactory job. Suppose that 1) the phono attachment has no incorporated volume control, and we are compelled to use the one in the customer's set, and 2) the set's r.f. and i.f. signals "sneak through" despite detuning, as is the case in the great majority of modern receivers with high selectivity and sensitivity. What procedure should be followed then?



Audio section of superhet receiver before phono rewiring.

The answer is indicated in the diagrams shown. A typical fixed bias 6Q7 detector circuit of a high-gain receiver is shown, before and after rewiring. A d.p.d.t. switch, either toggle or rotary, is used in the rewired stage. It may be placed at any point favored by the customer. When the switch is in the

"phono" position, we open the screen's B-plus supply circuit of the r.f. and i.f. amplifiers, rendering these stages inoperative. This prevents "sneak-through" of radio signals. At the same time we break into the audio channel, injecting the pickup's signal just ahead of the receiver's volume control. In the "radio" position, of course, the circuit is restored to its original wiring.



Circuit rewire recommended for attaching phono to superhet radio.

Correcting Trouble

If hum or distortion is present when the rewiring has been completed, check for inadequate shielding of the pick up wires; or an improperly grounded negative lead on the pick up; or too long a lead from detector tube to switch, or from switch to pick up.

Sometimes difficulties in getting shielded wire may compel the radioman to use the unshielded variety instead. Keeping all leads as short as possible in these cases will help prevent the hum developed from becoming objectionable.

While the foregoing suggestions necessitate additional work, compared with a "rush and botch" job, the results obtained should bring customer satisfaction, and repeat business.

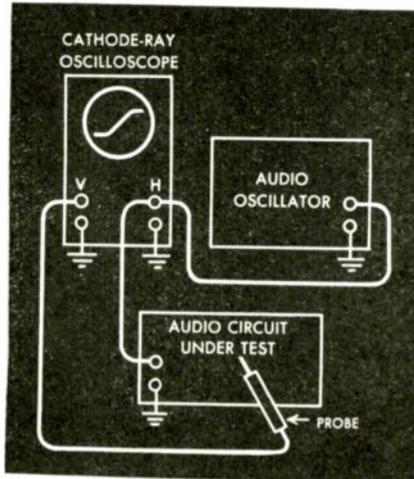
Practical Methods of

How to Simplify Their Operation When Used

• The introduction of FM broadcasting and the use of FM audio channels in television receivers may well increase the standards of all sound reproduction. The usual practice of checking audio performance by ear or with an output meter may not produce results which will satisfy owners of high quality FM and television sets. The human ear can be toughened by constant listening to noise and distortion, and it is always possible that the owner of a radio receiver may be more sensitive to audio defects than the technician who undertakes to repair the set. To eliminate this possibility and avoid arguments with set owners, the radio technician should be prepared to prove to himself and to the customer that the set actually plays better when he is finished with it.

Simple Operating Technic

In checking for audio distortion, any inexpensive type of cathode-ray oscilloscope can perform a service which will easily pay for its keep. Its use, however, should be



The "Input-vs-Output" method of checking audio amplifier response

limited to work for which it has special advantages.

Few technicians realize that the use of the complicated "saw-tooth" oscillator ordinarily employed for horizontal deflection of the trace is not necessary for many of the audio problems they are likely to encounter. A far simpler and more useful source of horizontal sweep is the output of an audio oscillator, con-

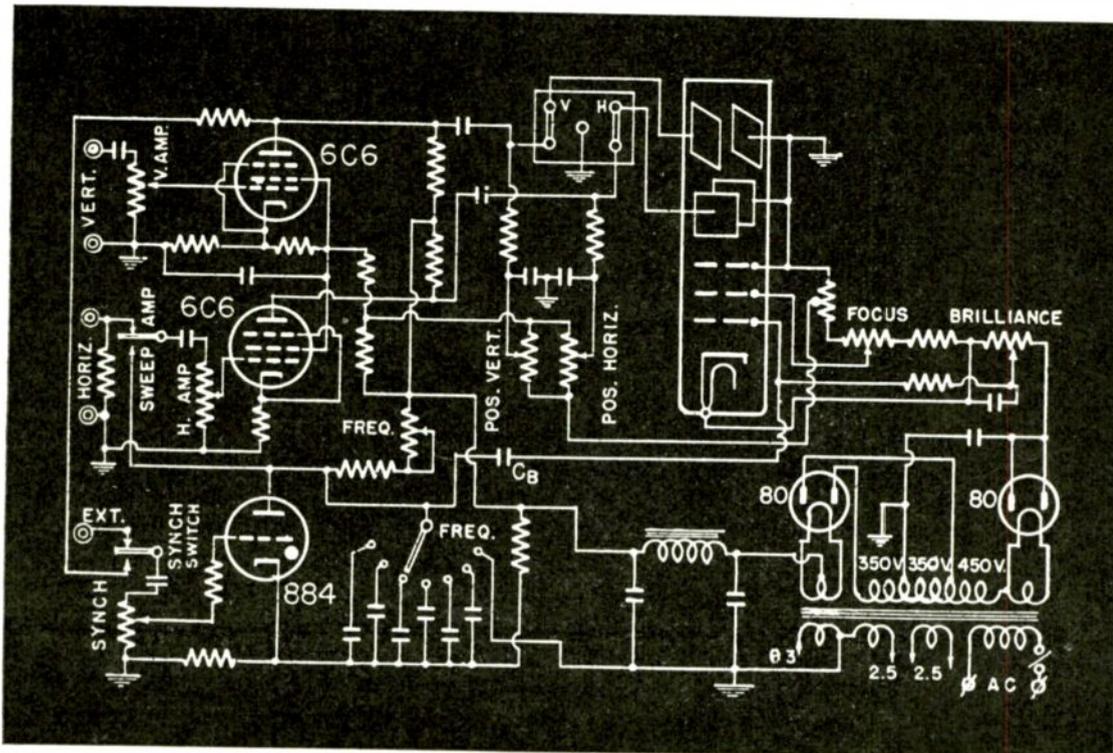
nected as shown in the block diagram.

Using this method, the c-r oscilloscope is capable of checking frequency response, gain and distortion in one operation. No adjustment of the 'scope controls is required, except to reduce the vertical gain as the probe is moved to succeeding stages of the amplifier.

Eliminating time-base

To demonstrate the fact that two sine-waves having no distortion or phase difference will produce a perfectly straight line, connect the probe to the horizontal input of the 'scope. This will place the same signal on both axes, provided the internal sweep oscillator of the 'scope has been turned off. On most 'scopes, turning the sweep oscillator to its counter-clockwise position automatically connects the horizontal input terminals to the horizontal amplifier.

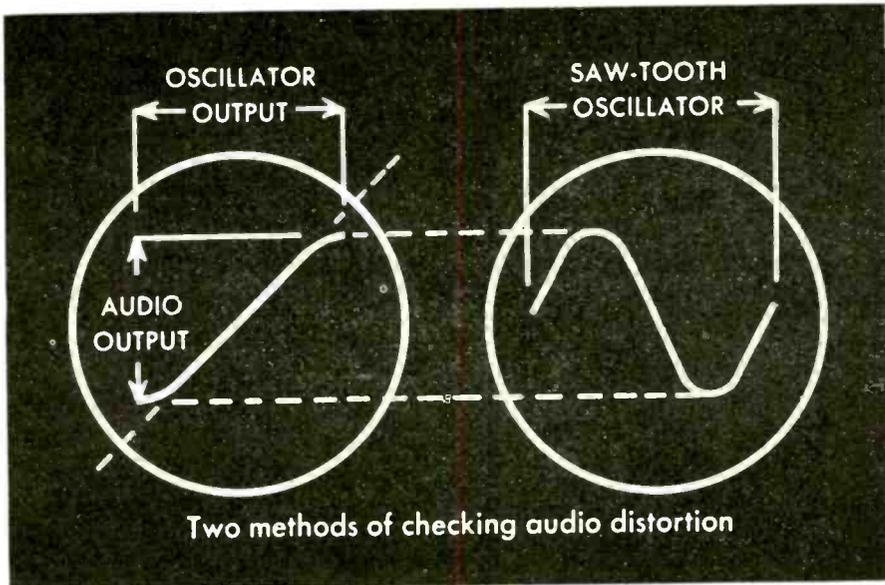
When a saw-tooth horizontal sweep is employed, considerable experience in observing wave shapes



Circuit of the DuMont Laboratories Model 164 C-R Oscilloscope. A three-inch cathode-ray tube is employed, with its cathode held 1,100 volts negative to ground by means of the half-wave rectifier at the lower right. Another type 80 full-wave rectifier supplies B plus voltage to the vertical and horizontal amplifier and time axis oscillator tubes.

Applying Oscilloscopes

for Signal Tracing and Trouble Shooting



Comparing "Input-vs-Output" method with the usual "saw-tooth" presentation.

will be necessary before the effects of slight distortion will be noticed. With the "input-vs-output" method shown, however, there is no difficulty in distinguishing between a

straight 45 degree line and one that is slightly distorted. The amount of signal input to the amplifier under test should be adjusted until a convenient deflection is obtained.

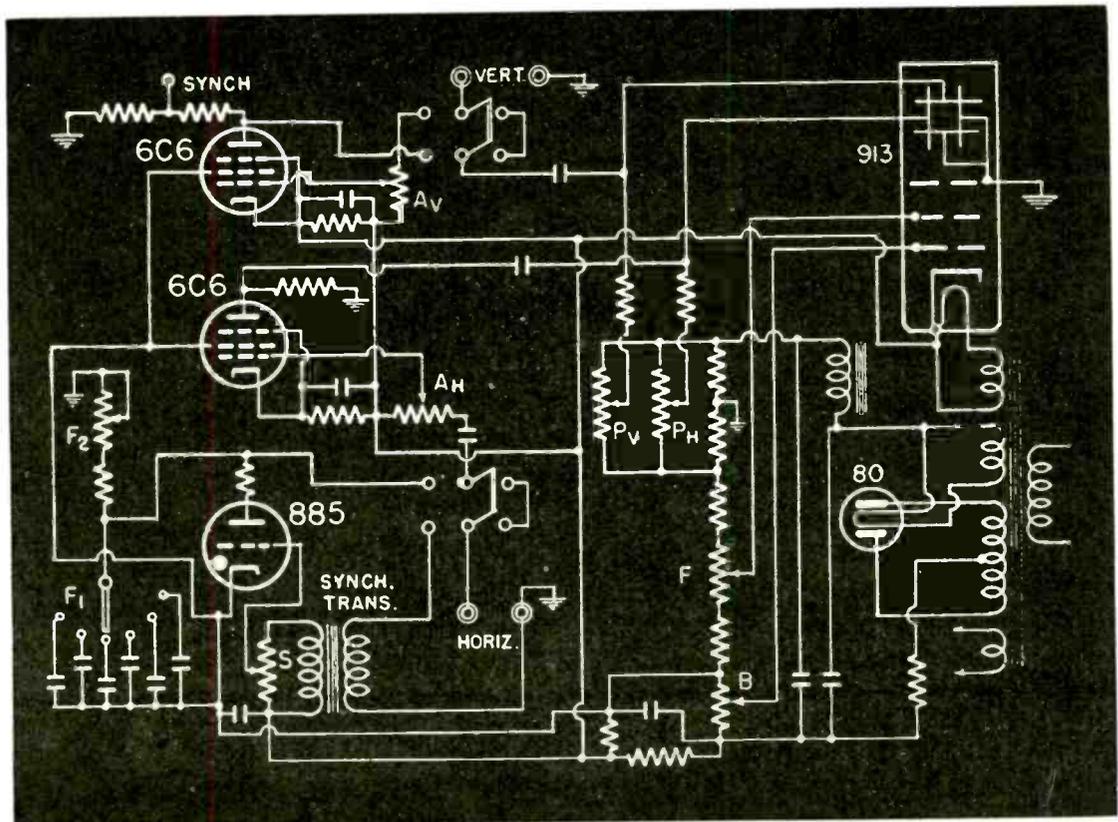
The second diagram compares the two methods of viewing a typical case of slight overload distortion. Though the same amount of distortion is present in both curves, it would probably pass unnoticed when viewed by means of the internal saw-tooth sweep, unless careful measurements were made against a calibrated screen. The left-hand curve, however, will become a perfectly straight line as soon as distortion is completely eliminated. Shifting the calibrated screen to an angle of 45 degrees will help to measure the straightness of the line.

Analyzing the Trace

In building or servicing the better grade of sound equipment, this technic will provide frequency response data in less time and with greater accuracy than any other method. The audio oscillator output level can be continuously monitored by observing the horizontal

(Continued on page 102)

Circuit of the R.C.A. Model 151 C-R Oscilloscope. The one-inch diameter cathode-ray tube requires only 350 volts, negative, at its cathode. A single type 80 full-wave rectifier supplies this B minus voltage, which is also applied to the cathodes of the horizontal and vertical amplifier and time axis oscillator tubes. The B plus is grounded to the chassis.



MAINTENANCE HINTS

Insulating Television Antennas

Now even the beautiful snow takes its place as a menace to home television—along with auto ignition and diathermy. A recent Connecticut snowstorm riddled one staff member's video screen with flashes of light (like heavy auto-truck ignition) all one evening, as each little snowflake hitting the dipole imparted its electrostatic charge. Result: an electronic "snowstorm" across the cathode screen, indoors as well as out, shattering the picture.

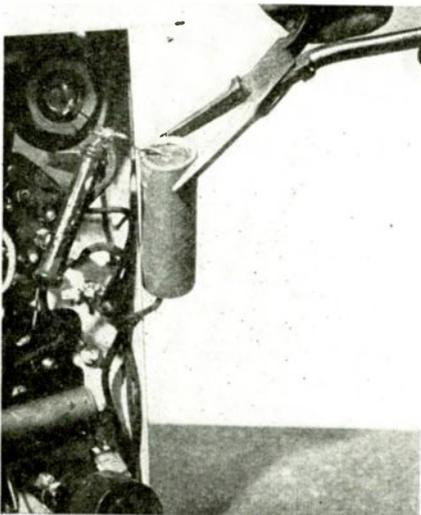
Since winter is the peak season for television entertainment as well as snowstorms, it may be well to see that future home TV dipoles are insulated or heavy-laquered.

RCA 96T2

A very loud, ear-splitting oscillation on this model, that appears at settings all over the dial, and completely drowns out the stations, is generally caused by an open cathode by-pass capacitor on the 6F6 power amplifier. Replace defective unit, to remedy.

Intermittent Capacitors

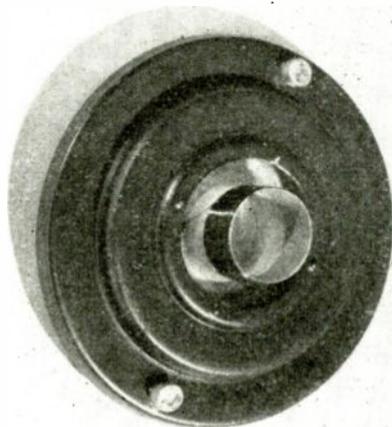
Paper capacitors often produce intermittent defects, by opening and closing internally during set operation. Faulty units of this type



may frequently be located by using a pair of long-nose pliers to gently squeeze and twist the suspect capacitor near its ends. The pliers should be used with care, to avoid their making contact with any live terminals of adjacent units.

New Loudspeaker Design

A new improvement, known as the "Adust-A-Cone", is incorporated in the speakers being manufactured by the Quam-Nichols



Company of Chicago. The spider of the loudspeaker, instead of being permanently glued or fastened to the basket or pot, is kept in position with a pressure or clamping ring, which is in turn held down by two machine screws.

By loosening the screws holding the pressure ring, a small lateral movement of the spider is permitted, by which the voice coil can be re-centered concentrically around the pole-piece and within the gap.

This new feature should be of great advantage to the radio serviceman, as the screws holding the clamping ring in this unit are so positioned, that it is often unnecessary to remove the loudspeaker from the chassis to re-center the voice coil. Neither need a rubbing voice-coil assembly be replaced, as formerly required.

Oscillator Drift

An unnoticed oscillator drift often makes radio repairs difficult. The set may start out all right, then show pronounced symptoms of misalignment. In cases like these, check the frequency of the oscillator at any point on the dial, by measuring the output with a vacuum tube voltmeter.

If the oscillator is functioning correctly, the greatest dc voltage from oscillator grid to ground, as measured by the vtvm, should oc-

cur at the frequency to which the dial is set. If it is not functioning accurately, the maximum dc voltage will occur at another setting.

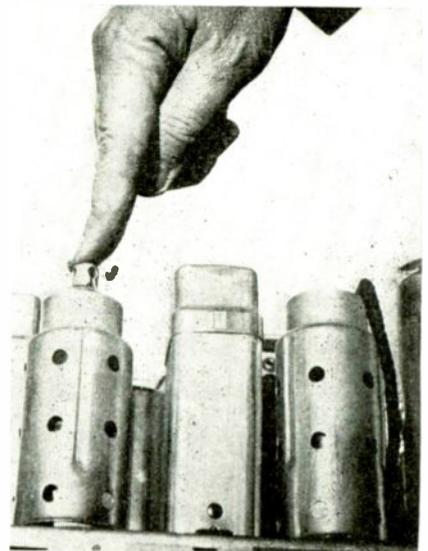
This test should, of course, be applied after the misalignment symptoms have appeared.

Coil Defect

A peculiar coil defect, rather difficult to track down, was present on this repair job. The set was a new one, and was playing too low. Some stations did not appear. After a good deal of testing, it was discovered that a high resistance was present between the two terminals of an r-f coil secondary. This condition was due to the fact that the enamel on a wire leading to one of the terminals had not been properly removed at the factory. Detuning of the circuit had resulted. The defect was eliminated by sandpapering the enamel from the wire.

Stage Test for Inoperative Circuit

To test whether a stage is functioning, touch grid-cap of the tube in the circuit with your finger. A



buzz, click, or hum will usually result, if this stage and the succeeding ones are operating. When touching the top-cap provides no response, try removing the grid-clip, watching for the same responses. The volume control should be on maximum for these tests.



PHONOLA

will again carry off
top honors
in the

PORTABLE

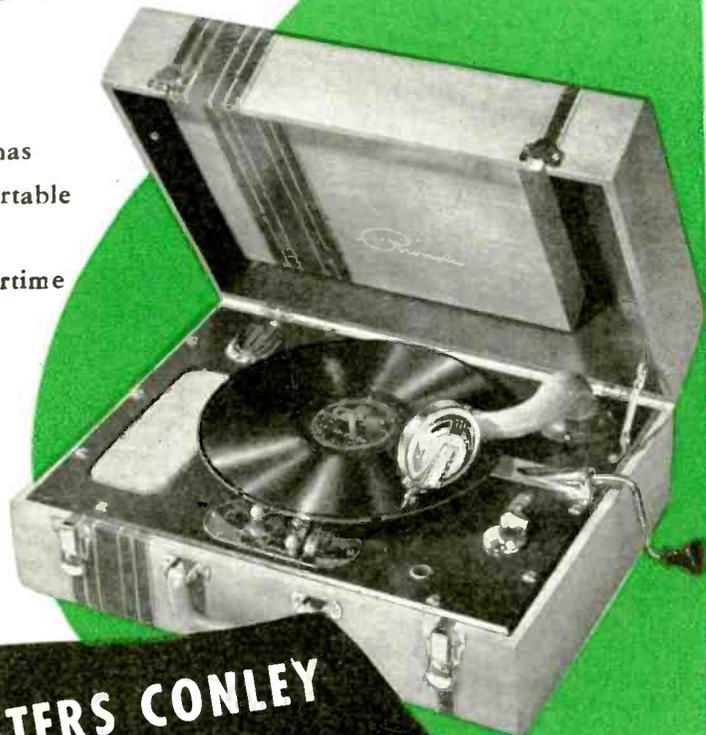
PHONOGRAPH FIELD



Phonola

ACOUSTIC AND ELECTRONIC PHONOGRAPHS

Year after year, since 1916, Phonola has been acclaimed America's leading line of portable phonographs. Now, in 1946, with a background immeasurably enriched by recent years of wartime experience in military electronics, Phonola will again carry off top honors for quality and dependably fine performance. Always salable, always profitable, Phonolas will now mean bigger news than ever for you and your customers.



*Phonola Portable Phonographs
... through exclusive
distributors everywhere!*

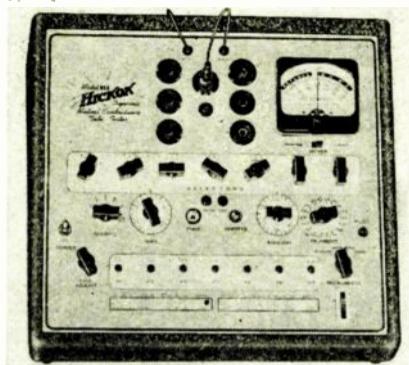
**WATERS CONLEY
COMPANY**
ROCHESTER, MINNESOTA

Eastern and Export Sales Office: 17 E. 42nd Street, New York City 17, N.Y. 6-2679
Midwestern and Western Sales Office: 224 S. Michigan Ave., Chicago 4, ILL. 1-2820

New Technical Products

Hickok TUBE & SET TESTER

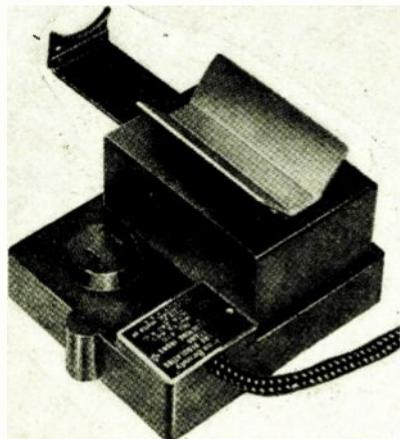
Model 532C (counter model) and 532P (portable) use dynamic mutual conductance circuits. Tester is fitted with easy-to-read scales having micromho ranges from 0-3000, 0-6000, and 0-15,000, and



legends reading "Replace", "Doubtful" and "Good". Tube data is on roll chart. Unit tests all present-day tubes. Provision for future tube designs has been made. Hickok Electrical Instrument Co., 10523 Dupont Avenue, Cleveland 8, Ohio—RADIO & Television RETAILING

American Beauty SOLDER-IRON STAND

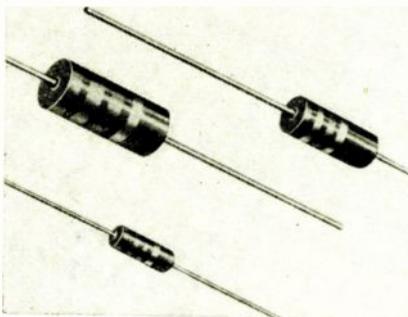
Thermostatically controlled device for the regulation of the temperature of an electric soldering iron while at rest. When placed on this stand, soldering



iron is maintained at working temperature or, if desired, at a lower temperature. Through an adjustment on the bottom of the stand, thermostat may be set for the maintenance of any desired temperature—from very low, or warm, to full working temperature. Designed for use with soldering irons up to 660 watts capacity, and on circuits up to 240 v. American Electrical Heater Co., Detroit 2, Mich.—RADIO & Television RETAILING

Ohmite RESISTORS

The "Little Devils" are 1/2 watt, 1 watt, and 2 watt resistors, and comprise a new series of small size, insulated, fixed composition units. Size of the 1/2 watt resistor is 3/8-in. long x 9/64-in. in diameter; the 1 watt, 9/16-in. long x 7/32-in. diameter; the 2 watt, 11/16-in. long x 5/16-in. diameter. Leads are soft copper wire, hardened immediately adja-



cent to the resistor body, strongly anchored, and hot solder coated. Ohmite Mfg. Co., 4835 Flourney Street, Chicago 44, Ill.—RADIO & Television RETAILING

Grayhill DEMAGNETIZER

Demagnetizes small tools having a diameter of 7/16 in. or less. Unit is 3 x 1 3/4 x 3/4 inches, and operates from 115 v ac. The Demagnetizer is energized by depressing the switch button, and de-energized by releasing the button. To demagnetize a tool, such as a small

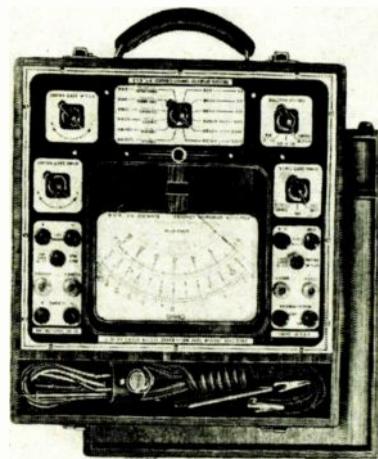


drill, the coil is energized and the tool is passed completely through the hole of the unit. Magnetization of an object, when such a tool as a magnetized screwdriver is desired, may also be achieved. Unit may be used on screwdrivers, files, drills, tool bits, end mills, etc. Grayhill, One North Pulaski Road, Chicago 24, Ill.—RADIO & Television RETAILING

Precision V-T VOLTMETER

The EV-10-P is a portable, vacuum tube multi-range tester. Includes direct-reading megohmmeter, milliammeter, ammeter, output and decibel meter, plus standard sensitivity 1000 ohms per volt ac-dc voltmeter ranges. Incorporates 7-in. rectangular meter. Employs a stabilized bridge circuit using 3 tubes: 6C5, 6X5 and VR-150. Meter is zero-center on all ranges when used in the

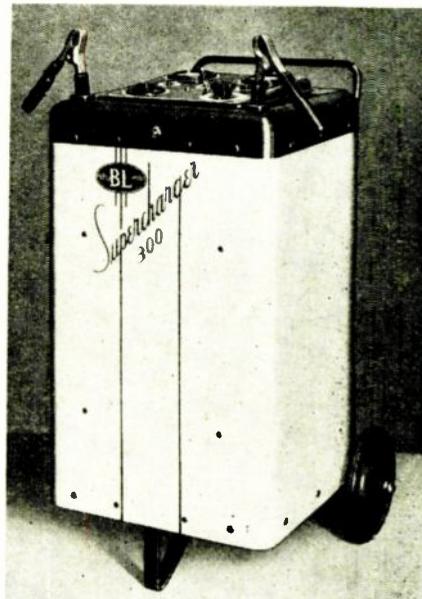
vtvm circuit, indicating both polarity and magnitude without reversal of prods or use of a polarity switch. Pre-



cision Apparatus Co., 92-27 Horace Harding Blvd., Elmhurst, N. Y.—RADIO & Television RETAILING

Benwood-Linze BATTERY SUPERCHARGER

Delivers direct current of the required rating for the quick no-removal charging of storage batteries, in automobile or elsewhere. Maximum time required averages 20 minutes. Supercharger also detects defective and sulphated bat-



teries, and provides for the elimination of sulphation. Unit is portable, and is mounted on large wheels with rubber treads. One type operates from 110 v 60 cycle ac, the other from 220 v 60 cycle ac. Priced at \$219.50. Deliveries will commence in near future. Benwood-Linze Co. of St. Louis, St. Louis, Mo.—RADIO & Television RETAILING

(Continued on page 90)

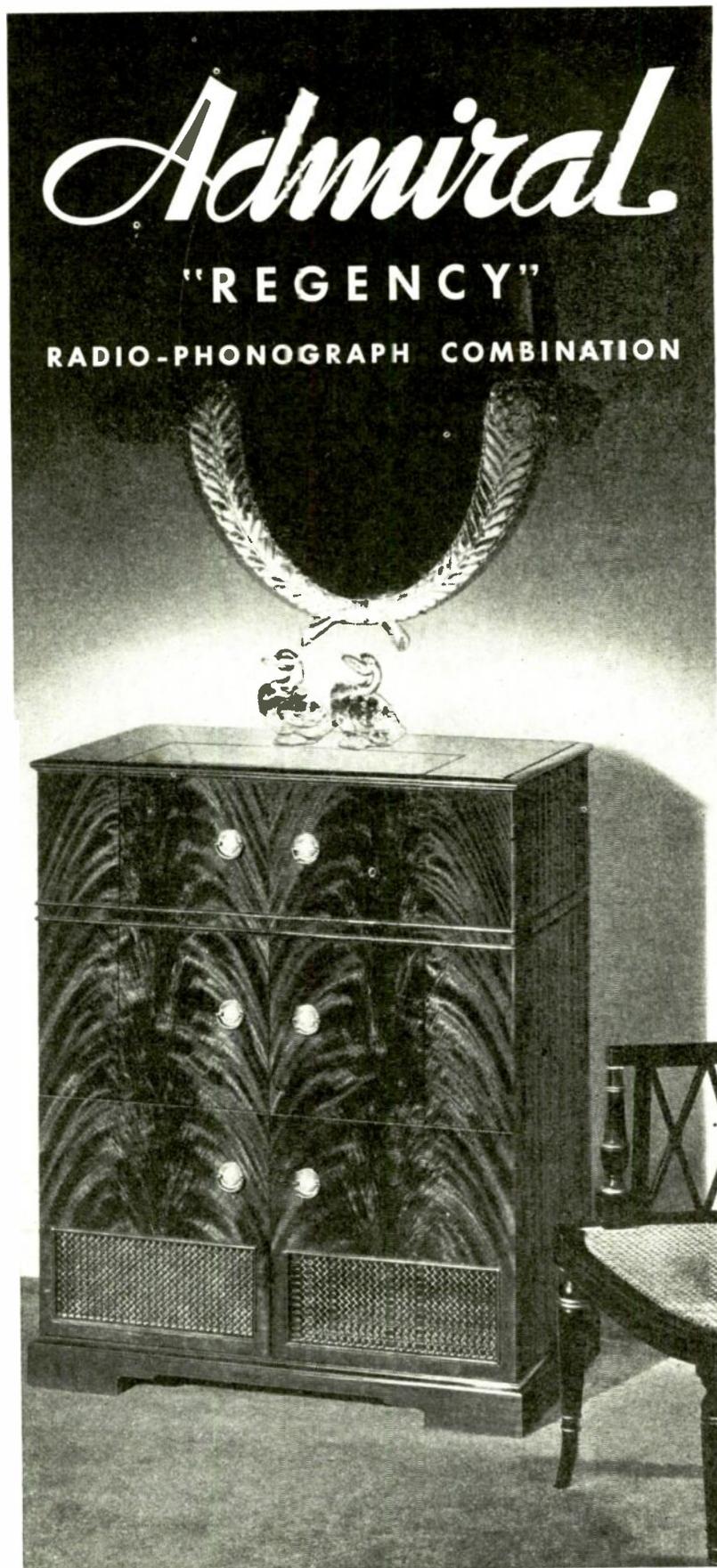
HERE'S NEW BEAUTY
FOR THE TOP
OF YOUR RADIO LINE

Here's new cabinet beauty and all-round performance that you can "sell up to." Beautifully finished and authentically styled by master craftsmen, the Admiral "Regency" Radio-Phonograph combination will be available in walnut, mahogany, or bleached mahogany.

Famous "Slide-A-Way" brings "child-proof" automatic record changer out in plain view for easy loading. Plays ten 12-inch or twelve 10-inch records automatically. Changes records in 5 seconds . . . only three moving parts . . . will not chip or break records.

Improved Superheterodyne circuit features new iron core tuning for higher sensitivity, greater selectivity . . . "automatic-trip" electric tuning for instantaneous station selection . . . individual treble and bass controls . . . 4 tuning bands for 'round-the-world reception . . . "Magna-Band" for precision short wave tuning . . . "Auditorium" electro-dynamic speaker for superb tonal quality . . . push-pull audio system for clear, natural reproduction . . . beautiful, easy-to-tune "waterfall" dial.

In the "Regency" you have a superb radio-phonograph combination to put at the top of your radio line.

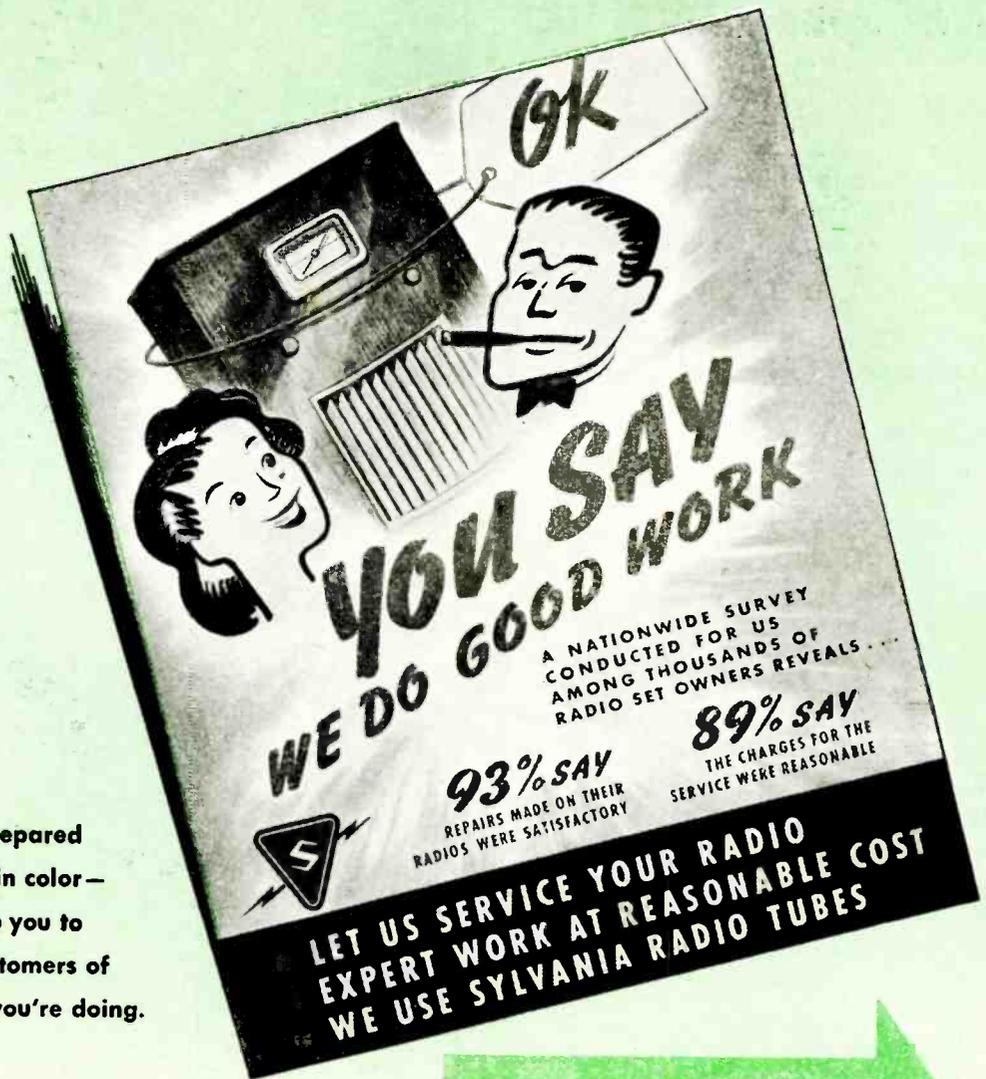


Admiral Corporation

CHICAGO — DUAL-TEMP REFRIGERATORS • ELECTRIC RANGES
WORLD'S LARGEST MANUFACTURER OF RADIO-PHONOGRAPHS WITH AUTOMATIC RECORD CHANGERS

SYLVANIA NEWS

MR. AND MRS. AMERICA SAY YOU'RE PLENTY OK



This specially prepared survey poster—in color—has been sent to you to remind your customers of the good work you're doing.

SEE SECTION 2
FOR FULL STORY...

SYLVANIA NEWS

SECTION 2

RADIO SERVICE DEPARTMENTS RECEIVE COUNTRY'S COMPLETE CONFIDENCE, NATIONAL SURVEY SHOWS

A recent nationwide, *independent* survey—conducted by one of America's leading market research organizations—reveals that not only do 93% of the thousands of people interviewed firmly believe that the radio serviceman does a good job, but also that 89% say

he charges a fair price for his work!

That's a flattering record—especially since the ground covered in the survey was scientifically selected, both from the geographical distribution standpoint and income group. Yes, J. Q. Public says you're plenty O. K.

WHAT THIS MEANS TO YOU

To radio service departments of retail stores this means an assurance of the continuation of this public trust in the busy years ahead. For, if this confidence was maintained throughout the past *difficult* period (hard-to-get tubes and parts), it is certainly expected to continue—and grow—in the following years, when the millions of radio tubes, mechanical and electrical parts needed will

be available. (This trust will also greatly help retail sales of new sets.)

All of this spells opportunity for radio retail stores with service facilities. Knowing that they have the public's confidence, they can combine the other ingredients of quality components and high class equipment to form an unbeatable formula for success. And we're here to help, in every way we can.

SYLVANIA ELECTRIC

Emporium, Pa.

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

New Technical Products

Triplet METER

Model 2405 is a 25,000 ohms per volt volt-ohm-milliammeter. Ranges are 0-10-50-250-500-1000 dc volts, at 25,000 ohms per volt; 0-10-50-250-500-1000 ac



volts, at 1000 ohms per volt; dc amps, 0-10; ac amps, 0-0.5-1-5-10; dc milliamps, 0-1-10-50-250; dc microamps, 0-50; ohms-megohms, 0-4000-40,000 ohms, 4-40 meg-ohms. Triplet Electrical Instrument Co., Bluffton, Ohio—RADIO & Television RETAILING

Swivelier WORK LIGHT

For attachment to work bench. Unit comes with Greenfield cable and leads, for direct attachment to outlet box or transformer, thus grounding entire de-



vice. Arms from 12 to 30 in. are available. Four types of shades may be obtained: cone, bell, parabola, or acorn. Swivelier Co., 30 Irving Pl., New York 3, N. Y.—RADIO & Television RETAILING

Mallory DUAL CAPACITORS

Small, aluminum-cased, hermetically sealed units. Lugs at top and bottom are intended to eliminate broken leads,

difficult skinning operations, and provide handy anchors for other wiring. P. R. Mallory & Co., Inc., Indianapolis, Ind.—RADIO & Television RETAILING

General Transformer POWER UNIT

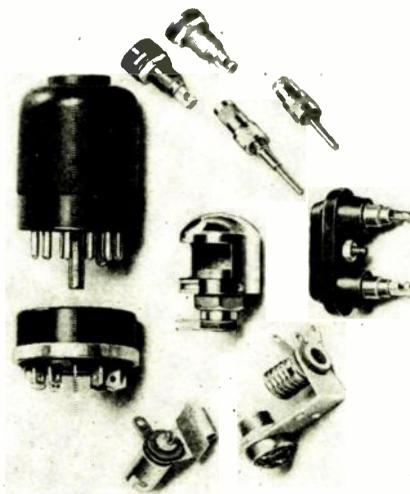
Model H Porta-Power is intended to supply electric power to 4, 5 or 6 tube. 1½ v battery farm or portable radios. Fits 99% of all portables. Universal



sockets for battery plugs are present. Weighs 4½ lbs. OPA approved price, \$15. General Transformer Corp., 1250 West Van Buren St., Chicago 7, Ill.—RADIO & Television RETAILING

Johnson PRODUCTS

Cable connectors, pilot and dial light assemblies, tip plugs and tip jacks, formerly Mallory-Yaxley products, have been added to the Johnson line of variable capacitors, tube sockets, insulators, inductors, plugs and jacks. The seven and twelve wire cable connectors are polarized, and contacts are clearly marked for convenience. Pilot lights can be supplied with a variety of jewel colors, and jewels may be purchased separately for replacement. Dial lights



are supplied as shell assemblies, and with slip-on brackets to facilitate ease in installation. E. F. Johnson Co., Waseca, Minn.—RADIO & Television RETAILING

Instrument RESISTORS

Four new types of resistors—ALA, ACA, BLA, and BCA—providing advantages of close tolerance, high quality, and low unit cost, are offered. Maximum



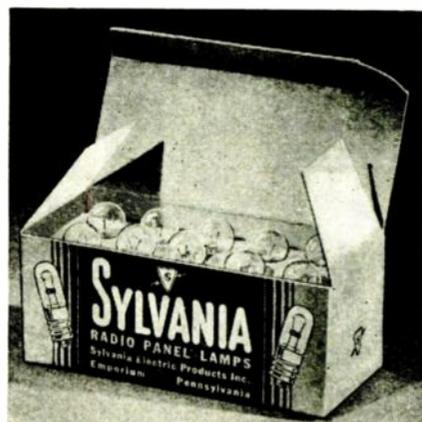
resistances are 50,000 ohms (nichrome), 10,000 ohms (manganin). Tolerance is 3%. Instrument Resistors Co., 25 Amity Street, Little Falls, N. J.—RADIO & Television RETAILING

Kwikheat SOLDERING IRON

Built-in thermostat saves tips, current, and prolongs iron life. Unit is hot and ready for use in 90 seconds. 6 interchangeable tip styles. Iron lists at \$11. Sound Equipment Corp. of California, 3903 San Fernando Rd., Glendale 4, Cal.—RADIO & Television RETAILING

Sylvania PANEL LAMPS

Designed to operate without causing radio interference, and to resist contin-



uous vibration from radio speakers. Current ratings range from .06 to .5 amps. Voltage range is 2.5 to 18 v. All lamps are supplied with color-coded beads for quick visible identification. Sylvania Electric Products Inc., Emporium, Pa.—RADIO & Television RETAILING

FOR LATEST RADIOS SEE PAGES 36 TO 43; ELECTRICAL APPLIANCES, PAGES 60 TO 67.

A NEW *Quality* IDEAL

IS ACHIEVED IN THIS
Compact PERFECTION

THE NEW 1946
Emerson
Radio



The Sensational Model 502

A superb creation of radio art—new concepts of design, materials and engineering genius. The early leader in a distinguished line.

\$35

OPA Approved

Better **STYLE, TONE, PERFORMANCE, VALUE**
With 3 Times the Power of Pre-War Radio

They have a CHARACTER all their own—with design, engineering and construction features distinguishing them from all others.

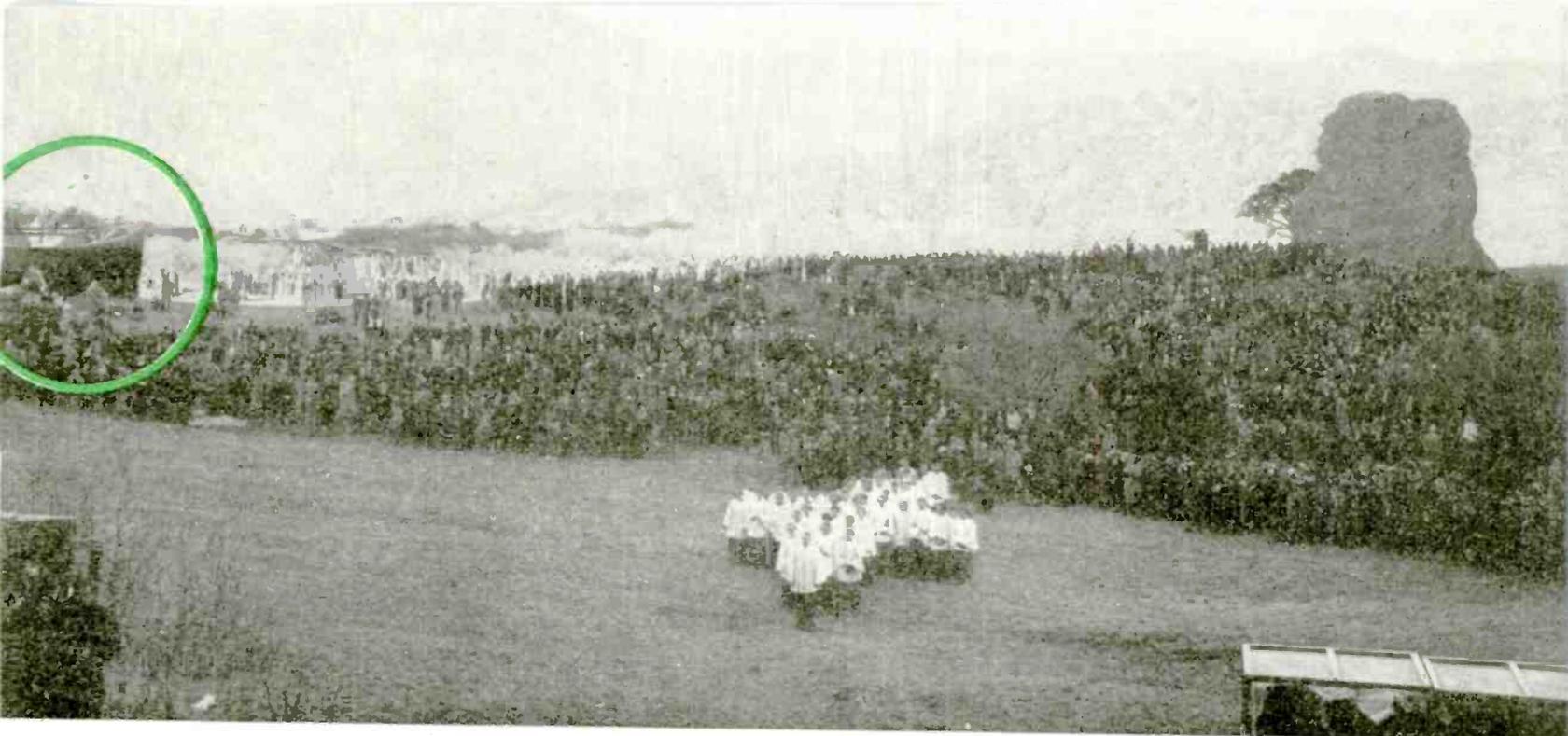
There's new Emerson QUALITY and VALUE in every category—in every price bracket starting at \$20.00—Table Models, Portables, Phonoradios, Pocket Receivers—with outstanding turnover and profit advantages.

Wherever you go, Emerson Radio is the most talked about proposition in the industry.



Ask your Emerson Radio Distributor

EMERSON RADIO AND PHONOGRAPH CORPORATION New York 11, N.Y.
World's Largest Maker of Small Radio



SPRING—The famous Sunrise Easter Services in the Garden of the Gods. Lower left, the Reinhardt sound truck; lower right, Hammond organ amplifiers.

Year 'Round Profits in

Indoor and Outdoor PA Systems Bring Steady Business to Active Colorado Dealer



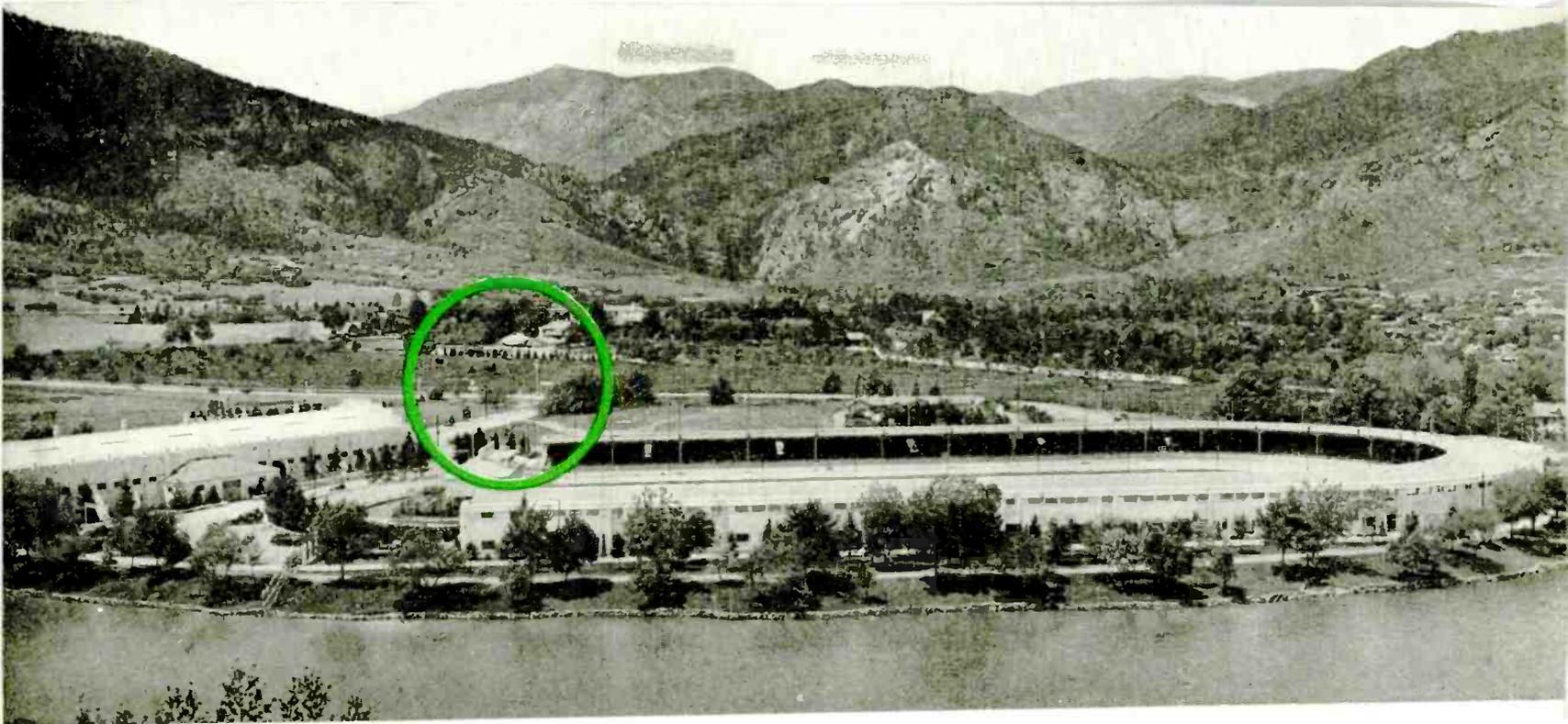
▲ FALL—Radio Service & Supply used a roving car with a sound rack to introduce this rodeo star and her publicity manager ahead of the show. ▼ WINTER—Note the large bell suspended among the streamers and decorations; it's a speaker serenading the shoppers with music seven times daily.



● A lot of wiseacres in the public address business will declare that the sound business in a so-called "summer resort" town is most likely to be strictly a warm-weather proposition. But Gene Reinhardt of Radio Service & Supply Co., Colorado Springs, Colo., is here to say that there's plenty to do the year 'round.

This firm does business in the shadow of Pike's Peak, if not on the tip of it, and actually the tourist trade is a source of much of Reinhardt's sound sales and rental work. But in the dead of winter, when there's only skiing and skating to attract the visitors, this radio man goes "Indoors". He looks up his friends in the Chamber of Commerce, he contacts his acquaintances among the school officials, and he checks up generally on what's cooking among the civic groups of the town.

One example of the wintertime work of Radio Service & Supply is the big PA system installed at the local high school. The set-up included 67 speakers hung in the main rooms of the school, and pro-



SUMMER—Resort events at the Broadmoor Stadium near Colorado Springs are "sound" serviced by speakers at the open end of the "horseshoe".

Sound Sales and Service

vided two-way communication to all of them. The system was a two-channel job, one of them a spare.

Another December job was the elaborate and tricky "Christmas-bell speakers" installed on the main streets as a part of the city decorations for the holidays. This stunt was run by the local Chamber of Commerce, and was one which transformed the bedecked streets of the town into a musical celebration.

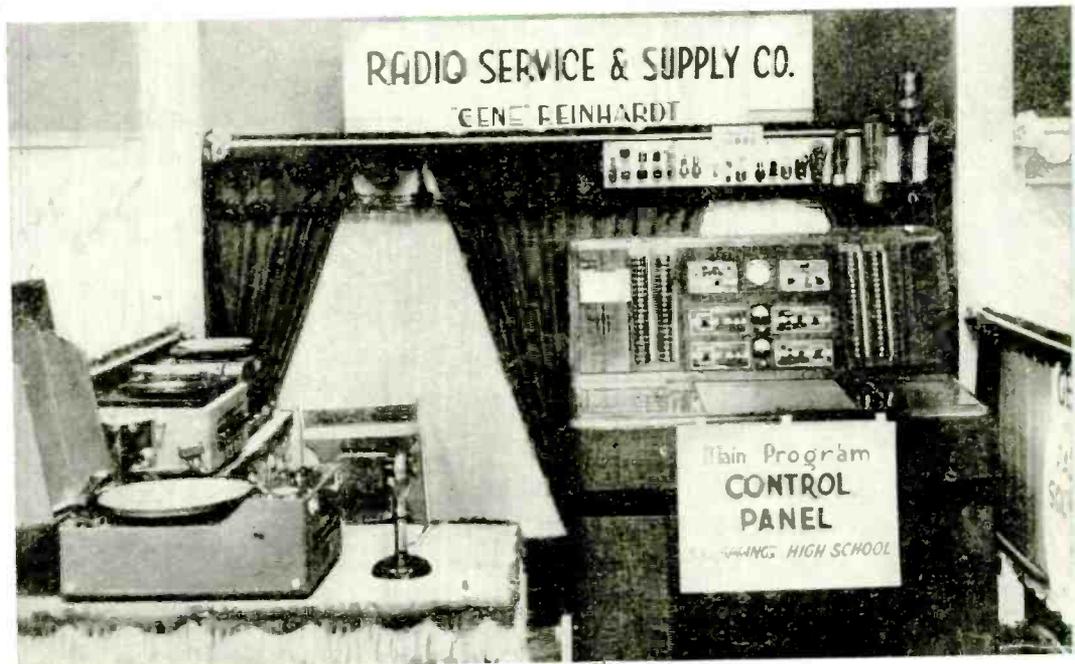
The six speakers were spotted at main shopping points around the town, suspended above the center of the streets. They were covered with a wooden frame decked with holly and outlined with colored lights so that they had the shape of a huge bell. At the Chamber of Commerce headquarters, there's a record player and a 60-watt amplifier; Christmas music was played 7 times daily and sometimes the holiday programs were picked up from the local radio stations.

Profits Continue

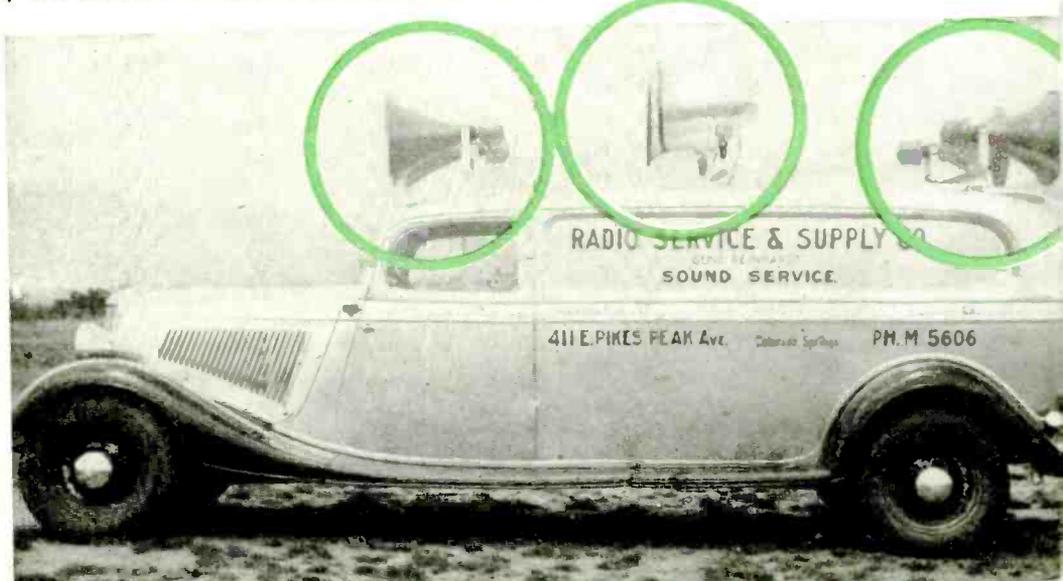
This giant system involved six blocks of wire and plenty of planning but it was worth it. It stimulated shopping very sharply because people were going around town humming carols two weeks ahead of the date.

In the Spring, Radio Service & Supply has handled such big

(Continued on page 102)



▲ PROMOTION—The Colorado sound experts took the most impressive part of their new job at the high school to display in this booth at the "Progress" show at the Jr. Chamber of Commerce.
▼ This mountain-climbing sound maintenance truck is a familiar vehicle in the Pike's Peak area.



Check These Exclusive

KWIKHEAT

SOLDERING

IRON Advantages!

KWIKHEAT'S Built-in

Thermostat is Thrifty

- ★ SAVES TIPS
- ★ SAVES TIME
- ★ SAVES EFFORT
- ★ SAVES WEIGHT
- ★ SAVES CURRENT
- ★ SAVES THE IRON

**HOT IN 90 SECONDS
READY FOR USE...!**

Its many exclusive features put the Kwikheat Soldering Iron in a class by itself. That's why it wins enthusiastic praise from those who use it—why Kwikheat is fast becoming America's most talked-about iron—why you certainly want to stock it... lists at \$11. Write today for complete information.

6 TIP STYLES
Interchangeable



Kwikheat
THERMOSTATIC SOLDERING IRON
A Division of
Sound Equipment Corp. of California.
3903 San Fernando Rd., Glendale 4, Calif.

... WRITE FOR DETAILS

Dealer Plans on "Trades," Freezers and Kitchens

Complete kitchen installations will be handled by 89 per cent of electric appliance dealers according to recently released figures. To secure information on postwar plans, 12 thousand dealers were queried by Edison General Electric (Hot-point) Appliance Co.

The survey was divided into four groups of questions concerned with: 1) the way dealers will display refrigerators, 2) attitude on trade-ins, 3) questions concerning home freezers, and 4) questions on "the type of store."

Figures tabulated up to December 15, representing more than 20 per cent of those receiving the survey, indicate that, while almost 90 per cent of those answering "will install complete kitchens" for consumers, approximately one half will "display complete operating kitchens" in their showrooms. According to Floyd M. Slasor, manager, refrigerator sales division, that change in merchandising technique is the greatest single new development in postwar refrigeration selling. Previously, dealers sold refrigerators mainly from straight model selection displays, he said.

Almost 30 per cent of the dealers think that trade-ins will figure in less than 10 per cent of refrigeration transactions in immediate postwar.

1—Line Concentration

45 per cent of those answering said that they would handle only one line of refrigerators, while 13 dealers hopefully said that they would display 9 different makes of refrigerators.

Saying that dealers are familiar with consumer thinking because of war-time close associations on service matters, Mr. Slasor asserted that he sought their opinions on the possible pattern of develop-

ment of the market for home freezers. That question, bringing out that most dealers feel that home freezers have a limited appeal for city- and town-dwellers, headed a group of questions on that appliance.

The tabulated ballots indicate that more than 20 per cent of those receiving the questionnaire are opening new stores.

The No. 1 question: "Which way will you sell," brought the response that 58 per cent will use the old-established "model selection" display method, in conjunction with a complete kitchen or "work-center" display, while only 25 per cent will depend entirely upon straight "model selection" displays. That duplication of figures indicates that some dealers will have "complete kitchens" on display, but will continue the use of a line of models to make their sales.

Favor "No Trade-ins"

On the question concerning trade-ins, 1284 (53 per cent) dealers said that they will be set up to "re-condition" old models, while 625 said that they would not offer that service, and 413 did not include an answer to that question.

"Most dealers appear to feel that a straight, no trade-in policy is the best merchandising bet for immediate postwar selling. Many commented that present boxes were worn beyond the point of good "re-conditioning for resale."

Noting that dealers are less optimistic than some others in the industry concerning the market for home freezers, Mr. Slasor said that they would perhaps see more opportunity in that appliance when food purveying concerns once established home delivery routes for frozen products. Noting that a small group of 22 dealers had marked the questionnaire that 75 per cent of all homes would buy the new devices, he said that his estimate was closer to 25 per cent.

Wins First Norge Range Made at New Plant



Awarded at a function of the Woman's Advertising Club, Detroit, donated by Norge, was this range made at the Effingham, Ill., plant. L. to r., M. G. O'Harra, vice-president and general sales manager, Mrs. Richard Bird, the winner, and Harry J. Holbrook, electric range sales manager.

For Peak Performance



Depend on
RAYTHEON BONDED
ELECTRONIC TECHNICIANS

Bonded by



A "STAR SALESMAN" FOR YOU!

Every customer who comes to your counter will see this effective wall banner. It tells them you're a dependable, square-dealing Raytheon Bonded Electronic Technician — and brings them back to spend money with you.

This selling wall banner is only one of many carefully designed sales-aids — displays, decals, mailing pieces, job record cards — for you to use in building a lasting, money-making radio service business. Bonded service means better customer relations. See your Raytheon distributor today.

Another reason why it pays to qualify as a Raytheon Bonded Electronic Technician.



Excellence in Electronics

RADIO RECEIVING TUBE DIVISION

NEWTON, MASS. • NEW YORK • CHICAGO

Sales Training

(Continued from page 53)

this is the best answer?" Until he has this assurance, he will "look around" to see what else is on the market.

The fourth and final decision is a favorable answer to the question, "Will it be worth the cost?" The product must appeal to the prospect's sense of value.

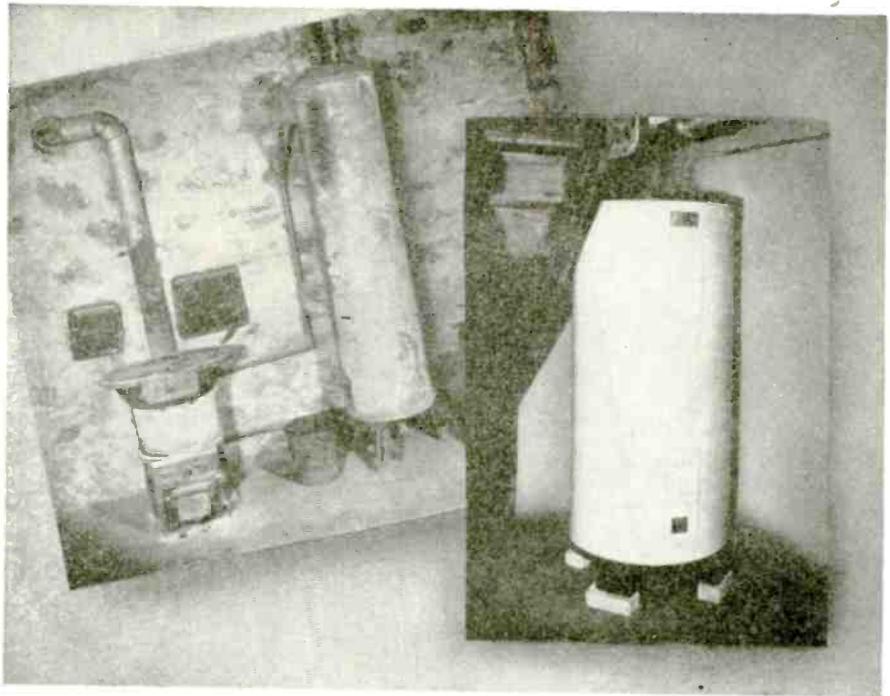
You gain each of these decisions by appealing to the buying motives of your prospect. These are the advantages to be derived from using the product.

But the same buying motives do not appeal equally to all prospects. Mrs. Brown may be interested in an electric range because she wants to be known as an excellent cook. Mrs. Bell may be more interested in being able to set a meal in the oven when she leaves for work, and find it all cooked, ready for serving, when she returns in the evening.

With Mrs. Brown, the buying motive of *pride and prestige* is dominant. To Mrs. Bell, *comfort and convenience* is of *greatest* interest.

For some other prospect, the dominant motive may be *profit and economy*. Another principal buying motive is *health and safety*.

There are four decisions that mark the progress of a washer sale. 1. Mrs. Wilson is dissatisfied with the laundry and feels she has **NEED** of a washer to save money and clothes. 2. She has decided this kind of washer is the **SOLUTION** to her need. 3. She has **ASSURANCE** from her neighbor that this is the store and the salesman to deal with. 4. She thinks this washer will suit her.



Compare the advantages of the new way with the disadvantages of old methods of heating water. An electric water heater is clean, safe, convenient and inexpensive. No fuel to handle, store, or keep a check on. Ample supply of hot water. No attention required. No waste of electricity. A pot stove causes coal dust and ashes, requires running up and down stairs, refiring and rechecking.

Learn which is the dominant buying motive for each prospect. Select the advantages which appeal to this motive.

Sometimes you can establish the prospect's dominant buying motive

by gathering "pre-approach" information. Prospect cards and customer records may show the size and character of the family. A large family with young children has different laundry and refrigeration needs than an elderly, childless couple.

Through interviews with neighbors and tradesmen you may get clues to the likes and dislikes and the buying habits of their customers who are also your prospects. And in every case you can make your own observations of the prospect's home. For example, the kitchen equipped with many labor-saving devices suggests a desire for comfort and convenience.

Put Customer at Ease

Armed with whatever preliminary information you have been able to obtain, you are then ready to approach the prospect. You can get off to a good start and create a friendly atmosphere by asking questions.

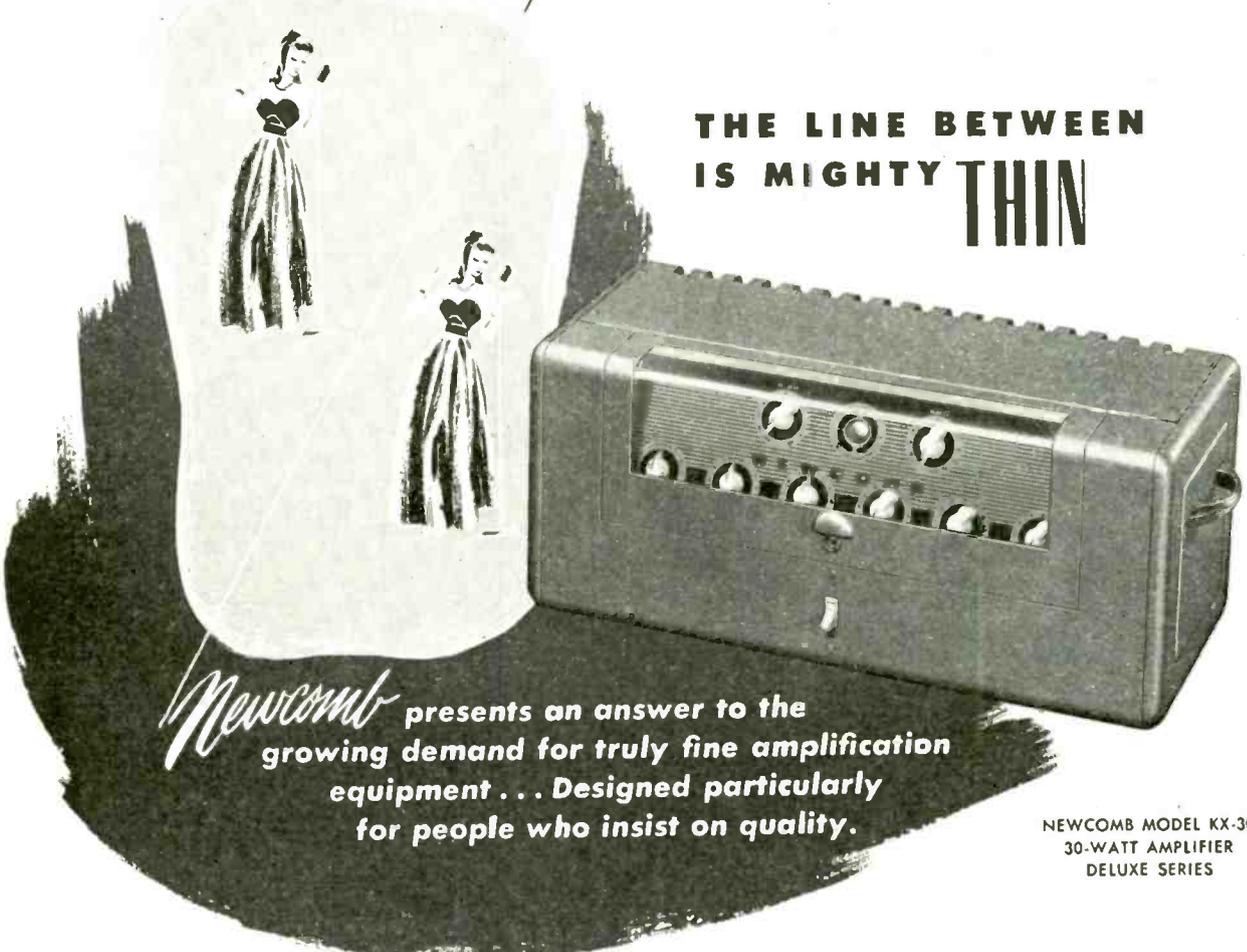
For an electric dishwasher, such a question might begin, "Do you know that you don't" or "are you aware that you don't," or "wouldn't it be a relief not to have to stand over a dishpan three times a day?" Similar questions may be developed for other electrical appliances.

The use of leading questions rouses the prospect's curiosity to know more about the subject. At the same time, it helps to establish

(Continued on page 100)



From original to reproduced sound



THE LINE BETWEEN
IS MIGHTY **THIN**

Newcomb presents an answer to the growing demand for truly fine amplification equipment . . . Designed particularly for people who insist on quality.

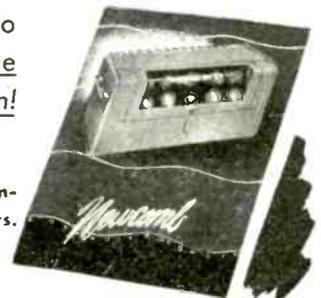
NEWCOMB MODEL KX-30
30-WATT AMPLIFIER
DELUXE SERIES

Newcomb precision sound equipment is built in accordance with the most advanced engineering knowledge. Our engineers have specialized exclusively for more than seven years in producing the finest quality audio amplifiers. It's our only business, not a side-line. All Newcomb facilities are devoted solely to one cause—the improvement and perfection of trouble-free sound equipment. All Newcomb amplifiers are designed and

constructed for simple installation, easy operation, long life and true reproduction. The final answer in sound, however, is what you hear . . . and what you hear with a Newcomb is good! From original to reproduced sound . . . the line between is mighty thin!

★

Write for specifications of the complete line of Newcomb amplifiers.



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

Newcomb

AUDIO PRODUCTS CO.

MANUFACTURERS

DEPT. A. 2815 S. HILL STREET, LOS ANGELES 7, CALIFORNIA



**ALL SET
FOR Delivery**

There's a great demand today for USALITE "A" and "B" Batteries and "A-B" Paks for portable radios. And USALITE is all set now to meet that demand with regular deliveries. Order from your jobber today.

USALITE Radio Batteries come in the same old familiar brown and yellow carton. But inside you'll find better quality and performance than ever... reflecting not only our many years in battery manufacture, but all the added "know-how" built up in the course of our war-time experience.



NO. 75
HEAVY
DUTY CELL
FRESH
TASTES



"A" & "B" Batteries for Portable Radios

Made by the makers of famous
USALITE Flashlights and Batteries

UNITED STATES ELECTRIC MFG. CORP. Factory and
Exec. Off.: New York 11, N. Y. Branch Off.: Chicago 7, Ill.

Noma Buys Estate Stove



Principal figures in the sale of The Estate Stove Co. to Noma Electric Corp., New York, are Henri Sadacca, standing, Noma president, and David Kahn, president of the Estate firm.

Time Switch Clock for Appliances on Market

An ingenious time-switch clock that will control a radio and many other electrical appliances has been announced by General Electric.

Called the Select-O-Switch, the new electric clock turns appliances on or off for pre-selected intervals over any 12-hour period.

According to Robert O. Fickes, G. E.'s clock division manager the new time control is one of the major steps in achieving complete automatic operation of the home.

"Refrigerators, heating plants, dishwashers and almost all the other major electrical equipment of the average American home have been mechanized during the past several decades," he said. "Now the Select-O-Switch makes possible automatic control of the radio, coffee maker, portable heater, roaster—any electrical appliance or combination of electrical appliances that is rated at 1650 watts or less."

The new clock, which is enclosed in a mottled chestnut plastic case measuring approximately 6½ inches wide, 5 inches high and 3 inches deep, permits the user automatically to turn the radio on to his favorite program, to turn it off at the end of the program, to turn it on again to another program, and so on.

Turner Joins Alliance

R. F. Doyle, general manager and treasurer of the Alliance Mfg. Co., Alliance, Ohio, has announced the appointment of Porter Turner as field engineer in the New York and Philadelphia area.

Opens Appliance Dep't

L. Snyders' Department Store of Norfolk, Va., announces the opening of its new radio and appliance department which will be located on the main floor, using about 3,000 square feet. Many leading brands of sets and electrical appliances will be carried.

Gibson Announces a New Service Policy

Inauguration of a new service policy has been announced by the Gibson Refrigerator Company through W. D. Krauter, Gibson national service manager. In discussing the new policy Krauter said, "The importance of maintaining the equipment already in operation was brought out by the war.

"With the realization that most items could not be replaced, people became more service-conscious than ever before. With this in mind, our new service program was designed to improve and maintain better and even more complete service for all Gibson users from coast to coast."

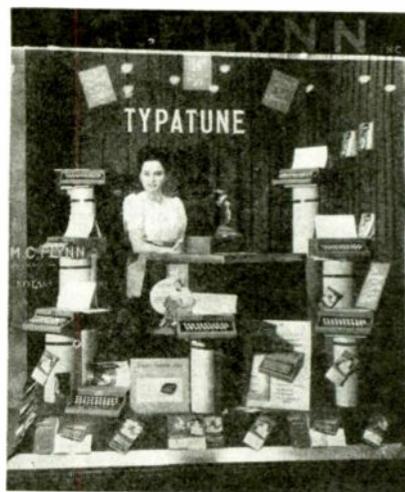
In outlining the new policy Krauter pointed out that definite steps had been taken to insure its working success. First, provision is made for a more complete and inclusive factory service policy and customer protection plan certificate. Second, each distributing organization will have service men who have been factory trained in Gibson's well-equipped service school. Third, an adequate stock of service parts will be maintained by each distributor as a result of the policy which specifically requires it, the service school which emphasizes it and the follow-up of service representatives in the field.

Clarostat Expanding

Due to a vast expansion of plant and production activities during the war period followed by an already record-breaking and growing back-log of orders, Clarostat Mfg. Co. Inc., Brooklyn, N. Y., is about to refinance its corporate structure. Preparations are now under way to file a registration statement with the Securities and Exchange Commission for an issue of stock to the general public.

Clarostat manufactures electronic components or parts in the form of resistors, controls and resistance devices found in most radio, electronic and electrical devices.

ECA Typatune Display



This window display and demonstration at M. C. Flynn, 43 East 59th St., New York, sold over 500 ECA Typatunes in nine days at \$14.95 each.

This is the Lear Radio national magazine advertisement you'll see this month. It's another link in the chain of publication advertising and radio broadcasting that is spreading the word about Lear Radios and setting the stage for steady profits for Lear Dealers.

Lear advertisements appear in America's big-circulation magazines. And every Sunday afternoon over the American Broadcasting Company network, Orson Welles is attracting millions of listeners.

This powerful promotion — plus the leadership of Lear Radios themselves — makes the Lear Franchise unusually attractive. You should have all the details. Write today for full information to: LEAR, Incorporated, Home Radio Sales and Merchandising Division, Furniture Mart, Space 1730 B&C, Chicago 11, Illinois.



Happy Birthdays live for years

on *"The Wire that Remembers"*

Happy tykes like these can be heard singing "Happy Birthday" again year after year on the Lear wire that remembers.

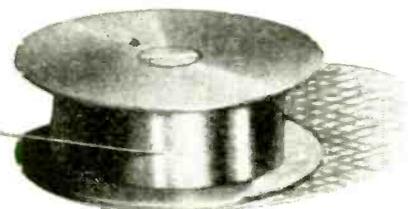
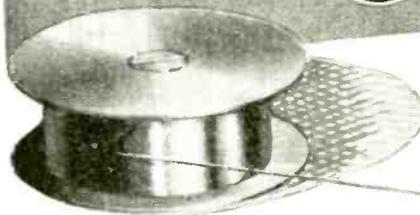
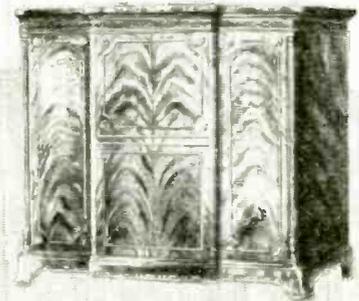
For it's easy to make recordings on the Lear Wire Recorder. They can be a few words or hours long. They can be songs, talks or even radio broadcasts. And anything you don't want to keep disappears when you record something else over it.

The Lear Wire Recorder is just one of

the good new things you find in Lear Radios. They'll have television, F.M., fine automatic record-changers, and world-wide short wave. And an entirely new convenient way of tuning.

You know the minute you see and hear them that Lear Radios give extra worth for every dollar you pay.

LEAR, Incorporated, Home Radio Sales and Merchandising Division, Furniture Mart, Space 1730 B&C, Chicago 11, Illinois.



Friendly Service

(Continued from page 33)

few minutes skilfully removing a pair of corroded batteries from a flashlight. The woman customer admitted that the girl clerk in the five-and-dime couldn't help her. The dealer plopped in a couple of new cells but could get no light. He then installed a new bulb, and cleaned the rust from the spring contact.

His charge? Twenty cents! *But*—he made a friend of the customer and later sold her a number of large and small appliances.

But all cases don't turn out like the above. Another dealer spent some time pulling out corroded cells from a flashlight, and when he finally finished, the customer took the device from him, thanked him, and advised that she would go back to the drug store to buy batteries for it!

When a customer brings in a vacuum cleaner to have a new thirty cent belt installed, how much can the dealer charge? He frequently has to use a screw-driver to get the brush out, and then he has to plug the cleaner in to test against belt-jumping. How much can he charge to install a replacement bag on a cleaner, when he knows that it's frequently a big job to switch the hardware?

Is it worth while for the dealer to fool around with hearing aid service when most of it consists of not only selling, but installing batteries?

When the honest dealer sells and installs a 25 cent percolator fuse, how much should be charged for the *installation*?

All of these things are problems confronting the legitimate dealer. The customer is at his mercy in that he actually knows nothing about the equipment, as witness the fact that practically all customers having inoperative metal percolators believe that they're "burned out" when nearly all merely require a new fuse.

"Nuisance" service, while it is a bonanza for the gyp, is a real headache for the honest merchant. But it is a headache which, if carefully handled, can result in speedy *recovery*.

Perhaps the best policy for the handling of "nuisance" service is for the dealer to make adequate charges to customers he knows are able and willing to pay; to weed

out the utterly unreasonable and parasitic type and to "take chances" now and then on the new-comer to the store.

The dealer must also handle "call-back" service work with kid gloves. He is often able to explain additional charges, but where he cannot, he must weigh carefully whether he can afford to lose a particular customer if he decides to go to the mat with the latter.

The dealer, whenever he *gives* something, should, however, make certain that the customer *knows* that he's getting something for nothing. In conveying this information, though, the retailer must use good judgment.

"The hot place" isn't the only one which is paved with good intentions.

Despite the fact that the retailer may intend to give away *nothing*, there are many instances when he will have to, and when he does he should certainly capitalize upon each "donation" and strive to turn such liability into an asset.

Sales Training

(Continued from page 96)

the dominant buying motive. If the reaction is lukewarm, you should switch to those advantages which stress another of the four buying motives until you learn which one is dominant.

The rest of the sales interview in essence is simply a matter of looking for any missing buying decisions. When you find the one or more decisions that may be missing, you can present the advantages which will complete the sale.

The rest of the sales training course is devoted to helping the prospect make each of the four basic buying decisions. To do this, you organize your sales presentation by grouping appeals into each of the four buying motives, so that you can appeal to whatever buying motive is dominant.

Visualize As You Go

For example, to gain the "need" decision, the first one on the road to a sale, in selling an electric dishwasher, you can mention a promised advantage, such as, "You can stack your dishes in an automatic dishwasher and let it wash them once a day." You then ask a question to obtain the prospect's commitment that he actually feels the need for the product at this time.

To enable you to help the prospect make his next decision, showing that the product fills his need, the sales training course demonstrates the technique described as the promise-proof-admission method. First, you promise the benefits the product will bring. Next, you prove them by describing the good qualities which the product has. Finally, you ask a question that will gain the desired admission from the prospect.

The third decision is gained through additional assurance. For example, you may prove that the promised benefits will be achieved by telling of the satisfaction of other users. You may also stress recognition of the firm and salesman as the one from whom the prospect should buy.

In gaining the last decision relating to value, the sales training course shows how to develop appeals not only to economy of operation of electrical appliances, but also to such other savings as reduction of food spoilage, etc.

How to Get Program

Presented here briefly in this article are the salient points of this sales training program. If you are interested in attending this sales training course or in making it available to your staff, you may be guided by the following statement concerning its availability. This was prepared for RADIO & Television RETAILING by the Edison Electric Institute.

"The program is not suitable for purchase by individuals for self instruction but is designed for presentation to groups of 12 to 20 salesmen, under the direction of an instructor or class leader, using standard sound-slide projectors. Electric power companies, wholesalers, manufacturers and local electric associations are the logical organizers and sponsors of the groups for instruction in salesmanship. Sponsorship of the program locally will of course vary.

"Where local organizations are not large enough to justify purchase or sponsorship of the program and where there is no other provision for presentation, it is suggested that dealers get in touch with local power companies or electrical wholesalers with the view of arranging for participating in the program through cooperative or other mutually satisfactory arrangements for organization of instruction groups."

Stock only **4** AUTO-RADIO VIBRATOR MODELS!



Model 1703
serves 738
auto-radios



Model 2089
serves 237
auto-radios



Model 2041
serves 75
auto-radios



Model 2088
serves 72
auto-radios

4 Vibrator Models cover 95% of all auto-radio replacement demand! Faster Turnover... Greater Profits

Think of it! To serve the 1122 auto-radio models comprising 95% of the replacement demand, you need stock only 4 models of E-L Vibrators. This is a *real standardization plan* that means increased profits for E-L dealers and distributors. Save on shelf space too! Not only fewer models to stock but E-L Vibrators are smaller in size than other makes as well.

33% Longer Life

E-L engineers devoted many months of thorough research to determine the exact requirements of auto-radios... and adapting to them E-L models whose design and exclusive features have been proved in the toughest of proving grounds... military service.

These E-L Vibrators synchronous and non-synchronous are of balanced resonance construction designed especially for heavy duty service. Tests show that they provide 33% *longer vibrator life*, with output and starting voltages held virtually constant at all times.

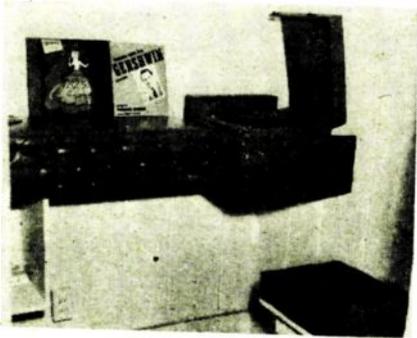
See Your E-L Distributor

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



Record booth at Kay's.

KAY'S

(Continued from page 35)

Advertising will play a big part in increasing the sales volume.

Radio stations have a large listening audience within a 90-mile radius of St. Joseph. In view of this, the store will sponsor broadcasts which will push the sale of radios and electrical appliances, as well as set maintenance.

The completeness with which Kranitz and Agron promote business is illustrated by the fact that the store is listed under numerous classifications in the local telephone directory. The establishment is advertised under radios, electrical appliances, records, air conditioning, refrigeration, etc. Thirteen listings are used.

Before the opening of the store, 2,500 invitations were mailed to residents of the community introducing the establishment. On the first day the firm opened its doors, the number of shoppers visiting the store greatly exceeded the number of mailing pieces sent out! Advertising copy with plenty of punch is the explanation offered by the co-proprietors.

Service Importance

Before the inception of the business, these merchants assured a competent service department for their firm by employing one of the most expert radio technicians in the community. This radioman supervises the maintenance section.

Records will be actively promoted by the organization. To increase the sale of discs, ads in newspapers and over the air will urge buyers to start a record collecting hobby. Kranitz and Agron believe that they can build repeat sales of platters by stressing this idea.

Not entirely dependent upon the store's attractiveness, advertising and extra services, the co-owners have hit upon another means to

influence the women of this community to buy. "The umbrella sales promoter", familiar to many merchants but used by few, has been installed as a regular Kay's service.

Customer Convenience

A special rack in the store, containing a large number of umbrellas, is at the disposal of the firm's customers. The umbrellas are loaned free of charge to patrons in the vicinity of the establishment who have been caught in the rain.

"A customer can reserve an umbrella simply by 'phoning us,'" said Kranitz. "It is immaterial whether she leaves the store and doesn't return. This idea is packed with good-will qualities, and every stormy day brings in new radio and electrical appliance prospects into the establishment."

Crop raisers aren't the only ones who pray now and then for rain in St. Joseph!

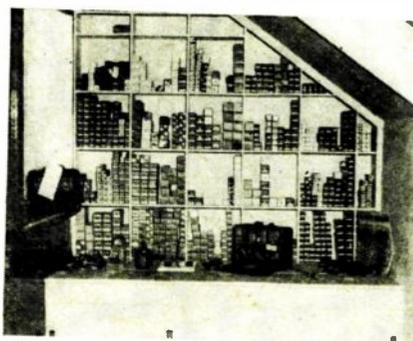
Attractive Interior

Air conditioning and radiant heating units are listed in the firm's merchandising plans for the future. The co-proprietors feel that possibilities for sales of air conditioning units are unlimited, and intend to cash in on this huge demand.

The result of combining all the business stimulating ideas mentioned is that the store has started to go places. Aggressive sales methods have already begun to pay off in cash for this merchandising team.

Although the store is new, the selling methods currently being used have been time-tested. A large volume business in radios, electrical goods, and records is planned for 1946. The establishment's successful beginning is a sure-fire indication that the firm is well on its way towards profitable operation.

Service supplies in orderly array at Kay's.



Oscilloscopes

(Continued from page 83)

tored by observing the horizontal amplitude of the trace, providing a check on the constancy of audio input to the amplifier without having to refer to a separate meter. In addition, phase shift will be indicated during a frequency run, as the trace changes from a straight line to an ellipse, or oval. Since phase shift is usually a warning of loss of gain at some higher or lower frequency, it is convenient to be able to detect it easily, in order to take corrective measures. Improvements in circuit constants, such as larger coupling capacitors or lower plate load resistors, will be indicated immediately by closure of the oval trace on the screen of the 'scope.

Audio distortion can be rapidly located by tracing the signal from the amplifier input (or volume control) to the plates of successive stages. When distortion in a plate circuit is indicated, it is best to remove any tube in a later stage, since grid current due to distortion in the latter stage may have placed a non-linear load on the plate circuit under observation.

The home radio technician who takes the trouble to apply his 'scope to service problems, will not only establish a higher grade of service technic but will also develop skills which will be absolutely necessary for maintenance work on television equipment of the future.

SOUND

(Continued from page 93)

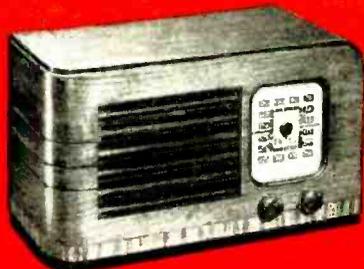
events as the famed Sunrise Easter Service, an annual affair in the Garden of the Gods. This event is now broadcast on the national networks, with cut-ins from all the well-known spots around the area, such as The Singing Tower at the Will Rogers Shrine, Pike's Peak, etc.

For the summer days there is a continuous string of outdoor events to be serviced with sound, including the big Spencer Penrose Sports Stadium at Broadmoor. Here, the oversize Reinhardt speakers were placed at the open end of the horseshoe-shaped arena, and covered the whole works.

Best bets for the Autumn are the rodeos, air shows, and football games. For these events, the Radio Service & Supply sound truck rolls over the area, and has been known to take off on a 600-mile tour.

Get Your Share of 1946 Profits with

HOWARD *Radios!*



Write for the Name of
the Nearest HOWARD
Distributor

**Quality—Style—Value . . .
You Get them All in the
New Howard Line!**

Year after year, for well over two decades, Howard has consistently produced radios of superior design and performance. Because Howard fabricates major quantities of basic receiver components in its own modern factory, quality control standards and the availability of the right part for every performance requirement are readily assured. That's why Howard Radios and Phonograph Combinations are noted for tone, famed for performance and acclaimed for value.

The Howard Franchise Means Security

Many of America's most prominent radio dealers reflect with pleasure on their sales successes with Howard. Because Howard Radios have given so many years of honest, trouble-free satisfaction, dealers everywhere stand to profit by this tremendous good-will factor. Powerful national consumer advertising is telling the Howard story in your town and neighborhood—right now! Phone your Howard jobber today.

HOWARD RADIO COMPANY

CHICAGO 13, ILLINOIS

PIONEERS IN FM RADIO

America's Oldest Radio Manufacturer



ESSENTIAL

in War and
PEACE



COMMUNICATION
wire is as vital now as
when there was a war
on. Scientific wires are
needed by the carload to
further our national program
of reconversion. CORWICO is

doing its best to deliver such wire for civilian use.
There's a tremendous job to be done, and you and
we will do that job.

cornish

WIRE COMPANY, INC.

15 Park Row, New York City, New York

"Made by Engineers for Engineers"



Joins Farnsworth



John R. Hughes, appointed assistant sales manager of the Farnsworth Television & Radio Corp. sales division, it is announced by E. H. McCarthy, manager of this division.

Music Master Active

Music Master Corp., Hartford, Conn., is readying a line of six consoles which will sell at prices ranging from \$110 to \$1,000. Some of the models will have FM and television as features, announces Walter L. Eckhardt, president, well-known as a pioneer in radio receivers and phonographs. A radio-phonograph combination developed by the company appears in the radio new products section of this issue.

Huge Bendix Expansion

According to present estimates, approximately \$25,000,000 will be expended by Bendix Aviation Corp., for the purchases and modernization of plants and facilities needed to carry out its present plans for peacetime operations, Ernest R. Breech, president, told the corporation's stockholders in a letter accompanying quarterly dividend checks.

Breech said that development of new products has been under way for many months, but that only a few could be finished for production prior to the war's end because of the demands on Bendix engineers for war products.

Watson New Ad Manager

Walter Addison Watson has been appointed advertising manager of the Hoffman Radio Corp., Los Angeles, Cal., H. Leslie Hoffman, president has announced. Watson will organize and direct a new department to handle advertising, sales promotion, merchandising, publicity and public relations activities of the company.

Promoted by Silex Co.

The Silex Co., Hartford, Conn., announces the appointment of Miss Elsie M. Green as "director consumer demonstrators". Miss Green has been with the company since 1936 as a demonstrator. She later served as a special sales representative in the Boston territory.

**IF YOU ARE
INTERESTED IN
THE YEARS AHEAD
AS WELL AS
THE MONTHS AHEAD,
IT WILL PAY YOU
TO TEAM UP WITH**



MODEL E-514—first of the New Temple Radios — forerunner of the finest radios ever to bear the Temple name.



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

Executive Offices — 220 East 42nd St., New York, N. Y.

"FM that also means Finest Made"

TELEVISION TALK

West Coast Important Radio, Video Center

The western market, Los Angeles and San Francisco areas particularly, is destined to become a major center of radio and television manufacturing and distribution, according to H. Leslie Hoffman, president of Hoffman Radio Corp.

Just returned from an extensive business tour of Eastern and Mid-Western radio and television centers, Hoffman revealed his confidence in the future of Western radio during the course of his company's first postwar sales conference.

Approximately 20 per cent of the radios manufactured in the United States are sold in the eleven Western states, Hoffman pointed out. To supply this regional demand for radios, there has grown up in Los Angeles, a radio manufacturing industry which is producing a distinctive style of radios, designed especially for Western use. This local radio industry is contributing to a considerable extent to the expanding Western industry and prosperity, he added.

Heads Sales of Tele Equipment for GE

Philip G. Caldwell has been named sales manager of television equipment in the transmitter division of General Electric Company's electronics department. This announcement has been made by James D. McLean, manager of sales for the division.

In this capacity, Mr. Caldwell will be responsible for the sale of television transmitters, studio equipment and facsimile apparatus. He will continue to have his headquarters at the GE Schenectady plant until the commercial group of the transmitter division is moved to Syracuse, where the firm's new electronics part project is now under construction.

Color Television Pioneering Costs

High cost of pioneering color television is illustrated by recent revelation of figures on hand-built color television sets recently constructed.

For 10-inch direct-view color set cost sheet totaled \$3,150; for 18 x 24-inch color projection model \$5,900. However, these costs have no bearing to future customer prices for production line jobs, which will be much lower. (Early lab models of FM sets cost \$2,400 each, though some sets were later placed on market at little more than prices of ordinary radios.)

RMA Show Brings Tele To Chicago High School



Radio Manufacturers Assn. put on a special video exhibition. The organization sponsored a telecast in Chicago over WBKB. Principal O. Winter of local high school, and students see show.



RCA Tele Set Production

RCA Victor has stated that it will ship its new television receivers in approximately four months. Prices for these sets will start from \$200.

General Mills Show

"400 Years in Four Minutes", the history of cake baking, is the title of a commercial film that General Mills, Inc., which has announced its entry into the home appliance field, televised over CBS video station WCBW recently.

Talks on Television

Tele transmission and reception was discussed by ATS members at a recent meeting in New York. Speakers included Dr. Thomas T. Goldsmith, of Du Mont Labs.; RCA's W. I. Laurence and M. L. Levy of Emerson.

Dealers Hear Advice on Tele Sales, Service

Cooperation between manufacturers, broadcasters, dealers and radio service men is absolutely essential for proper service to their mutual customers, the public, Samuel B. Levaour, sales manager for television receivers, Allen B. DuMont Laboratories, Inc., told the member of the Hudson Valley Radio Servicemen's Assn., at a meeting in Poughkeepsie, N. Y.

He described the tremendous efforts being made by broadcasters to bring local and national programs of interest and importance to the public in order that audiences may be built up as soon as possible. He showed how the manufacturers are designing attractive receivers which will go well with furniture now in the home and that the price range would fit a cross-section of the public.

Suggestions the DuMont sales executive made to the service dealers included:

1. Plan a constructive public relations job for even the smallest shops to offset ill will engendered by war shortages.
2. Study literature supplied by the various manufacturers.
3. Keep the shop clean and attractive with well planned and arranged displays.
4. Insist on personnel maintaining pleasing appearances and personalities.
5. Be particular about the quality of all installations and television receiver repair work.
6. Support your own trade associations and help them cooperate with retailers, broadcasters and manufacturers' trade groups for their common purpose of quality television reception.
7. Set prices fairly.

Stromberg-Carlson Television Set Design

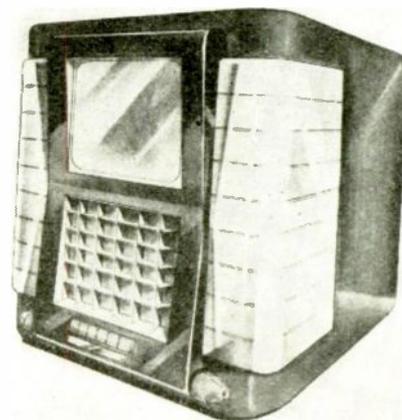


Illustration shows how a table model of firm's television receiver may look.

We wish
we could say
"PRESTO!...
here they are!"



IT'S TOO BAD we haven't got a magic cape. But, with present material shortages and transportation troubles, our people have performed some production magic to turn out as much PRESTO recording equipment as they have—and it still isn't enough!

We know our dealers and distributors want and *need* more PRESTO equipment, and

we're getting increased production as fast as we can. In the meantime, what we have we are distributing as equally and fairly as we can. And we assure you, it won't be long before there's plenty of PRESTO recording equipment available.

Send in your order for new complete catalog now in preparation.

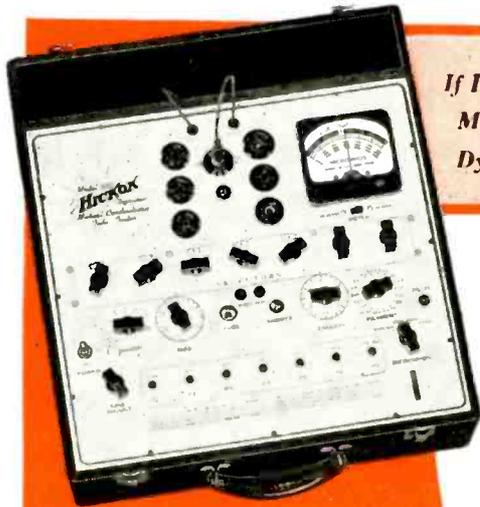
PRESTO RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
Walter P. Downs, Ltd., in Canada

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

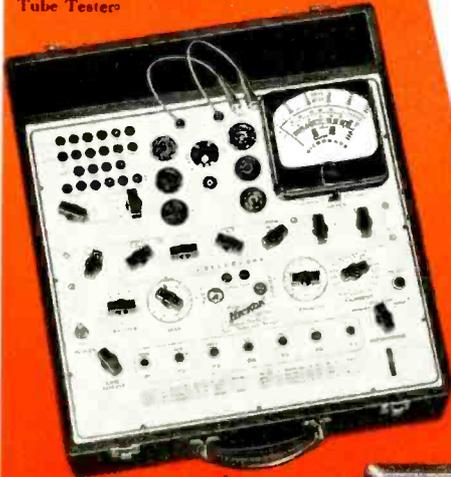
Wait for these new

HICKOK

Radio Service Instruments



Model 532
Tube Tester



Model 534
All Purpose Tube and Set Tester

**THE HICKOK
ELECTRICAL
INSTRUMENT CO.**

10523 Dupont Avenue
Cleveland 8, Ohio

*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 203
Electronic Volt-Ohm Capacity Milliammeter

Named Clarion Jobber

United Distributors, 136 N. Mechanic St., Cumberland, Md., has been appointed wholesaler for the new Clarion line of radios and radio-phonograph combinations in the Cumberland area, according to Reau Kemp, Clarion sales manager. This distribution area comprises western Maryland, eastern W. Virginia, and western Virginia. The jobbing firm is owned by Lewis Yankelevitz, Norman Kline, and S. Martin Kornblatt.

Heads Motorola Campaign



Dale M. Andrew, southeastern regional manager for Galvin Mfg. Corp., who has launched a personal jobber contact program in his district.

**Electronic Labs Adds
Wood Products Plant**

Electronic Laboratories, Inc., of Indianapolis, which recently introduced some sensational electronic toys to the public, has added a wood products division at Harbor Springs, Michigan, it was announced by Norman R. Kevers, chairman of the board. The new division will manufacture radio cabinets and special wood products as well as cabinets and housing for the firm's ElecToy division.

Changes at Gibson

Charles J. Gibson, president of the Gibson Refrigerator Co., announces that F. E. Basler, vice-president in charge of sales, is voluntarily retiring from that position and moving to California where he will continue his association with Gibson and look after their interests in that territory.

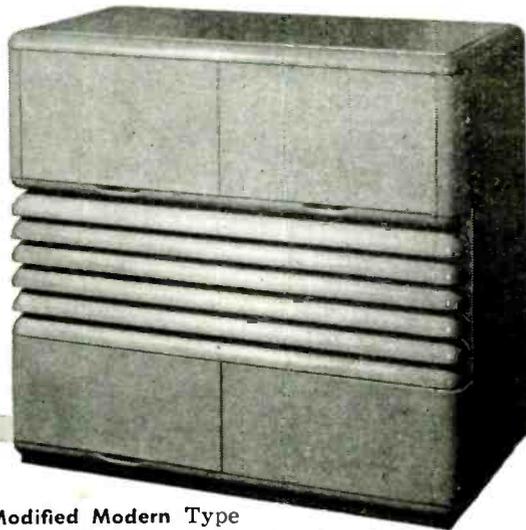
As previously announced, J. L. Johnson, formerly with Westinghouse, has joined the Gibson organization as manager of Gibson distribution over which he will have full charge nationally.

Returns to Allied Radio

A. D. Davis, president, Allied Radio Corp., Chicago, announces return of Capt. D. L. Warner to his former pre-war activities as director of Allied's amateur equipment and sales division.



Early American Type Automatic—
Complete with FM



Modified Modern Type
Automatic—Complete with FM

Hit of the Chicago Show!

Thanks fellows! You said some mighty complimentary things about the new Sparton postwar line of radios and radio-phonographs.

You liked the styling. You raved about the tone.

No question about it! These sensational new Spartons offer real merchandising pos-

sibilities. They are *plus-value* radios in every sense of the term.

If you are interested in being the exclusive* Sparton dealer in your community and in receiving shipments on a direct factory-to-dealer basis, write Ed Bonia, Sales Manager, The Sparks-Withington Company, Jackson, Michigan.

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN

SPARTON

RADIO'S RICHEST VOICE SINCE 1926

*All Sparton Radios are sold under the SCMP (Sparton Cooperative Merchandising Plan) to one dealer in each community.



Compact Automatic
Radio-Phonograph
for small homes
and apartments



Medium Priced
Automatic Radio-
Phonograph with
Tilt Front

JOBBER NEWS

Nation's Jobbers Ready For Increased Sales

There's great activity in wholesale circles today. Distributors are not only training their sights on sales volume increases, but they are improving their places of business and are gearing up the tempo of their services to their customers as well.

Down in Memphis, Tenn., McDonald Brothers are contacting their mid-south dealers for the purpose of introducing the new Philco line of radios. A number of the first sets were given to local hospitals and other institutions, having been donated by the jobbing firm, by citizens and by the local dealers.

Chemcity Radio & Electric Co., Charlestown, W. Va., which moved to its present location in 1942 for expansion purposes, is now making plans for the erection of a larger building. The firm, headed by President Alex Gettman, has a branch in Knoxville, Tenn.

Harry H. Erickson, who has been with Frigidaire and Stewart-Warner, has been appointed service manager of Appliance Distributors, Inc., Chicago, Ill. Clarence S. Tay is manager of the firm.

Floyd B. Reed of Dutton-Lainson Co., Crosley distributors, Hastings, Neb., whose firm is making plans for an all-out business in appliances, urges dealers in rural districts to put themselves in positions to handle electrical wiring. Theory is that anyone can sell appliances in this demand market, but the fellow who gets the farm wiring job gets in ahead of others.

Jim Reed, manager of Nunn Electric Co., 425 Polk St., Amarillo, Tex., has moved the Zenith wholesale section of the business to new quarters at 105 Polk St. The firm is a jobber for 84 counties in Texas, New Mexico and Oklahoma. Don Livonie will continue as manager at the Nunn retail store.

Wholesale Radio Labs, large parts organization, Council Bluffs, Iowa, is completing an ambitious expansion program, and will soon occupy three buildings, according to Leo Meyerson.

Bickford Bros. Moving

Bickford Bros., Buffalo, N. Y., distributor, is moving to a new location at 1209 Broadway, it is announced by Louis S. Volk, president. Its new quarters will be a 5-story building with 60,000 sq. ft. of floor space and a railroad siding. The company's present address is 727 Main St.

Also made public is the appointment by the firm of Bernard Hart as head of the refrigerator, washer and range maintenance department.

National Sales Takes on Radios, Appliances

National Sales Co., a subsidiary of the National Paper Co., general wholesale distributing firm in Rochester, N. Y., since 1926, and located at 365 North St., has entered the radio and household appliance field in addition to its other wholesale activities.

Ten salesmen have been employed, headed by Louis Solomon and William J. Levine, owners of the National Concerns. The sales organization is already developing dealerships over the area, which includes the counties of Monroe, Livingston, Ontario, Seneca, Steuben, Wayne, Yates, and Potters County, Pa.

Distributorships have been obtained from Stewart-Warner, Miracle Electric Co. home appliances, Regina, Samson United, Casco, General Electric, Rittenhouse, as well as a number of other nationally known lines. Appliance manufacturers will be continually contacted with a view toward having as complete a quality line of nationally known appliances as is possible.

Chicago Jobber Returns

Pfc. Julius J. ("Joe") Charous, owner of the Jesse Co., 2440 W. North Avenue, Chicago, wholesale vacuum cleaner and washing machine parts concern, has been honorably discharged from the Army.

Entering the service in December, 1943, Charous received his basic training at



"Joe" Charous

Fort Monmouth, N. J. During his two years in the Army, he was based at Camp Charles Wood, Camp Crowder, Jefferson Barracks and the Chicago Q.M. Depot.

Charous is a member of the Appliance Parts Jobbers Association, and has been active in the organization's growth.

59 Items to Be Sold by Texas Distributors

Southwestern Appliance Co., which has occupied temporary quarters at 620 Tyler St., in Amarillo, Tex., has moved to permanent quarters at 329 Polk St. in Amarillo.

Southwestern has an extensive array of products which runs from Everhot Cooker



Manager L. A. Frazier

Jugs to the massive 32-volt Winpower plants for farms, and features Crosley refrigerators, metal kitchen cabinets, radios, and home freezers. A total of 59 items is carried. The firm covers 80 counties in Texas, New Mexico and Oklahoma, and has lined up over 200 dealers in the area.

Jacobs Franchises 3500 Dealers; Reveals Plans

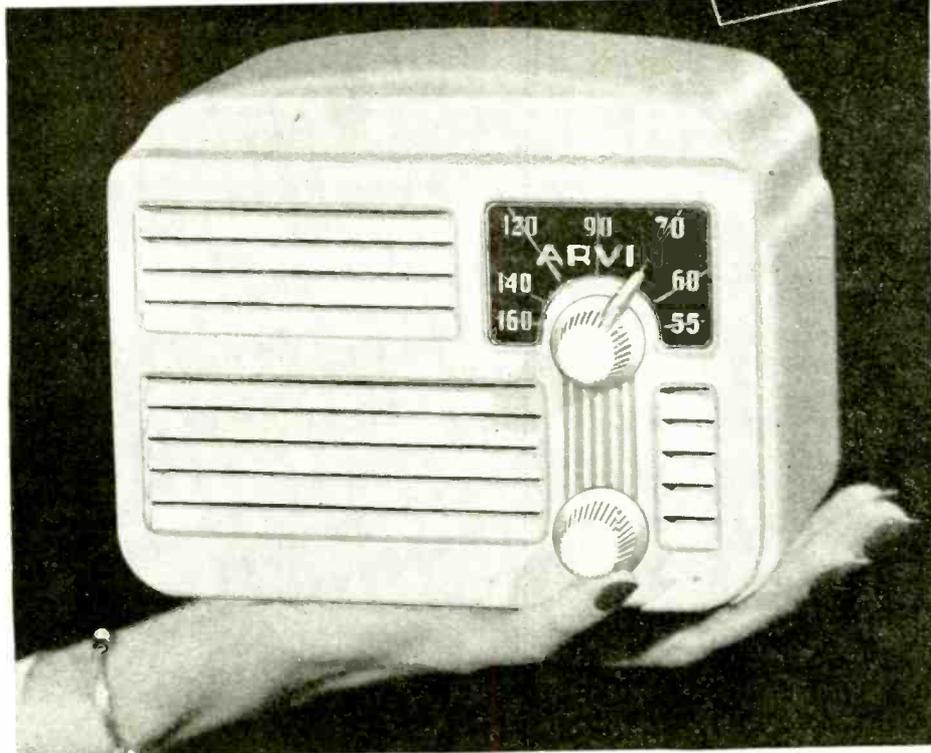
R. H. Roden, general sales manager of the F. L. Jacobs Co., Detroit, announces that Lauderall, the firm's automatic washer, will be distributed by a network of jobbers across the country; 3,500 dealers have already been franchised by these distributors, and 1,500 more are expected to receive their franchises shortly.

The Jacobs company, it was stated, is determined to attain mass production on this product immediately. When regular sources of motors, a critical component, were unable to assure delivery, the company "sold" a former war producer the idea of making motors. This supplier will deliver 2,500 within 30 days and then 5,000 monthly thereafter, it was stated.

Lauderall is the first major electrical appliance to be produced by the Jacobs firm. More are scheduled for appearance later. For example, an electric dishwasher and electric sink unit are now being planned, which the organization promises will be truly new and revolutionary in design.

Selling Fast
 AT THIS LOW LIST PRICE
 Model 444 A **\$10⁵⁵***

ARVIN
Top Flight
RADIOS



So Small and Compact . . . a popular sales feature. Takes little table-space . . . no larger than a woman's hand . . . and tucks easily into a traveling bag.

So Big in Power and Tone . . . everyone is surprised by the extraordinary performance of this 4-tube superheterodyne. Includes rectifier for AC or DC operation.

So Attractive in Design . . . everyone admires the non-breakable cabinet and mar-resistant finish in ivory or brown.

So Low in Price . . . many people buy one for everyone in the family, for use upstairs, downstairs, all through the house. Multiple sales means multiple profits.

*MODEL 444—In brown finish lists at only \$10.40. All prices include federal tax—slightly higher in far West.

No wonder it's selling so fast . . . it's such an outstanding value!

The Complete ARVIN Line Includes 19 Models

FROM THE *Tiniest* TO THE *Finest*

At Prices Your Customers Can Afford



One of seven table radios in a variety of styles and sizes including two battery models—with distinctive features and top flight values in every price bracket.



One of four portables with three-way operation and all the newest features. There'll be big demand for these popular sets.



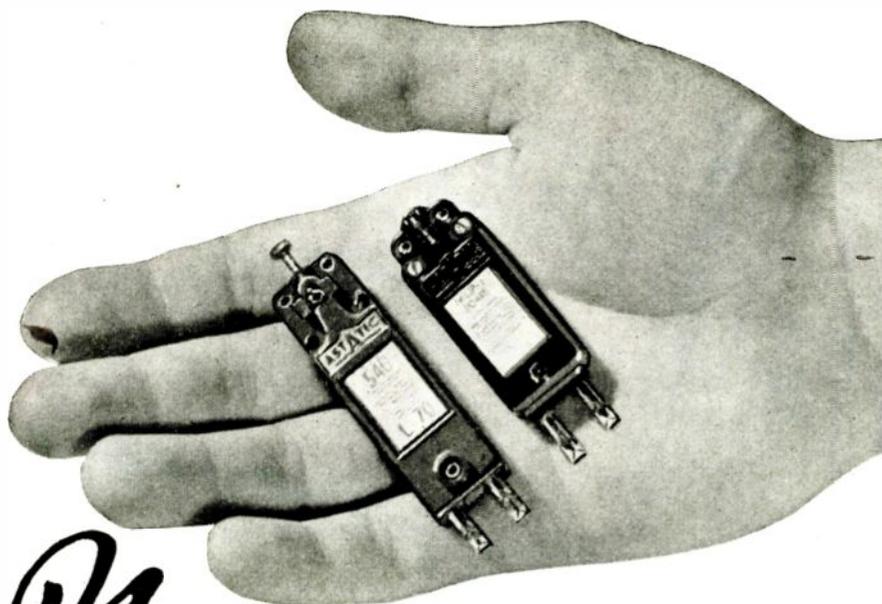
One of a group of four table combinations with many new radio, record-player and automatic record-changer developments.



The finest Arvin with FM-AM, automatic record-changer, and all the newest radio-phonograph features. Also three other floor models.

ARVIN is the Name on Many Fine Products of **NOBLITT-SPARKS INDUSTRIES, INC., Columbus, Ind.**

Radios • Electric Heaters, Electric Irons and Appliances • Outdoor Metal Furniture • Metal Chrome Dinette Sets • Laundry Tubs • Car Heaters



New Astatic Cartridges

Improve Phonograph Reproduction

IN TENDED for use with both automatic record changers and manually operated equipment, these new Astatic Cartridges, in MLP and L-70 Series, assure a degree of fidelity heretofore unparalleled in the reproduction of recorded sound. All new Astatic Phonograph Pickup Arms will include these finer Cartridges.

L-70 Series Cartridges are of the replaceable needle type, are designed with streamlined housing, high output voltage and low needle pressure.

MLP Series Cartridges are of the permanent or fixed stylus type and are engineered to operate at one-ounce pressure, with increased vertical compliance, higher output voltage and reduced needle talk.

*"You'll HEAR MORE
from Astatic"*

• Astatic Crystal Devices
manufactured under Brush
Development Co. patents.

THE
Astatic
ASTATIC CORPORATION
CONNEAUT, OHIO
IN CANADA. CANADIAN ASTATIC LTD., TORONTO, ONTARIO

NEMA Accents Business Development for 1946

A broad program to improve the wiring installations of dwelling structures is one of the most important projects announced by the National Electrical Manufacturers' Assn. in its budget for 1946. This "adequate wiring program" is expected to tie in with the resumption of home-building activity on a large scale.

Another important project that has been allocated a sizable budget is the "rural and suburban market development" program. This is an over-all "pump-priming" activity designed to assist power companies and dealers in saturating the market outside the piped gas areas with electrical appliances and utilization equipment.

A third business development project expanded for 1946 is that of "farm electrification." This program will inform the farmer of the advantages of electrical equipment and adequate wiring.

Reflecting the importance of employer-employee relationships among its members, NEMA has increased the budget also for its "industrial relations" project. Another activity which is a resumption of pre-war practice is the collection of industry statistics on sales, orders and inventories.

NEMA plans to continue many other programs in 1946, including those for the business development of electric ranges, water heaters, fans and lighting.

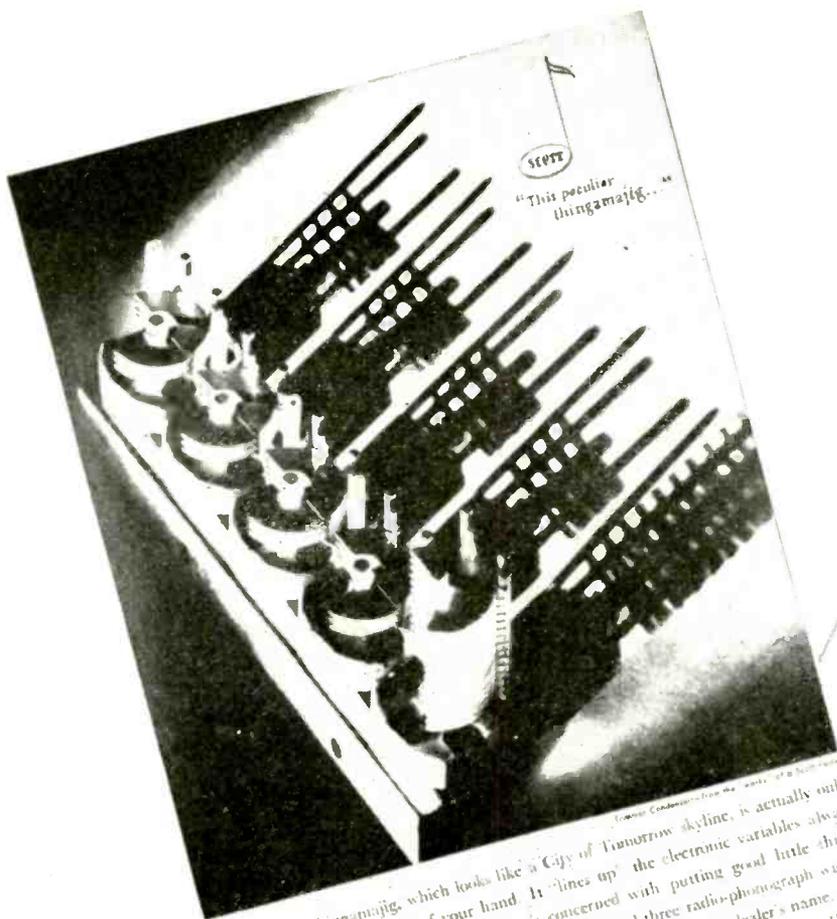
Veteran Seeks Position

Honorably discharged from Army, veteran seeks position in radio industry. Ten years experience in radio sales and service. Has specialized in sound systems. Holds 2nd class commercial telegraph operating license. Eastern location preferred. Will start at about \$50 per week. Box C, c/o Editors, RADIO & Television RETAILING, 480 Lexington Ave., New York 17, N. Y.

Promote Capitol Records



Capitol's executive vice-president, Glenn E. Wallich, and model Diana Garrett, who is promoting firm's recording of "Personality".



SCOTT
 "This peculiar thingamajig..."

This peculiar thingamajig, which looks like a City of Tomorrow skyline, is actually only about the size of the palm of your hand. It "lines up" the electronic variables always present in any radio. Scott engineering is concerned with putting good little things together to build a good big thing. If you were granted three radio-phonograph wishes, wouldn't you, too, say "Scott Scott Scott"? Prices start at \$500. For dealer's name, write to Scott Radio Laboratories, Inc., 4436 Ravenswood Avenue, Chicago 40, Illinois.

FRESH NOTE

Folks, we feel, are fed up with the same style of radio-phonograph advertising, over and over and over—the beautiful room, the beautiful woman, the beautiful wooden box.

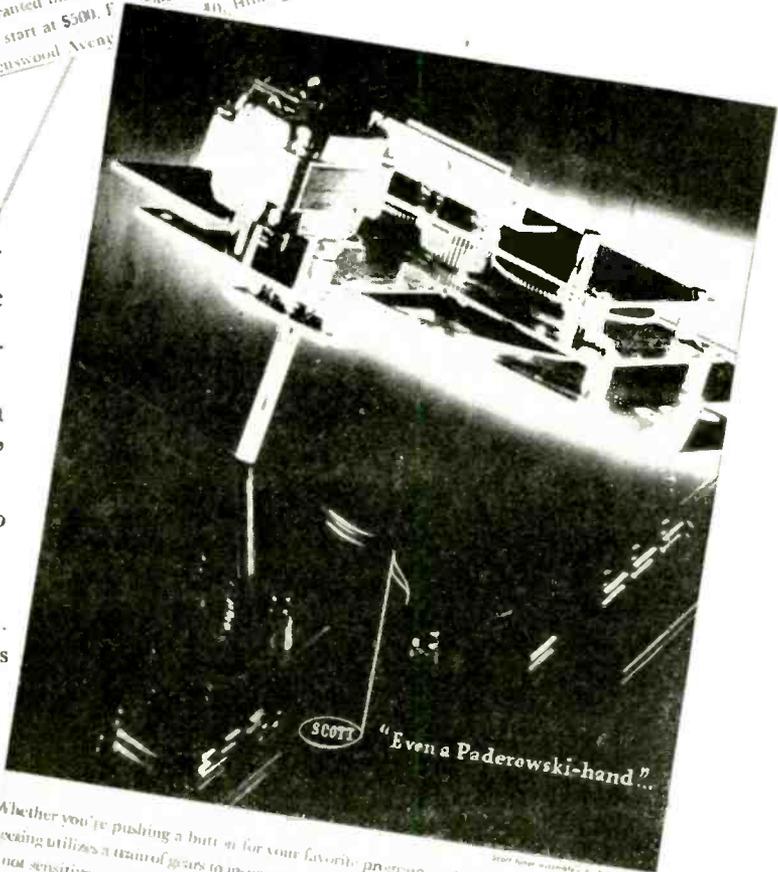
So the new Scott advertising strikes a fresh note—shows them "the works."

... And who could so well afford to as *Scott*?

SCOTT RADIO LABORATORIES, INC.
 4450 Ravenswood Avenue, Chicago 40, Illinois

SCOTT

RADIO PHONOGRAPH



SCOTT
 "Even a Paderewski-hand..."

Whether you're pushing a button for your favorite program or dialing for Delhi, Scott engineering utilizes a train of gears to insure razor-edge tuning. (Even a Paderewski-hand unaided is not sensitive enough to dial a Scott as sharply as it can be tuned.) Cabinets, of course, are equipped with our name and fame. Scott radio-phonographs start at \$500. For dealer's name, write to Scott Radio Laboratories, Inc., 4436 Ravenswood Avenue, Chicago 40, Illinois.

INDUSTRY ACTIVITIES

Joins Admiral As Regional Sales Manager

Wallace C. Johnson, manager field activities, Admiral Corp., Chicago, announced recently the appointment of Edwin M. Perkins as region manager. Before joining Admiral, Perkins was manager of the component section of the Chicago Signal Corps production field office.

Perkins was at one time district manager of the McGraw Electric Co., Clark water heater division.

From 1935 to 1936 Perkins was commercial and sales manager of the Kansas Power Co. He was in charge of all dealer relationships on major appliances, including refrigerators, ranges and also on radios and small appliances.

Perkins will be assigned a territory in the near future to cover Amiral products, which will include radios and accessories, Dual-Temp and conventional refrigerators, home freezers and electric ranges.

Franks Resumes Sales Post With Altorfer

Glen H. Franks, after more than 3 years in the Navy, has resumed his former position as sales manager for Altorfer Bros. Co., Peoria, Ill. Mr. Franks has been associated with Altorfer Bros. Co., since 1929, and has continuously held key executive positions in the ABC sales organization.

In returning to his present duties, Mr. Franks will continue to concern himself primarily with the company's complete merchandising program for the distribution and sale of ABC washers and ironers, nationally. Much of his time will be given particularly to the introduction of the company's new ABC-O-Matic washer that will go into production in the very near future.

Sales Managers Club Members Meet



Eastern division of organization of manufacturers in the electronic parts and equipment industry shown in a relaxing mood in New York. J. H. Robinson, well-known radio merchandising executive, who staged the entertainment, is fifth from left in front row.

Gilmore Assistant to GE's C. R. Pritchard

A. W. Gilmore has been appointed assistant to C. R. Pritchard, general sales manager of the General Electric Company's appliance and merchandise department.

Mr. Gilmore first worked with the B-R Electric Co., Kansas City, Mo., distributor; joined the GE organization in 1926. After a period as a salesman, then sales manager for the G.E. Supply Corp., in Kansas City, he was appointed district manager for that company in 1908.

Farnsworth Appointment



Stanley A. Morrow, who has been named assistant manager of advertising and sales promotion of the Farnsworth Television & Radio Corp.

Joins Hoffman Radio

Alton I. Furbish has been appointed to the advertising department of the Hoffman Radio Corp., Los Angeles, according to an announcement just released by Walter Addison Watson, advertising manager. He will participate actively in Hoffman's greatly expanded activities in the advertising, sales promotion, merchandising, and publicity fields.

Garod's First Sales Rep



Louis Alweis, appointed by Garod Radio Corp., New York. Also announced is firm's new distributing organization, Garod-New York, Inc.

Stromberg Full-Line Folder Goes to Dealers

Quantity deliveries of a full-line folder in color depicting the entire 1946 line of Stromberg-Carlson radio receivers have been made to the company's coast-to-coast network of distributors and franchised dealers.

The 4-color promotion piece includes actual photographs of all 19 of the company's 1946 line, its 19th since it entered the field of radio manufacture in 1924, and its first since 1942.

Howard Ships by Air; Will Have 36 Models

In a move to expedite delivery of sample sets to distributors, the Howard Radio Co., Chicago, has shipped working models of some of its 1946 line by air express to all distributors who are on air routes. This move was made in an effort to permit dealers to preview the company's advance line at the earliest possible date.

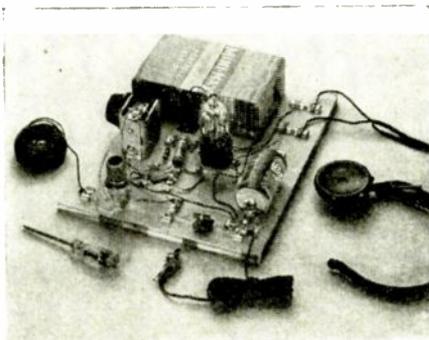
Early this year Howard expects to get into production on its complete line, which will consist of some 36 models all newly styled and engineered. These sets will embrace the entire field from portable and table models to console combinations.

Echophone Cabinet Post

Russ Owens has been named manager of the Shelby Woodcrafters, Inc., Shelbyville, Ind. The latter has been established as a wholly owned subsidiary of the Hallicrafters Co., Chicago, to produce part of the cabinet requirements of the Company's Echophone Division which produces the firm's home radio receivers.

Kean Electro-Kit No. 1

The Electro-Kit #1, sold by Kean Associates, Inc., 235 E. 42 St., New York 17, N. Y., is primarily an electronic construction kit, the end result of which is a one-tube radio receiver capable of bringing in both local and distant stations.



A new item for dealers is this construction kit sold by Kean Associates, Inc., New York.

Kit is completely self-contained and includes such parts as batteries, headphones, tubes, condensers, resistors, etc., and the only tool necessary for the assembly is a screw driver which is included. The layout diagram is provided for the proper location of each part and reduces the possibility of an error in assembly to a minimum.

The instruction book which is simply written gives detailed and progressive instructions and pictures of all assembly. It also explains the "how and why" of each part, thus giving the owner the fundamental knowledge of electronics and radio construction. Retail price \$11.60, tax included.

GE Names Sargeant

Harold Sargeant has been appointed manager of manufacturing of the General Electric Company's home laundry equipment division, it has been announced by C. E. Anderson, division manager.

The appointment is one of a series affecting the manufacturing operations of the division at the Company's Bridgeport Works and its newly purchased plant in Trenton, N. J.

Soules Is Sales Manager

Electro-Voice, Inc., manufacturer of microphones, has appointed Lt. Col. Webster F. Soules, now on terminal leave from the Army Signal Corps, as sales manager working out of its South Bend, Indiana plant. After graduating from the University of Minnesota School of Electrical Engineering and 17 years with the Northern States Power Co., he entered active military service in 1940. At the Fort Monmouth Signal Corps Laboratories and as Signal Corps member of the Armored Force Board at Fort Knox, Ky., he did extensive developmental work on radio apparatus and installations in Armored Force vehicles.

RMA Sees Bright 1946 For Radio Retailers

Radio dealers, just entering an era of clean-cut, profitable, volume sales based on sound merchandising practices, can look forward to their businesses becoming among the most substantial in the retail field.

This is the consensus of sales leaders in the Radio Manufacturers Association who point to the elimination of too-liberal trade-ins and other sales tools which robbed dealers of fair profit margins before the war as a big step in putting retail radio selling on the strongest merchandising foundation in its history.

The heavy demand for radio sets, sure to continue for many months, in combination with government pricing formulas, places practically all dealers on the same footing as far as sales and profit opportunities are concerned, the RMA sales officials explain.

At the same time, they declare, every company is striving, through aggressive advertising and merchandising, to obtain a larger share of the market than it enjoyed before the war. A recent year-end statement by R. C. Cosgrove, RMA president, is indicative of this objective. Mr. Cosgrove declared:

"I have yet to find a manufacturer who isn't aggressively swinging with both fists, and determined to move up in this industry and to get a larger share of the business than he received before, and I have yet to find a manufacturer who doesn't confidently believe that he will make and sell a great deal more products than ever before."

Competitive selling of radios in 1946 will center around the merits, improvements and greater value offered in individual products with a background of impressive, large scale advertising and sound merchandising methods, sales executives of RMA companies emphasize. In the organizations of retail dealers, these methods will take the form of modern store displays, well-planned direct-mail, sensible salesmanship and other means of making profitable sales today and building solid business for tomorrow. Cut prices, out-of-line premium and gift offers, questionable advertising procedures and other means of attaining large but unprofitable sales volumes will be conspicuous by their absence.

"With this substantial start, radio selling has every opportunity for attaining and maintaining the status of one of the country's firmest and most substantial businesses," one executive concluded.

New Columbia Officers

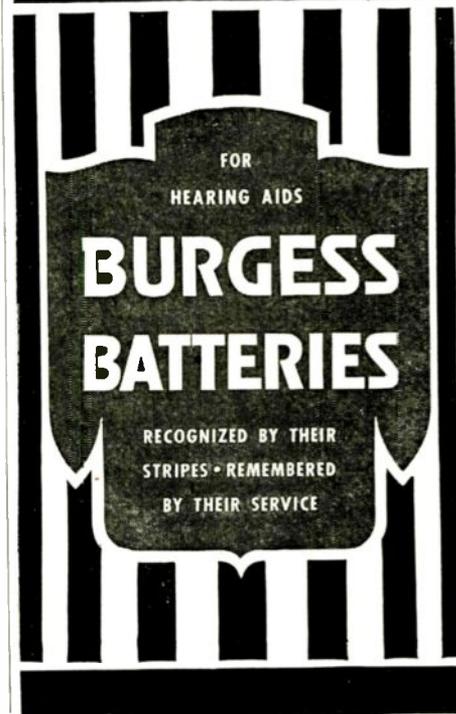
Edward Wallerstein, president of Columbia Recording Corp., announces that at a meeting of the board of directors the following were elected vice-presidents: Goddard Lieberman, vice-president in charge of masterworks division; Arthur E. Satherley, vice-president in charge of country dance and folk music; Andrew J. Schrade, vice-president in charge of West Coast operations.

BURGESS Black and White POWERHOUSE!

This Burgess ad stands right out and shouts "BURGESS BATTERIES" to your customers! They'll see it in *The Saturday Evening Post*, *American Magazine*, *Liberty* and 21 other best-read magazines!

says HOMER G. SNOOPSHAW

**BURGESS
BATTERY
COMPANY**
FREEPORT,
ILLINOIS



Stromberg OPA Prices

Stromberg-Carlson Co., Rochester, N.Y., announces OPA approved prices for certain models in its line. Model 1100IB1, table radio, \$31.95; model 1100IB, table radio, \$29.95; model 1120LW, console set, \$99.95; and model 1120PL, radio-phonograph combination, \$180.

New Appliance Plant

The General Electric Co. has purchased from the RFC a 58,000-square foot factory in Allentown, Pa., for the manufacture of electric appliances, it has been announced by H. L. Andrews, vice president in charge of the Company's appliance and merchandise department.

Powers With Blackstone

The Blackstone Corp., Jamestown, N. Y., manufacturers of Blackstone washers and home laundry equipment, announces the appointment of Geoff Powers as district sales manager for the north-eastern district which embraces New England and northeastern New York.

Mr. Powers has been active in major appliance sales for many years and joins Blackstone after serving, prior to the war interlude, as sales manager for the Holland-Rieger Division of the Apex Electrical Mfg. Co. Previous to his connection with Apex, Powers had been vice-president and sales manager for the Sweeper-Vac Co., and prior to that had been identified with the Western Electric and Curtis Publishing Company.

Dealers Like ECA's New Receiver Labels

More than 100 of the nation's leading store executives have written to Samuel J. Novick, president of Electronic Corporation of America, N. Y., endorsing the ECA informative labeling program for its radio sets.

As a result of suggestions made by the retailers, the accurate performance rating and warranty tag which will be carried by every ECA set has been considerably revised.

While heartily approving the principle of informative labeling, the nation's retailers offered ECA detailed criticisms and suggestions of the first tag that was designed. They sought non-technical explanations thoroughly understandable to the average consumer for each point covered in the rating.

"Now," according to Mr. Novick, "this improvement has been fully realized and we have an informative tag which any consumer can understand. Not only have we presented the meaning of each term, but we have attempted to provide a basis for comparison with other sets or pre-war models."

In response to the request of retailers, the label contains a new item not included in the original conception. This is power consumption. One particular model says, for example: "In most areas this set will provide 30 hours of operation for between 5 and 8 cents."

Named Echophone Manager



Charles B. Shapiro, West Coast regional manager for Hallicrafter Co.'s Echophone division, in charge of home receiver sales in cities west of Denver, Colo.

**BROAD RANGE SELECTION
IN A POCKET-SIZE INSTRUMENT**

WESTON
MODEL 564—TYPE 3-C
VOLT-OHMMETER

An extremely compact WESTON quality instrument with a broad selection of resistance and DC voltage ranges. Ranges available from pin-jacks molded internally with the panel, a toggle-switch connecting meter in circuit as a Voltmeter or Ohmmeter. Readily adjusted for variations in battery potential. For full details on Model 564, and on WESTON Ohmmeters and Volt-Ohm-Milliammeters, send for literature. Weston Electrical Instrument Corporation, 581 Frelinghuysen Avenue, Newark 5, New Jersey.

WESTON *Instruments*

RTR's Appliance Cover

The cover of the Electrical Appliance Section of RADIO & Television RETAILING for this issue shows Aaron Schneider, owner of the Sunrise-Merrick Trading Corp., 150 Sunrise Highway, Rockville Centre, N. Y., in his recently remodeled store.

New Radio Amateur's Handbook

Published by the American Radio Relay League, West Hartford, Conn. Price \$1.00 in the U.S.A., \$1.50 elsewhere. 728 Pages.

The 1946 Edition of the Radio Amateur's Handbook contains 728 pages with a 12-page topical index. There are over 1,200 illustrations. The 1945 edition is divided into three main parts, plus an introductory section and the principles and design section contain all the material treating with fundamentals of theory and design consideration, written in a non-mathematical style. There are ten chapters under Equipment Construction, containing practical information on the design and construction of all types of amateur receivers, transmitters, associated equipment.

Defective 12SQ7

A loud roar appeared when the phono section of this combination was turned on. On the "radio" setting, a loud hum, accompanied by a sawing type of noise resembling a high-resistance filter capacitor condition, was present. The sounds (on "radio" setting) were most audible when the volume control was turned to minimum. On high volume, squeals were received.

All the tubes were checked; the

tester indicated they were o.k. The diodes of the 12SQ7 gave a low reading, but not low enough to create suspicion.

The source of the trouble was located as follows: The control grid of the 50L6 was shorted to ground, causing the hum to disappear. Then the 12SQ7 control grid was shorted to ground. The signal disappeared, but the hum remained. Step 1 indicated that the trouble was located before the 50L6; step 2 showed that the trouble was present in the circuit following the 12SQ7 grid.

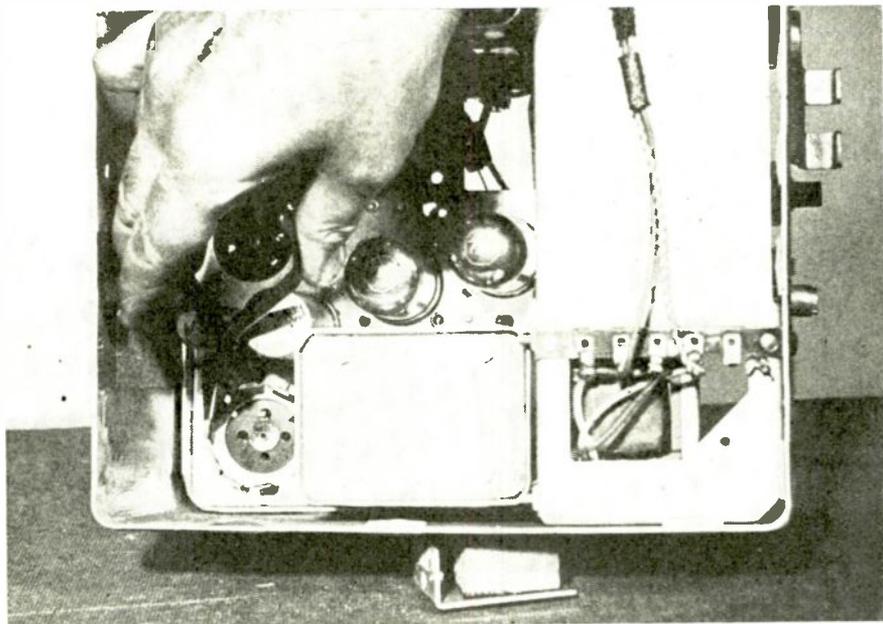
The defect, then, might be present in the 12SQ7 tube. Sure enough, when it was replaced, the symptoms disappeared, and both radio and phono worked perfectly.

Diagnosis of the trouble was somewhat complicated by the presence of an incorrect filter capacitor replacement, causing part of the hum that was originally present. Another complication was due to a defective crystal, that caused the phono to play low.

Diathermy Tube Substitutes

A printed substitution list of tubes for diathermy apparatus has been published by Taylor Tubes, Inc., 2312 Wabansia Ave., Chicago, Ill. The leaflet is available free from radio jobbers or the Taylor Tube Co.

Eliminating Vibrator Noise in Auto



Reception of a buzzing noise in a car radio may be due to a defective vibrator. The grounding teeth which contact the metal vibrator can may become loose, cause the buzz. To remedy, remove the vibrator and bend each loose tooth with pliers as illustrated, until perfect contacts are obtained.

LAKE'S

RADIO CABINETS & PARTS

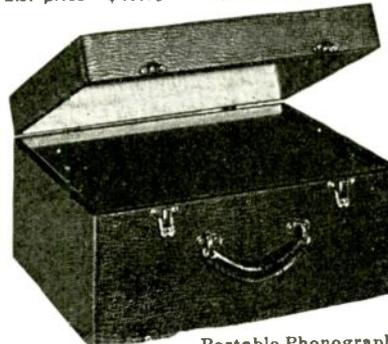
Now Available!



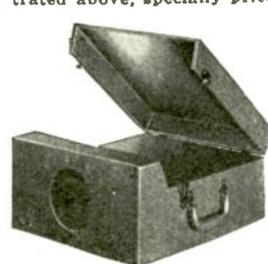
Postwar
2 Post
RECORD-
CHANGER

In luxurious brown leatherette portable case, 15" L x 15" W x 10" D. Latest electronic developments make this modern

record-changer the finest on the market today!
List price—\$49.95 Dealer's net—\$29.97



Portable Phonograph case, of sturdy, durable plywood, in handsome brown leatherette finish. Inside dimensions 16 1/2" long, 14" wide, 9 1/2" high. Has blank motor board. As illustrated above, specially priced at...



Portable Phonograph case in brown leatherette covering. Inside dimensions 17 1/2" long, 13" wide, 7 1/2" high. Has blank motor board and opening for speaker. As illustrated at left, specially priced at...

\$7.95

Also blank table cabinets of walnut veneer in the following sizes, with speaker opening on left front side: (*Note: *7 has center speaker grille)

#1	— 8 1/4"	L x 5 1/2"	H x 4"	D \$1.95
#2	— 10 1/4"	L x 6 3/4"	H x 5"	D \$2.75
#3	— 13 1/2"	L x 7 3/4"	H x 6 1/4"	D \$3.25
#7*	— 10 1/4"	L x 7"	H x 5 1/2"	D \$2.50
#8	— 17"	L x 9"	H x 9 1/4"	D \$4.50
#9	— 21"	L x 9 1/4"	H x 10 1/2"	D \$5.50

*Speaker Opening in center of front side. Cabinets available in Ivory color and Swedish Modern. Write for prices.

All types of radio cabinets and parts are available at Lake's Lower prices. A large stock is listed in our catalog.



SERVICEMEN—RETAILERS
Join our customer list today.

Dept. B

Write for our NEW 12 page, illustrated, elaborate catalog!
Order from Lake!
You'll make no mistake!

Lake Radio Sales Co.

615 W. Randolph Street
Chicago 6, Ill.

Small Appliances Back at Pre-War Prices

The dozens of small electric appliances that have been off the market since 1942 are returning to retail stores at approximately pre-war prices. OPA has set ceilings at all levels of sale for all small electric heating or powered appliances for household and personal use. Typical of the goods covered by this action are table broilers, hair driers, vibrators, vaporizers, toasters, space heaters, coffee makers, curling irons and flat irons, hot plates, waffle irons, mixers, heating pads, blankets, and shavers.

Manufacturers have been allowed an increase of 8 per cent over their October 1-15, 1941, selling prices to compensate for part of the relatively permanent cost increases that have occurred during the war.

Alternatively, manufacturers may take as ceilings the prices they charged during March 1942, a month in which some manufacturers' prices to distributors were already about 8 per cent above levels of the previous fall. If manufacturers sell direct to ultimate consumers, they are held to present ceiling prices on these sales.

Dealers are guaranteed minimum margins on sales which, although slightly

below average initial margins of 1941, are equal to or greater than margins actually realized during that year. With consumer demand for these appliances at an all time high, net profits of distributors and dealers, even with the absorption required in this order, should be at least as great as during normal times, OPA declares.

Initial margins—those that go to make up the original asking prices—are not realized, since dealers customarily hold mark-down sales, accept trade-ins at a loss and engage in other practices to stimulate sales, all of which serve to reduce realized margins below initial margins, an agency statement points out.

When the 10 per cent Federal excise tax is in effect on an article it will be paid by the consumer in the dollar amount levied at the manufacturing level. No seller is permitted to take a mark-up on any part of the tax.

Zones Are Set Up

This action divides the country into two zones. Any article manufactured in one zone and sold in the other will have a retail ceiling price five per cent higher than when the added freight is paid by the distributive levels. One zone is composed of Arizona, New Mexico, California, Washington, Oregon, Idaho, Nevada, Utah, Colorado, Wyoming, Montana and the following counties of Texas: El Paso, Hudspeth, Culberson, Jeff Davis, Presidio, Brewster, Terrell, Pecos and Reeves. The rest of the country constitutes the other zone.

Manufacturers are required under this order to maintain approximately their pre-war proportion of low end to high end merchandise under penalty of having reconversion increases reduced or revoked. Another provision aimed to prevent hidden cost-of-living increases is that prohibiting dealers from requiring tie-in sales, credit sales, trade-ins, etc., as a condition of sale.

Mail order houses selling an item the same as one they sold in 1941 are held to the last catalog price in effect prior to April 1, 1942, regardless of any other provisions of the regulation affecting mail order sales.

Appointed by Wilcox-Gay



Lt. Clare Blakslee, who has joined Wilcox-Gay Corp., Charlotte, Mich., as advertising and sales promotion manager, it is announced.



"That Duotone salesman really has a smooth line!"

★ S-m-o-o-t-h and dependable, too! Take a look at the Duotone line—smooth performance all the way. Led by the famous "Star" Sapphire, completely hand-made jewel tipped masterpiece retailing at five dollars, the Duotone family of quality-tested playback needles, DUODISCS and cutting needles offers dealers the chance to cover every avenue of profit in the recording accessory field.

★ Choose the smooth Duotone line, modernized through years of research, attractively packaged for point-of-sale—and nationally advertised. The most complete selection of record accessories in the entire industry. Write today for literature and prices.



Bottleneck Busters

In 1944, the first edition of a brochure prepared for prospective Majestic dealers referred to Majestic's executives as "hard-hitting, hard-thinking, shirt-sleeve executives—not swivel-chair prima donnas toying with theories."

Today this characterization of the men guiding the destinies of Majestic is more fitting than ever before. Every executive, whether primarily responsible for sales, engineering, production, or purchasing is devoting much of his time—and all of his overtime—to breaking the bottlenecks which hamper production.

The job ahead is clear—to push on despite the obstacles which face all industry today . . . smoothing the way for an unimpeded flow of Majestic radios and radio-phonographs to Majestic dealers.

Majestic

RADIO & TELEVISION
CORPORATION

ST. CHARLES, ILLINOIS

Hold the Line With Servicing!

Independent Beats "Chains" With Know-How and Facilities

• The "Chain" (store) is no stronger than its weakest link. And its weakest link—notoriously so—is its poor servicing, its failure to provide for the maintenance of the devices it sells.

And this poor servicing by the "Chain" is the Independent's cue to his own success.

The Independent, strong in the past because of his reputation for ability and willingness to render first-class service, must bend every effort to maintain this *service leadership* in the days to come.

With the Independent, *sales* and *service* go hand-in-hand.

Service is part of merchandising and merchandising is part of service—and never the twain must part, if the Independent is going to continue to shine as the best man to do business with in the general public's eye.

In order to get his share of sales in the exciting new merchandise on

the way, the Independent must equip himself to properly install and maintain new radios, FM, television and new model appliances.

Not only must he prepare his establishment to physically handle top-flight service, but he must shout about the worth of such service from the house-tops. Good servicing must be stressed in all his advertising, on his show windows and in his store exterior.

Never before in the history of his business has the importance of good servicing to healthy growth been more apparent to the Independent.

This publication has always stressed the necessity for the independent merchant to **HAVE** and to **SELL** service. It will continue to do so, and will publish valuable servicing articles in each issue in order to assist the retailer in keeping his link between sales and service in a flawless condition.

N. Y. Public Library to Feature Television

Six television receiving sets are being installed in branch libraries of the New York Public Library. These have been provided by the Dumont Laboratories, Inc., and the Farnsworth Television and Radio Corporation, and represent an experiment with a new technique in adult education.

In addition, the Farnsworth Television and Radio Corp. is installing a complete telecast studio in one branch library—\$200,000 worth of equipment including an electronic television camera, control equipment, receiver, lighting, scenery and properties. The College of the City of New

York is providing courses in television to be given in this laboratory which will also serve as a demonstration open to the public.

"The Library, for its part, is attempting to build up its book collection in this field of greatly increasing interest," explains F. R. St. John, chief of the Circulation Dept., who requests donations of standard television volumes for the branch libraries which will have television sets.

Each branch collection will serve as a model library for students and others who are developing television libraries of their own. In addition a reading list including gifts will be printed for distribution.

FM on 40-50 mc Refused

Application by Zenith Radio Corporation that FCC continue FM in the 40-50-megacycle band, was refused by the Commission in a ruling Jan. 24.

The 44-50-megacycle band will now go to television as soon as transmitter equipment can be installed. FM will continue on the channels from 88 to 108 megacycles, as assigned by FCC in July, 1945.

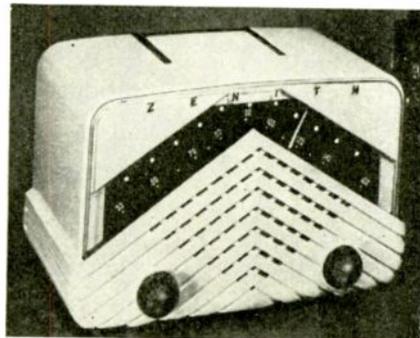
JFD in Full Production on Auto Antennas

For the first time since 1941, the JFD Mfg. Co., 4117 Ft. Hamilton Pkwy., Brooklyn, N. Y., is in full production of auto antennas. This has been accomplished by an expansion of factory quarters to accommodate additional machinery and employees necessary to produce these antennas, according to A. Finkel, general manager of the firm.

The scarcity of auto antennas during the past few years has practically depleted the market of telescopic auto antennas, according to Mr. Finkel. As a result, the demand for these aerials has been very great. To meet this demand, JFD has engineered 8 antenna types of the telescopic 3-section variety, extending to either 66 in. or 96 in. These antennas are provided with hardware and 36 in-shielded loom low-loss head, stainless steel "snap-back" rod, and ceramic insulators, all of which have been unavailable.

New Zenith Radio

One of Zenith Radio Corp's new line of radios and radio-phonograph combinations is model 6DO14W in a new design modern plastic cabinet. Receives on standard broadcast. Includes five tubes plus one power rectifier tube, 3-gang condenser



Zenith table model 6DO14W.

and tuned r-f amplification, superpowered "Consoltone" Alnico dynamic speaker. Also featured are improved "Wave-magnet" and full transverse dial. Available with folding handle in soft white, polished ebony and walnut grain colors. OPA approved retail price is \$28.50.

Erickson With Carter

Following its policy of employing returning veterans wherever possible, the Carter Motor Co., 1608 Milwaukee Ave., Chicago, Ill., has added E. F. Erickson to its executive staff as purchasing agent. Mr. Erickson had been employed in a similar capacity elsewhere before his honorable discharge.

DEALERS YOU CAN MAKE A DOUBLE PROFIT THROUGH HANDLING BOOKS



1. Books bring you better customers. They stimulate the interest and knowledge that make steady buyers. The more your customers know 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.

We can supply copy and cuts for your catalog and circulars with your imprint. Write us today for full information on our new radio books, our dealers' discounts and free promotional aids.

The Macmillan Co., 60 Fifth Ave., New York 11. Tech. Bk. Dept.

NEW!



First "A-B" Pack for portables
with a "Mini-Max" "B" Section

WHAT YOU SEE in this picture is the new "Eveready" No. 754 "A-B" pack for portable radios. A pack delivering 90 volts plate supply; 7½-9 volts filament supply.

WHAT YOU DON'T SEE is the construction of the "B" section of the unit—a construction that's newsworthy indeed! For this is the *first* time that the famous, longer-lasting *flat-cell* principle of the "Mini-Max" battery has been available in an "A-B" pack for portable receivers.

Because no space is wasted in the "Mini-Max" battery, more electro-chemical energy is packed into every cubic inch. Which means that this new battery—like every "Mini-Max" battery ever built—lasts far longer than any competitive battery of equal size.

YOUR REPLACEMENT PROBLEMS ARE SIMPLIFIED because new portable receivers are now being designed around this pack—and it fits many present models as well.



The registered trade-marks "Eveready" and "Mini-Max" distinguish products of National Carbon Company, Inc.

NATIONAL CARBON COMPANY, INC.

Unit of Union Carbide and Carbon Corporation

General Offices:

30 East 42nd Street, New York 17, N. Y.

Division Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco



● An example of "Eveready" "Mini-Max" battery advertising is this full-page advertisement in *Life*, *Time*, *Saturday Evening Post*, *Collier's*, *Look*, *American Magazine*, and dozens of other magazines. It dramatizes "Mini Max" battery advantages to *your* prospects—helps you *sell* "Mini-Max" batteries.



MODEL 56
WEBSTER
RECORD CHANGER



LESS RUMBLE

Rumble—a disturbing factor to record enjoyment — has been reduced to a new low in this post-war Webster Changer. Just one of many reasons for its preference by the public—and its selection by famous makers of radio phonograph combinations.

The choice of music lovers



- Built to last • Fast change cycle • Simple, fool-proof operation • Automatic shut-off • Feather light needle pressure • Longer life for records • Reduced "wow" • Quiet running Webster 4 Pole motor—cushion mounted.

WEBSTER  **CHICAGO**

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

RADIO Wholesale REPAIR

RETAILERS and SERVICEMEN

This Is the Answer to Your Radio Repair Troubles!
Just SEND us the SET via Railway Express. We REPAIR and RETURN. You ADD MARK-UP AND DELIVER. That's all there is to it.

- Complete Stocks—We can fix 'em all.
- 90 day guarantee
- OUR LOW PRICES mean more Mark-up for you.
- Prompt service

Send that set to
DEPT. A

SHEFFIELD RADIO CO. 916 BELMONT AVE.
CHICAGO 14, ILL.

Nagel with P. L. Miles



H. W. Nagel, formerly with Hotpoint, is now with Pierre L. Miles Co., 35 E. Wacker Dr., Chicago, Ill., as a member of the firm associated with Pierre L. Miles and Barrett King.

**Western Electric Has
New Recording System**

A new recording system, which will enable producers to record any of the standard original or release type of sound tracks on either 35 mm or 16 mm film has been announced by the electrical research products division of the Western Electric Co., to be available within the next few months.

The new recording device, smaller in size and weight, represents a marked departure in design from equipment in use today. Features of the new design are simplicity of mechanical parts and freedom from critical adjustments, more rapid threading of film, adaptability to either variable area or density recording, and the reduction of flutter to extraordinarily low values. Its unit assembly type of construction and the introduction of various innovations permit flexibility in meeting a variety of recording requirements including changing from 35 mm to 16 mm in a matter of minutes by the use only of a screw driver.

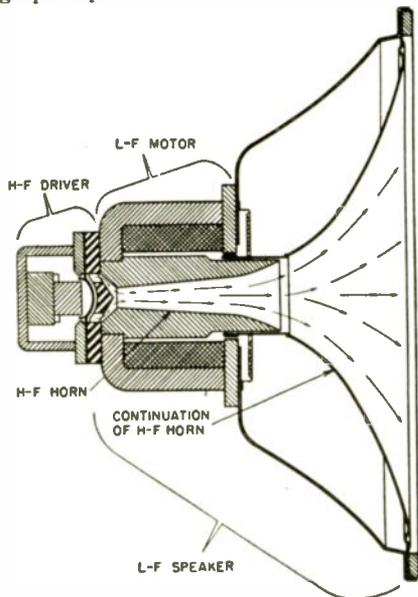
**Chicago Firm's New Line
Floor and Table Lamps**

A new line of table and floor lamps for jobbers, to be sold with a complete "full-color" advertising campaign to dealers and consumers, is announced for early delivery by Altheimer and Baer, Chicago merchandising specialists and manufacturers. The elaborate advertising program includes color displays for jobbers' sales work, as well as direct mail pieces in color for jobbers use; and, dealer displays and mailing pieces for consumer sales, according to Milton L. Altheimer, the firm's merchandising consultant.

Asserting that lamps represented "the best type of universally wanted merchandise" and would have new significance as "account-opening items in the postwar period when many nationally branded items are being sold at "fixed prices", Mr. Altheimer said the advertising theme was aimed at "payment accounts".

Jensen Announces New Coaxial Speakers

The first of a new series of postwar coaxial speakers has just been announced by Jensen Radio Manufacturing Co., well-known loud speaker designers and builders in Chicago. This new speaker provides the quality of reproduction so desirable and essential for home radio receivers and phonographs—particularly for FM reception and high quality phonograph reproduction.



New Jensen speaker eliminates the frequency discrimination of the ordinary loudspeaker. High and low notes are amplified equally.

The Type H Jensen coaxial consists of two units, each reproducing a portion of the total frequency range. A compression-type high-frequency unit is attached to the back of a 15-inch direct-radiator low-frequency unit. The horn for the h-f unit is formed by a passage of expanding cross section through the core of the l-f unit, the carefully shaped diaphragm of the l-f unit forming a continuation of the h-f horn. The l-f diaphragm is driven by a conventional voice coil assembly.

The Type H coaxial, with field coil unit is available for applications in which field power for the l-f unit is readily accessible, as in complete radio receivers. A unit identical with this in performance is also available, having Alnico 5 in both l-f and h-f units.

Brengle in Sales Post

The Aero Needle Co., Chicago, Ill., has announced the appointment of Cmdr. Ralph T. Brengle, as district sales manager of Indiana, Illinois and Wisconsin, it is announced by Burton Browne, president of the organization.

Cmdr. Brengle, recently released by the Navy, was electronics officer with the 8th Fleet. Upon returning to civilian life, he resumed active operation of the R. T. Brengle Sales Co., Chicago, of which he is president.

Echophone Sales Manager

The Hallicrafters Co., Chicago, announces the appointment of Jack F. McKinney, Dallas, Texas, as southwestern regional sales manager of its Echophone home radio division. He will make his headquarters in Dallas.

Rejoins Audio Devices

The manufacturers of Audiodiscs, Audio Devices, Inc., New York, announce the return of Capt. C. C. Pell, Jr., to the organization as national sales manager.

Plants for Mobile PA Perfected by Onan

The increasing, universal use of mobile public address systems in recent years has brought out a need for independent, ac electric plants especially engineered for this technical field.

Having pioneered in the development of small ac power plants for radio work since 1928, D. W. Onan & Sons, Minneapolis, was ready with designs that were immediately applicable to this field from its very beginning.

Some of the special requirements of power units necessary to effective operations of PA systems are good voltage regulation, effective shielding from ignition interference, low noise level, minimum vibration, compactness and, of course, dependability.

One of the most successful operators of portable PA equipment is Clifford Herring, of Ft. Worth, Tex., who is known as the Voice from the Sky, or the Voice from the Football Field.

Power for his loud speaking system is provided by an Onan W3S, 115-volt, 60-cycle AC unit. Powered by an Onan W2C, 2-cylinder, water-cooled engine the plant is self-starting, current coming from a 12-volt starting battery. The plant is mounted in the rear of the panel truck, and can be removed readily for operation in a plane or other spot where power is needed.

When necessary, the volume can be raised to a point where it is heard clearly at a distance of 2 miles.

Will Open New Store

James H. Brickell, who for 11 years was affiliated with Ritz Radio & Appliance Co., Inc., 872 East Tremont Ave., Bronx, N. Y., as secretary-manager, has severed his connections with that firm to establish his own business. As soon as extensive alterations are completed, he will open a modern retail establishment for the sale of radios, television, phonographs, combinations, records, table and major electrical household appliances, as well as for the servicing of radios and appliances.

The business will be operated under the name of Bell Radio & Appliance Co., Inc., and will be located at 1170 St. Nicholas Ave., New York. In addition to a spacious showroom of 20 x 45 ft., the premises will also house a service department, office, and additional storage facilities of 20 x 70 ft.



● Now, more than ever before, you just can't afford to take a chance with questionable capacitors. In other words, be sure that the capacitors you install are "going to stay put".

And that's precisely where Aerovox capacitors come in. They're FRESH. The popularity of the Aerovox line means quick turnover of jobber stocks. You can be sure that Aerovox capacitors are of current production. And that's especially important in electrolytics. Don't take a chance with unlabeled or questionable capacitors!

● Ask Our Jobber . . .

Ask about the various types of capacitors you need. Ask for copy of our postwar catalog—or write us direct. Meanwhile, look for that YELLOW label which means Aerovox, and Aerovox means dependable capacitors.



FOR RADIO-ELECTRONIC AND INDUSTRIAL APPLICATIONS

AEROVOX CORP., NEW BEDFORD, MASS., U. S. A.
Export: 13 E. 40th St., New York 16, N. Y. • Cable: 'ARLAB'
In Canada: AEROVOX CANADA LTD., Hamilton, Ont.



50 WATTS OF TRULY RATED POWER OUTPUT

Incorporating latest circuit designs

DELIVERY NOW

At Ice Palaces, Industrial Plants, Race Tracks, Music Festivals, Football and Baseball Stadia, you'll always satisfy them with sound by Masco.

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

Model MA-50 Amplifier with streamline cover, less tubes. *List Price* 100.00
 Kit of Matched Tubes for above. 17.50

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

PILOT RADIO



your beacon to a better business in better radios

"1946 Profit Manual" for Radio-Appliance Dealers

"1946 Profit Manual", a comprehensive text-book for radio and electrical appliance retailers, has just been published by RADIO & Television RETAILING. The book covers every phase of store operation and management for retailers of electrical refrigerators, washers, ranges and other home appliances, as well as radios, FM, combinations, television, records, etc.

The "1946 Profit Manual" is designed to provide information on up-to-date practices in the retailing of these products. It is not intended to be a primer for the newcomer. Instead, it is presented as a reference book to help the established retailer from time to time, solve some problem which he may be currently facing.

The "Profit Manual" represents the pooling of 115 years of radio-electrical appliance merchandising experience. Its editor is Stephen I. Hall, specialist on retailing methods, who was assisted by five other members of the staff of RADIO & Television RETAILING, under the direction of O. H. Caldwell, editor and M. Clements, publisher.

Varied Subjects

The book first shows the retailer how to create basic favorable conditions. It explains how to put his financial house in order.

If he plans to move, it describes the way to make a survey of each possible trading area, and select a specific store location within the area.

The "Profit Manual" analyzes the store as a selling tool. It describes in detail, with illustrations, the store fronts and layouts which build store traffic. Modern display methods that focus attention and store equipment that presents merchandise to the customer are described in detail.

The merchandising phase of radio and electrical appliance store operation is presented in several chapters. These include such subjects as buying, margins, mark-downs, turnover and advertising.

Sales Techniques

Human relationships as they exist in the retailing of radios and electrical appliances are also presented in the "Profit Manual". This subject includes handling of personnel, salaries and wages so as to improve efficiency and morale. It also comprises sales training and salesmanship. The book shows the retailer how to use all of the six known methods of selling to create more sales with less effort.

Operations of the store are the final sections treated in the "Profit Manual". How to use guarantees and warranties and operate the service department efficiently are described. The book also tells how to build sales and cut losses in the proper handling of deliveries, credits, collections, records and bookkeeping.

The "1946 Profit Manual" is being offered with three full years (36 issues) of RADIO & Television RETAILING for the regular subscription price of \$2.00. It is not available with a one-year subscription or on any other basis.

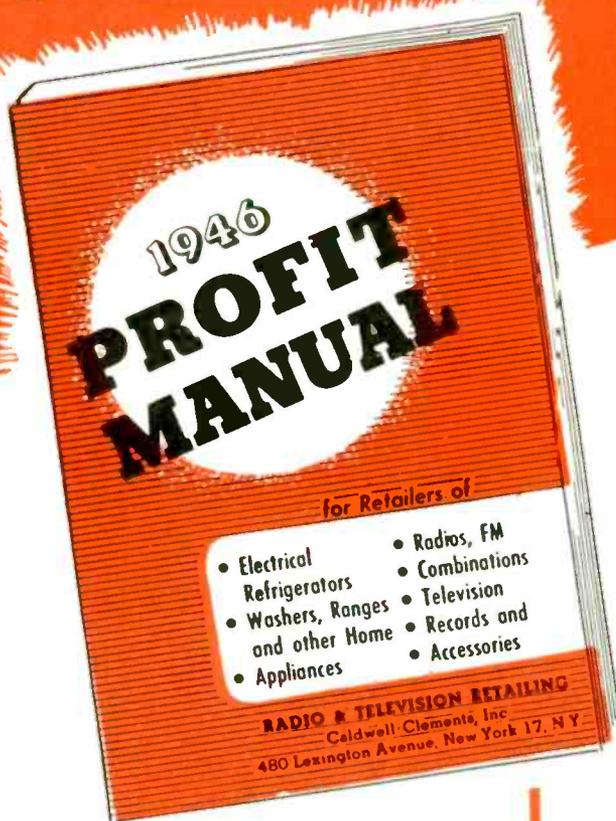
New...

A Complete Merchandising Manual

for

RADIO and ELECTRICAL APPLIANCE DEALERS

Free



Actual Size of Book, 5 1/4 x 8 Inches
276 Pages

Photos • Drawings
Diagrams • Tables

The "1946 PROFIT MANUAL" is written exclusively for retailers of electrical appliances and radios. 20 Sections cover every angle of your business operation. The Manual is practically an encyclopaedia on merchandising electrical appliances and radios.

Based on extensive field surveys and actual operating practices in your own field, the "1946 PROFIT MANUAL" gives you the facts you must have to make the most of your opportunities for profitable business.

The edition of the "1946 PROFIT MANUAL" is limited. It is available only to three-year subscribers (new or renewal) to RADIO & Television RETAILING. This offer may be withdrawn without notice. Policy of "first come, first served" prevails. To be sure of your copy—send your acceptance at once to

DIRECTOR OF CIRCULATION

Here's the first authoritative, up-to-date, complete, detailed manual on *profitable business operation* written exclusively for Electrical Appliance and Radio Retailers.

The "1946 PROFIT MANUAL" is unique—the only book of its kind. Here, in a single, convenient, easy-to-use volume are all the *fundamental rules of successful operation* in the electrical appliance and radio field.

The "1946 PROFIT MANUAL" is crammed with down-to-earth, usable, every-day material. It contains rules and principles that were true yesterday, are true today and will hold true as long as you retail radios and electrical appliances. *Also, included in the PROFIT MANUAL is a complete list of electrical Appliance and Radio Set Manufacturers with addresses.*

Get this permanent reference book free of charge, with your new or renewal subscription to RADIO & Television RETAILING for three years at \$2.00. The "1946 PROFIT MANUAL" is not for sale. It is *not available* with 1-year subscriptions at \$1.00.

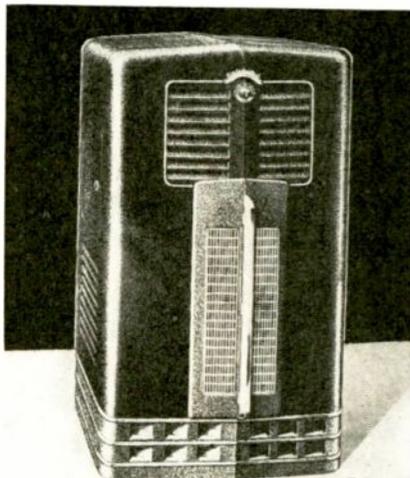
RADIO & TELEVISION RETAILING

Published by
CALDWELL-CLEMENTS, INC.
480 LEXINGTON AVENUE
NEW YORK 17, N. Y.

New Electrical Appliances

White Cross COFFEE VAC

Wide or narrow neck de luxe glass coffee vac, hand decorated. Gas or electric, in 8-cup size only; platinum banding. Wide neck models complete with hinged decanter cover, and double-purpose top cover with funnel holder of bakelite. Special features for tight seal and perfect vacuum. Other White Cross products, to be available, include an automatic pop-up toaster, high speed hot-plates, 1000-W light weight automatic iron, waffle irons, and sandwich toasters. National Stamping & Electric Works, 3242 West Lake St., Chicago 24, Ill.—RADIO & Television RETAILING



Kasson BAR-B-Q

Electric meat turner that revolves three times a minute; all-metal. Meats barbecued evenly. Equipped with 50 ft. of cord. Operates on house current, 110 volts ac. Height and width adjustable. Extra short set of uprights included for use in indoor fireplaces. Holders for drip pan permit basting with natural juices. Immediate delivery. List price, \$39.50. F.O.B., New York. General Die & Stamping Co., 263 Mott St., New York 12, N. Y.—RADIO & Television RETAILING

control of oil feed to burner just below nameplate on front casing panel; completely automatic remote heat control (furnished as an extra); 6-gal. oil tank inside of cabinet; intensi-fire air duct; automatic draft regulator; pedestal base, securely bolted to base of heater; pebbled, porcelain-like finish, dark walnut color, with lighter tone ripple finish in base and door. The Estate Stove Co., Hamilton, Ohio—RADIO & Television RETAILING

Estate OIL HEATERS

The 900 series Estate Heatrola oil heater consists of 3 models. Model 981, rated heating capacity 3000 to 6000 cu. ft.; Model 982, 4000 to 8000 cu. ft.; Model 983, 5000 to 10,000 cu. ft.

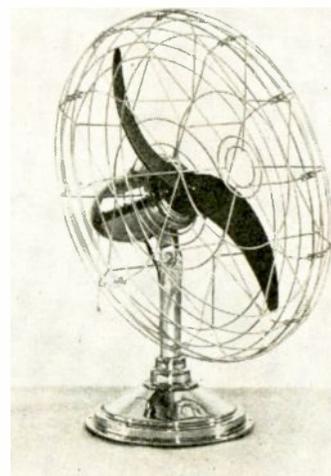
Features included are "Pot-of-Gold" burner; constant level valve with "Fuel Compensator"; adjustment knob for

Fresh'nd-Aire FANS

A new line of air circulators for 1946, consists of 3 models for homes and 3 models for industry. The 14 in., 17 in. and 20 in. models are used to provide

overall circulation for home requirements while the 23 in., 26 in. and 35 in. models are used extensively for commercial and industrial air circulation.

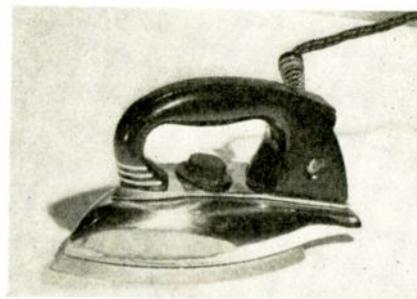
The Fresh'nd-Aire circulator is designed in such a way as to enable use of the low stand model as either a wall



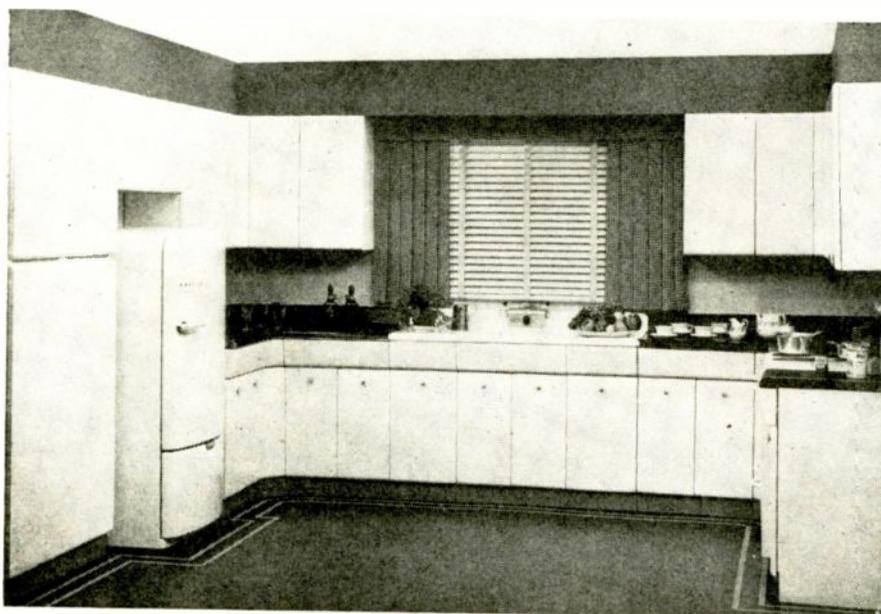
or ceiling model. Where ceiling installation is desired, the order must so specify. The low stand model is quickly converted to a high stand model by mere addition of Fresh'nd-Aire sub-base and tube. High stand adjusts from 3 ft. 6 in. to 8 ft. Fresh'nd-Aire Co., 221 No. La Salle St., Chicago 1, Ill.—RADIO & Television RETAILING

Knapp-Monarch IRON

With fabric dial heat control, this completely automatic iron adjusts to proper temperatures for ironing linen, cotton, wool, silk or rayon. Tel-A-Matic light indicates when current is on. Heat distributes quickly and evenly, because the nichrome element is embedded di-



rectly in the sole plate beveled for ironing around buttons, etc. Cool plastic handle shaped to fit the hand. 7 ft. 6 in. directly connected 10,000 cycle cord. 115 volts; 1000 watts. Knapp-Monarch Co., Bent & Potomac Sts., St. Louis 16, Mo.—RADIO & Television RETAILING



American "FINGERTIP" KITCHEN

New American knee comfort "Fingertip" control kitchen sinks and cabinets just placed on market, incorporating in

its design the suggestions of 10,000 American housewives obtained in a nation-wide poll. Cabinets opened by pushbuttons. American Central Mfg. Corp., Connersville, Ind.—RADIO & Television RETAILING

FOR MORE ELECTRICAL APPLIANCES, SEE PP. 60 TO 67.

THESE **SNC** REPRESENTATIVES
offer you

184 YEARS of RADIO EXPERIENCE



JACK BEEBE
 General Sales Manager

We invite you to call on them and their long experience for assistance in solving any problems having to do with the transformer field. Because of the long experience of these men . . . the invaluable knowledge they have accumulated . . . their demonstrated integrity and sincerity, our sales and production policies will be coordinated with the advice and suggestions they bring from their field contacts.

Joe Muniot
 Southern Sellers . . . 918 Union Street
 New Orleans, La.

Fred B. Hill
 256 First Avenue, N.
 Minneapolis, Minn.

G. G. Willison
 West Building . . . Houston, Texas



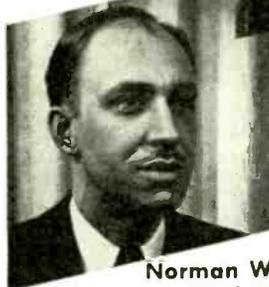
S. K. MacDonald
 1531 Spruce Street
 Philadelphia 2, Pa.



Bert Huvelman
 Instrument Sales
 325 W. Huron St.
 Chicago, Ill.



Jack Cota
 5 Ivy Street Bldg.
 Atlanta 3, Georgia



Norman W. Kathrinus
 1218 Olive Street
 St. Louis 3, Mo.



J. J. Perlmuth
 942 Maple Avenue
 Los Angeles 15, Calif.

SWAIN NELSON COMPANY

GLENVIEW

ILLINOIS



Dealer Newman believes heavy store traffic calls for accelerated selling methods.

RAPID DISC SALES

• Speed turnover and cut selling expenses to make more profits from selling records, suggests Irvin Newman, proprietor of the Newman Record Shop, 910 Chestnut St., Philadelphia, Pa.

To "needle" buying is especially important at Newman's establishment. The large amount of store traffic has made it a "must".

How to Speed Sales

To make record merchandising more than "only profitable," this retailer has geared his sales staff to rapid-fire selling. The results have proved to be very successful, and record sales are really booming.

"We are in business to sell discs at a profit, and not to hand them out to be played over and over again for long periods of time," declares this merchant. "In following our sales speed-up plan, we have cut down the amount of time it takes our customers to play platters in our three listening booths to about two per cent of each day's record playing time."

The establishment cuts the number of wasted disc demonstrations by placing record players on the counters. When a customer wishes to hear a recording, the disc is played at the counter for approximately a half to a full minute—unless the purchaser insists on hearing it longer.

Customers are not offended when only a portion of a record is played for them. Most purchasers—especially on popular discs—are content with hearing only a part of the

record, this dealer finds. Spending as little time as possible with some patrons enables the salesmen to devote their efforts to customers who need attention.

The three "disc stations" available to music lovers are for "limited use" only. Care is taken by the firm to prevent jitterbug fans and hepcats from monopolizing the use of listening booths.

In order to keep customers from entering booths with platters selected from the racks, a large sign is placed on the booth doors reading, "For Classical Record Hearings Only—Use Counter Machines for Others."

The record players on the counters are placed "strategically." Another advantage in using a counter record player, in addition to those previously mentioned, is that displays of record accessories are literally placed under the customer's nose!

"Music Menu"

A new sales wrinkle which is a boon to customers and helps to speed selections is the "music menu." The latest record releases are printed on each "menu," which is a 7 inch by 10 inch sheet of paper covered with celluloid for protection. A "menu" is placed on each of the store's three counters.

In large letters over the sheet music racks are worded "The Hit Parade," and then in numerical order are the nine music sheets that highlight the week's most popular tunes.

Burgess Has Special Package for Retailers

A new department-in-a-package has been developed by Burgess Battery Company for dealers, enabling them to supply the expanding hearing aid market with a minimum battery investment, and with a stock of only the types that are popular, fast-sellers.



New hearing aid battery display.

In line with the trend toward a broader distribution of hearing aid instruments, this new packaged assortment affords dealers a complete replacement service for all popular instruments in use. Packed in an attractive merchandiser that can be prominently displayed on the counter, the assortment includes 1½ volt "A" batteries in the three popular sizes, and both 33 and 45 volt "B" batteries. Also available for dealers are counter cards, window streamers, and newspaper mats, enabling them to identify their stores as headquarters for hearing aid batteries.

Complete details on this new promotion package can be secured from any Burgess distributor or from Burgess Battery Co., Freeport, Ill.

Stromberg's New Sets Shown in Brochure

The radio sales division of Stromberg-Carlson fired one of the big guns in its full-scale campaign to introduce its 1946 line of quality home radio receivers. The event was the coast-to-coast sending of sample copies of the company's new mailing piece to aid dealers in selling the line.

The 54-page sales help, with a pressed-board cover, printed in four glowing colors, simulates a record album. Each of the 19 set models in the extensive line is given a full page, true-to-life photograph and a complete description.

Clifford J. Hunt, manager of radio sales for the 51-year-old Rochester, N. Y., radio-telephone firm, described the new manual as "so handsome and vivid in its selling, that during my years as a radio dealer, I would have looked upon it as the next best thing to a working floor model. We are bending every effort to make today's production trickle of new sets the flood that all our dealers are begging for at the earliest possible moment."

A HIGHER PROFIT NOTE

WITH
ULTRATONE
PHONOGRAPHS

When you feature ULTRATONE Phonographs you offer your customers a musical instrument of guaranteed quality. Every ULTRATONE is backed by the R.M.A. warranty. That is your guarantee of full customer satisfaction.

You'll find an ULTRATONE model to fill every requirement. The line includes portables, table models, single record players and automatics.

COMPARE THE TONE of ULTRATONE with any other phonograph on the market. You'll marvel at the new brilliance and clearness. You'll marvel too, at the new exclusive DYNAMIC BASS BOOST. This ULTRATONE development automatically builds up the bass as the volume is decreased. This minimizes needle scratch and record distortions.

Create SATISFIED CUSTOMERS

WITH

ULTRATONE America's Finest
PHONOGRAPHS

NO RADIOS — PHONOGRAPHS EXCLUSIVELY

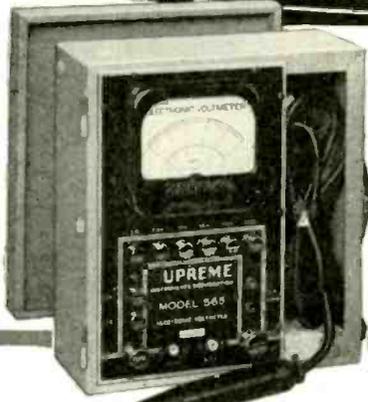
CONTACT YOUR DISTRIBUTOR OR WRITE DIRECT

Audio **INDUSTRIES**

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



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

FREQUENCY RANGE:
 Negligible frequency error from
 50 cycles to 100 megacycles.

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

SUPREME INSTRUMENTS CORPORATION GREENWOOD MISSISSIPPI

Genuine **DRAKE 100-Watt**
SOLDERING IRON

A GREAT Olson BUY!
 Perfect for general radio work.
 The element is wound with highest quality Nichrome on amber mica. Finished in fine gun-metal. Has 6-ft. cord and 3/8" plug-in tip. Underwriters Laboratories Approved.

\$2.49
 PLUS 15c
 POSTAGE

OLSON
10¢
SPECIAL

SPECIAL STAND INCLUDED FREE with each Iron!



This offer good only in U. S. A.

6-Inch
STEEL RULE
and Depth Gauge

Handy, accurate Tempered Steel pocket rule. Quick-reading 64th graduations. Pocket clip. A big dime's worth! (Send for our free catalog.)

MAIL TODAY



RADIO WAREHOUSE

73 E. Mill St., Dept. 12, Akron, Ohio

Send me — 100-watt Drake Soldering Iron(s) @ \$2.49 plus 15c postage.

Send me — Steel Rule and Depth Gauge(s) @ 10c. I enclose _____

NAME

ADDRESS

New Lear Sets Will Feature Tape Recording

One of the leaders in the development of wire recording for the home as well as for commercial and industrial uses, Lear, Inc., announces that its development work along recording lines has produced a better, less expensive method of recording on metal-impregnated tape which will be an exclusive feature of the Lear home radios. The announcement was made by William P. Lear, president of the company, who has been the main force behind his company's development along this line.

"Although our company has developed improvements in wire recording to such a degree that it was ready for general use by the public many months ago," Mr. Lear stated, "we did not stop our research and development work there. We kept on looking for better, less expensive, even more efficient recording methods, and we have come up with a tape recorder which will bring the Learecorder within the reach of more people because its original cost, and the cost of the recording tape, will be much less than that of wire recording."

Westinghouse Appointee

Appointment of Walter T. Baker, Jr., as eastern sales promotion manager of the Electric Appliance Division of the Westinghouse Electric Corp. is announced by W. H. Loeber, division manager.

Simpson Co. Expansion

Predicting big business in the sound equipment field for the next several years, Mark Simpson Mfg. Co., has launched its plans for expansion. The company is erecting a new 50,000 sq. ft. building in Long Island City, N. Y.

The construction program is the result of the excellent support that Masco products have received from the company's jobbers and field representatives, officials of the firm assert.

Radio Receptor Names 4

Radio Receptor Co., Inc., New York, manufacturer of radio and electronic equipment, has named Julian Loebenstein sales manager of its new selenium rectifier division.

Simultaneously with this announcement is the appointment of F. G. Harlow as Washington and Government representative of the firm.

Further appointments made by the company for the aforementioned division are the following sales agents: E. T. Turney, Jr., of Turney & Beale, Bayside, N. Y., for the New York metropolitan area, New Jersey and parts of Connecticut and Pennsylvania; J. E. Oliphant & Co., Marion, Ohio, for the western half of Pennsylvania, the western half of New York, Ohio, Indiana, Michigan, Kentucky, West Virginia, Tennessee and Virginia.

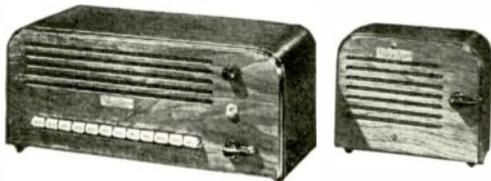


**BE SITTING ON
TOP OF THE WORLD**
- IN THE RICH INTER-COM MARKET
for
- YEARS TO COME

**With the Line of Inter-Com
That "Has Everything"**

Talk-A-Phone, the world's most advanced and complete line of inter-communication, is out in front to stay. There'll be no lag in leadership.

Made by the largest exclusive manufacturer of inter-com, Talk-A-Phone is a product of intensive specialization . . . of specialized skill and know-how. Specially trained electronic engineers constantly at work on new developments, aiming every effort toward an ever higher standard of excellence, are first with the latest improvements.



A rigid policy protects distributors' sales rights. Send for details and catalog listing a unit for every inter-com requirement. Be sitting on top of the world for years to come with inter-com that "Has Everything".

Talk-A-Phone Mfg. Co.
1512 So. Pulaski Rd. Chicago 23, Ill.

**WE'RE NOW
SHIPPING**

RESISTORS



● We are now shipping service type resistors from stock . . . no delays. You have learned to count on Ward Leonard Resistors for years. When Ward Leonard Resistors are used, the service man does not have to go back and redo a job because of resistor failure. Send for Resistor Bulletins today.

WARD LEONARD RELAYS • RESISTORS • RHEOSTATS
Radio and Electronic Distributor Division

WARD LEONARD ELECTRIC COMPANY
53C WEST JACKSON BLVD., CHICAGO, ILL.

Coming Events

- Feb. 25-28: Nat'l. Assn. of Home Builders Annual Convention, Hotel Stevens, Chicago.
- Apr. 8: NEMA Convention, Palmer House, Chicago.
- Apr. 6-13: New England new products show, Mechanics Bldg., Boston, Mass.
- Apr. 21-25: Nat'l. Elect. Wholesalers Assn., annual convention, Hotel Stevens, Chicago. (General session, Apr. 22.)
- Apr. 25-30: International Lighting Exposition, Hotel Stevens, Chicago.
- Apr. 26-May 27: Electrical Home Appliance Show, Will Rogers Memorial Coliseum, Fort Worth, Tex.
- Apr. 27: Products of Tomorrow Exposition, Coliseum, Chicago.
- May 4-11: New York New Products Show, Madison Square Garden, N. Y.
- May 12-17: Housewares Show, Atlantic City Auditorium, Atlantic City, N. J.
- May 13-16: Radio Parts & Electronic Equipment Show, Hotel Stevens.

Standard Transformer Promotes Blacklidge

The Standard Transformer Corp., Chicago, announces the promotion of James M. Blacklidge as general sales manager. Mr. Blacklidge brings to his new position a particularly able and varied background. For the past 9 years he has been associated with Stancor in a number of capacities, each of which grew in responsibility as the company developed. His operations as sales manager of the industrial division contributed greatly to Stancor's distinguished war production record.

Blacklidge is assisted by a newcomer to Stancor's distributor sales division, Earl T. Champion, who was associated with Centralab of Milwaukee and later became a well-known manufacturer's representative. Burt O. Anderson will continue to assist Mr. Blacklidge in the industrial division.

Hamilton Sales Manager



H. D. (Don) Murray, merchandising veteran, who has joined the Olympic division of Hamilton Radio Corp., New York, as its sales manager.

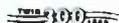
AMPHENOL

Leads



Greater Signal Strength
Low-Loss, High Efficiency
Tops in Weather Resistance

ELECTRICAL DATA

 Amphenol "Twin-Lead" Transmission Line is available in 300 ohm impedance value. BMA standardized on 300-ohm lead-in line for Television as the most efficient over broadband operation.

 Amphenol also supplies 150 ohm twin-lead to those interested in particular applications and experimental work.

 Designed especially for amateurs who operate in very narrow bands of frequency or one particular frequency. Ideal for dipoles with a nominal impedance of 72 ohms at the frequency for which they are cut.

Dielectric constant of Polyethylene—2.29. Capacities (mmf per ft.): "300"—5.8; "150"—10; "75"—19.

Velocity of propagation (approx.): "300"—82%; "150"—77%; "75"—69%

Power factor of Polyethylene—up to 1000 Mc—.0003 to .00045. Attenuation—FM and Television Band.

Megacycles	300-ohm		150-ohm		75-ohm	
	DB per 100 Ft.					
25	0.77	0.9	1.7			
30	0.88	1.03	2.0			
40	1.1	1.3	2.5			
60	1.45	1.8	3.4			
80	1.8	2.25	4.3			
100	2.1	2.7	5.0			
200	3.6	4.7	8.3			

Amphenol's "Twin-Lead" is a solid dielectric line that transmits signals from antenna to FM and Television receivers with extremely low loss. It's tough . . . inexpensive . . . easy to install . . . repels water . . . and is unaffected by acids, alkalies and oils because the dielectric is Amphenol Polyethylene.

In temperatures as low as -70°F. Twin-Lead Transmission Line stays flexible and does not become brittle after continuous aging in sunlight. In such outstanding qualities Amphenol's "Twin-Lead" is a wire of exceptional efficiency, life and utility.

AMERICAN PHENOLIC CORPORATION

Chicago 50, Illinois
 In Canada • Amphenol Limited • Toronto



U. H. F. Cables and Connectors • Conduit • Fittings
 Connectors (A-N, U. H. F., British) • Cable Assemblies
 • Radio • Antennas • Plastics for Industry

Attention: RADIO SERVICEMEN

Here is the new, Jensen Phonograph Needle Saleskit designed especially for the Radio Serviceman. It's colorful, compact and convenient—just the thing for slipping into the pocket and taking on service calls...a definite aid in demonstrating fine phonograph needles...the first real saleshelp ever offered exclusively to servicemen.



Now available at your jobber. WRITE TODAY for complete details and our better than usual discount to servicemen.

Contains 3 Jensen Concert Needles retailing at \$1 each and 3 Jensen Genuine Sapphire Needles at \$2.50 each. Install the needle that augments your work, assures full clear tone of the instruments you repair.

JENSEN INDUSTRIES, INC., 737 N. MICHIGAN AVE., CHICAGO 11, ILL.

NEW SOLDERING GUN

THE SPEED IRON*



Soldering Heat in 5 Seconds

Wherever you have a soldered joint in radio, electrical or electronic repair and service work, the Speed Iron will do the job faster and better.

The transformer principle gives high heat—in 5 seconds—after you press the trigger switch. Convenient to hold with a pistol grip handle, the compact dimensions of this new soldering tool permit you to get close to the

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

joint. The copper loop soldering tip permits working in tight spots. The heat is produced by the high current flowing through the soldering tip—permitting direct and fast transfer to the soldered connection.

If you want to save time on soldering jobs with a tool that is ready to use in 5 seconds, get a Speed Iron today. See your radio parts distributor or write direct.

WELLER MFG. CO.

516 NORTHAMPTON ST. • EASTON, PA.

20 Years Ago

From the February, 1926, Issue of *Radio Retailing*

"GOING TO THE HOME TO SELL SETS WILL SWELL SPRING SALES"—Headline.

SMALL TOWN RADIO DEALER finds big city methods are no good. Word-of-mouth is best "ad"; prompt service; quality rather than quantity radio stock important; taking his goods to the customer also essential for rural dealer.

"SPECIALIZED, PERSONALIZED SERVICE," Fundamental Reason Underlying Success. Make annual charge for service calls by giving "radio insurance policies."

"STOP PRICE WRECKING BY CUTTING OFF SOURCE OF SUPPLY"—The Maker or Distributor of Merchandise Can, Without Running Afoul of the Sherman Anti-Trust Law, Refuse to Deal With Customers Who Fail to Observe Suggested Resale Prices.

"WHAT'S NEW"—6-tube portable radio receiver; a universal socket designed to take all types of tubes; a rubber covered insulated screw; an ornamental reproducer shaped like a ship's clock; a flat window lead-in.

10-Year Disc Guarantee

The Gould-Moody Co., 395 Broadway, New York, announces a 10-year guarantee on all its professional quality "Black Seal" aluminum instantaneous recording blanks.

These improved quality blanks are offered at no increase in price. As a result of technological advancements, broadcast stations, recording studios and all users of recording blanks are assured that neither atmospheric conditions and changes, moisture and dampness, nor old age will have any detrimental effects on blanks bearing the "Black Seal" label, say company officials.

Wood Appointed by GE

Walter D. Wood has been appointed assistant to the manager of the appliance distributing branches of the General Electric Co. It has been announced by P. A. Tilley, manager of the branches.

Galvin Toy Handie Talkie



Galvin Mfg. Corp., Chicago, announces its new all-plastic toy "Handie Talkie" which is an exact replica of the original Motorola product.

Large Order Backlog Announced by Zenith

With more than 400 representatives from 76 distributors in attendance, Zenith Radio Corp., has completed a 3 day showing to its wholesale distributors of the new Zenith postwar radios, and has accepted orders that will keep its factories humming for several months, it is announced by H. C. Bonfig, vice-president in charge of household radio.

Bonfig stated that Zenith was tooled up and ready to begin production 2 weeks after V-J Day.

"We had a complete line of new radios that were designed during the war years by our engineers," he said. "However, we were so completely stymied by the shortage of materials and essential parts that it is only now we are able to begin production.

"For this reason," he continued, "we displayed and took orders on only 26 of the 62 models which comprise our full line, and limited orders on these 26 models to \$20,000,000 for delivery in the next 6 months. When materials become available to put our full line into production, we expect to receive a substantial increase beyond the total of \$57,000,000 for household radios that were ordered from us before the material shortage restricted output."

Bonfig said that the orders accepted included only household radios for the domestic market, and were in addition to requests for \$15,000,000 worth of automobile radio sets received from motor car manufacturers, and a substantial and growing volume of orders for household radio sets for export.

Groener District Manager

The appointment of Kurt Groener as Cleveland district manager for RADIO & Television RETAILING, is announced.

Mr. Groener has been identified with radio and electrical appliance trade publications for over 10 years throughout the Middle West. He knows the problems of merchandising and distribution from first-hand selling experience, and is well qualified to give efficient cooperation.

He will cover Ohio and eastern Michigan from 1210 Citizens Bldg., (Main 8270).

Hamilton Head Sees Big Production on Way

Gradual clarification of the radio pricing situation assures early resumption of parts receipts in volume, with coincident expansion of the Hamilton Radio Corporation's production of radio receiving sets to a level compatible with the representations made to its more than 5,000 retail dealers throughout the country, Adolphe A. Juviler, president, of the New York firm states in a letter to stockholders.

"Although Hamilton was prepared, following the termination of war contracts, to resume civilian production without cessation of operations," Mr. Juviler explained, "output of radio receiving sets for the commercial market necessarily was restricted, throughout the final 1945 quarter, by the uncertainties occasioned by delayed component shipments by suppliers, governmental pricing policies and other factors."

Esterly With Minerva

H. B. Esterly formerly Chief of the Domestic and Foreign Branch of the Radio and Radar Division of the WPB has been appointed sales manager of the Minerva Radio Corp., with offices in New York City.

Company officials say that Mr. Esterly's long and varied experiences in radio and his knowledge of the trade makes it possible to bring to Minerva the background so necessary to promote and merchandise their product. He will shortly announce the plans for nation wide sale of Minerva radios and accessories.

Hallcrafters Set "Flies"

A Hallcrafters radio receiver was part of the cargo which was carried on the giant American Airlines' Flagship "Chicago" on the flight which inaugurated regular passenger service between Chicago and London.

The receiver, designed for both standard broadcast and short wave reception, is the company's S-20-R model.

Rejoins Bell Sound



Major H. H. "Pete" Seay, Jr., has returned to Bell Sound Systems, Inc., Columbus, Ohio, as executive vice-president and general mgr.



**High-Voltage
CONTROLS**

The High-Voltage Coupler feature can now be had with Clarostat composition-element or wire-wound controls.

★

Available in 3,000 or 10,000 volt breakdown test rating between control proper and its shaft and mounting.

★

Neat. Unit mounts as readily as usual control. And it's SAFE where high voltages are involved.

★

Just the thing for those high-voltage circuits such as in oscillographs and television receivers.

★

Postwar Catalog . . .

The High-Voltage Coupler feature is only one of the new items for postwar servicing and equipment building, to be found in the Clarostat Postwar Catalog. Ask our jobber for a copy—or write us direct.



CLAROSTAT MFG. CO., Inc. • 285-7 N. 6th St., Brooklyn, N. Y.

Radio-Appliance Retailers Ready Stores for New Stocks

Modernization, Pepped-Up Sales Forces Planned

Building Business:—Montierth Radio, 602 Main St., Safford Ariz., has been placed in "merchandising shape" by its owner, L. S. Montierth. To keep servicing at a high level also, he has moved the maintenance section along a side of the store easily seen from the street.

• • •

New Illinois Store:—A. Weinberg established himself in the radio business in Bensenville, Ill., recently. Window placards and newspaper advertising are being used to solicit trade.

• • •

Keeps Customer Contact:—Irving J. Tolzien, proprietor of Tolzien Music Co., Amarillo, Tex., conducts a personalized "merchandise-arrival" news letter plan for those customers who make serious inquiries regarding new goods. No orders or deposits are accepted. This merchant has done a fine sales job with record players, and amplifiers for musical instruments and public address systems.

• • •

Sales Plan for Trade-Ins:—Walter and Frank Drew believe they may have an answer to the trade-in problem. These brothers and partners of Drew's have leased a separate store in which to sell secondhand goods only.

These Kansas City, Kans., dealers feel that separate quarters to display used goods is the only solution to the trade-in headache. Salesmen trained in selling used radios, radio-phonograph combinations, etc., will be employed to dispose of the goods at a profit.

Window displays will be devoted solely to showing better merchandise received in trade. Technicians charged with putting used items in first class shape will utilize the basement of the store.

"Most radio retailers," said Walter Drew, "will find trade-ins to be a big problem. Unless they promote the sale of these goods actively, they may discover these items piling up on them."

Record Sales Boom:—A year ago, the Sabbath Store, 7633 W. Grand Ave., Chicago, Ill., installed a record department in one corner of this store. Today the disc section requires the full time employment of two salesmen to take care of the large demand for platters.

Sheet music is also sold and has been found to tie in very well with record sales. Customers frequently buy the same title both in discs and sheet music.

• • •

Set For More Sales:—Modern Radio Service, 10 E. Colorado Ave., Colorado Springs, Colo., has expanded into the adjacent building and has completely remodeled the interior for an elaborate display of new radios and electrical appliances.

The new sales room will include a half-dozen of the latest type island and wall displays. These units will be used among the nine lines of radios which the firm will carry, and a complete assortment of home appliances. Walter Ament is head of the firm. He has designed the bright new store according to the sales and service needs of 1946.

• • •

Formula for Profit:—John J. Bagliani, owner of the Radio Electric Service Co., located on busy Howard St. in Baltimore, Md., is now occupying his own four-story building. This retailer's motto, "Courtesy Always Pays", is one of the reasons responsible for his profitable operation.

• • •

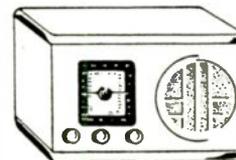
New Sources of Cash:—Here's a new source of profits for radio dealers and technicians. Nesbitt's Radio Shop, 308 Broadway, Lawrence, Mass., William T. Nesbitt, owner, gets additional income from servicing such electronic devices as dye testers, moisture testers, photometers, etc., for shoe manufacturing and textile plants in this area.

Nesbitt sees an increasing demand for maintenance of electrical equipment for factories.



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

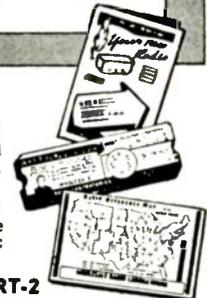
Cat. No. 16-439



Handles AC DC Voltmeter, DC Milliammeter, high and low range Ohmmeter. 3" meter with sturdy D'Aronsva movement. Size 5 1/2 x 8 x 3 1/4.

Exclusive at WRL!

Our latest flyer . . . 12 page V-J edition of merchandise and radio values. FREE.
Handy Tube-Base Calculator . . . 25c
Grant Radio Reference Map, 3 1/2 x 4 1/2 ft. . . 15c



MAIL TODAY RT-2

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**



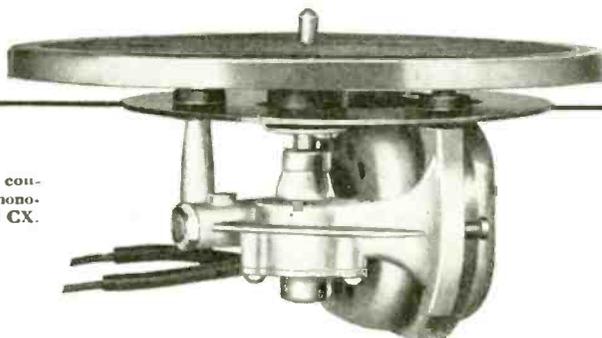
MANUFACTURERS OF RADIO, ELECTRICAL
AND ELECTRONIC COMPONENTS

VOKAR Corporation

7300 HURON RIVER DRIVE · DEXTER, MICHIGAN

READY... ON THE DOWN BEAT!

General Industries constant-speed electric phonograph motor—Model CX.



Grand opera, swing or sweet music is recorded or played back with equal fidelity on General Industries phonograph mechanisms. They're always ready for the down beat with instant starting and fast pickup.

That's because they're driven by those velvety, *Smooth Power* motors, and because every detail of manufacture is carefully watched.

General Industries turntable motors, recorder assemblies and

combination record-changer recorders will, as always, bring outstanding satisfaction to you and your customers.



THE
GI GENERAL INDUSTRIES
COMPANY
DEPT. M ELYRIA, O.

Presents Lear Radio



Nate Hast, left, merchandise manager, home radio division, Lear, Inc., gives one of the first new sets to screen star Orson Welles.

Show Westinghouse Line

Sixteen variations of the Westinghouse Electric Corp's nine original post-war radio receivers were featured in the home radio divisions exhibit in the National Home Furniture Show in Chicago.

To be added to this permanent exhibit as the line is expanded during the year will be a broad variety of standard band, shortwave, FM and television sets in a sweeping range of styles and prices according to Harold B. Donley, division manager.

Allen Sales Manager Mitchell Tru-Ad Div.

The Tru-Ad Division of the Mitchell Manufacturing Co., Los Angeles, announces the appointment of Clyde E. Allen as sales manager for the entire Pacific Coast area served by the Los Angeles plant.

Allen is a veteran sales and merchandising executive in the electrical industry, having served in important managerial posts with such firms as Graybar Electric Co. Inc., Edison Electric Co. (Hotpoint) and the Electric Kitchen Appliance Co., all of San Francisco.

If Radio Repairmen Ever Struck

Editor, RADIO & Television RETAILING:

I've regusted with radio. Particularly with the way the radio repairman takes it on the chin. The repairman is like the man who holds up several men in an act done by acrobats. But even the repairman isn't aware of this fact.

I wonder what would happen if the radio repairmen all went out on strike. How many radios would be sold... then?

But the boys are so busy nursing their petty jealousies, so busy knocking each other, that they are too blind to see how powerful and important they'd be... if they worked together.

N. H. SILVERMAN
Wilmington, Calif.

New York Electric-Gas Group Elects Officers

H. C. Calahan, general representative, General Electric Supply Corporation, was elected president of the Electrical and Gas Association of New York Inc. at its annual meeting.

Other officers elected were: First vice-president, T. H. Joseph, president, E-J Electric Installation Co.; second vice-president, James Boyd, eastern district manager, Westinghouse Electric Corp.; third vice-president, J. W. Walter, president, John W. Walter, Inc.; fourth vice-president, J. M. Winer, president, Dynamic Electronics-New York Inc.; treasurer, James A. Sackett, sales manager, Kings County Lighting Company; secretary, C. A. Norton, sales manager, Pierce Laboratory Inc.; and assistant secretary, H. A. Olson, manager, Atlantic Sales district lamp dept., General Electric Company.

Wells Vice-President

Announcement has been made by E. B. Ingraham, president of Western Merchandise Distributors, Inc., Buffalo, N. Y. distributors of Columbia Records, Crosley and Universal Products, as well as many other leading electrical and houseware lines, in that area of the election of Les Wells as vice-president of the Company.

Mr. Wells has been manager of the Company for the past 5 years and has also held the office of treasurer. He was formerly employed by the Westinghouse Electric & Mfg. Company in the merchandising department in New York.

Joins Philharmonic

Theodore Karlin, who has been associated with such firms as ECA, Bendix, Emerson and Pilot, has joined New York's Philharmonic Radio Corp., as director of purchases.

"Back Door" Selling Evil

Editor,
RADIO & TELEVISION RETAILING

I just received one of your mailing pieces and note that RADIO & Television RETAILING'S great new program is built around information you secured from 27,000 readers. In these readers' opinions and suggestions I am wondering if many called attention to various radio and appliance distributors selling to individuals who are not authorized dealers.

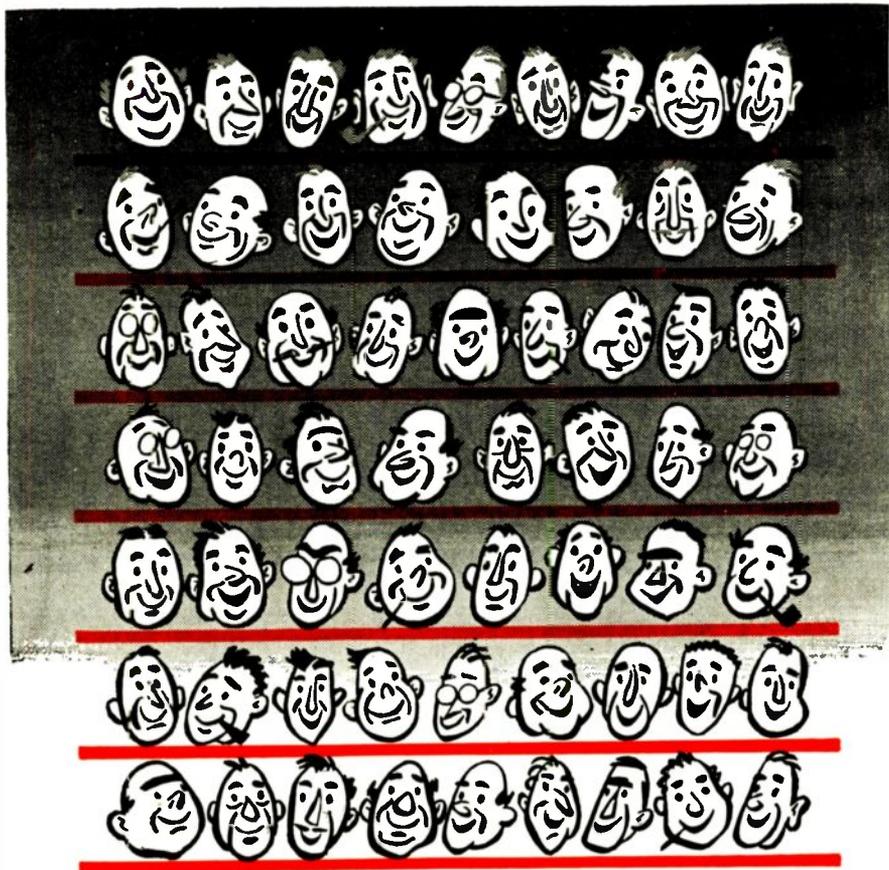
What I have reference to is that certain distributors handling numerous lines including electric wire, switches, hardware etc., will sell direct to industrial buyers the latter mentioned items, and if any one of these buyers wishes to buy radios, small appliances and even in some instances refrigerators, said distributor will sell him at forty to fifty per cent discount. Also, he can buy such items for as many of his employees as he desires.

Just this week I contacted a St. Louis manufacturer who makes automotive parts. I talked with one of his foremen on appliances. I was told that the salesman who sells them various hardware materials, wire, switches, light bulbs, etc., can "fix him up" at 40 per cent discount. I could cite many other similar cases.

This sort of practice is a grave injustice to the legitimate radio and appliance dealer. I believe your magazine could do much towards promoting a STOP to this practice.

MISSOURI DEALER

EDITOR'S NOTE: Thanks, Missouri Dealer. This publication has consistently attacked the practice of "back-door" selling, and has received splendid cooperation from reputable distributors all over the country who are making every endeavor to stamp out wholesale-at-retail selling.



the Stamford **60**

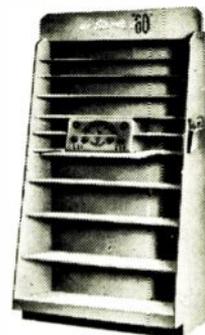
. . . your customers will look for these new faces on your shelves!

Advertising in leading service papers is talking up this line of tried and tested transformers. Scour the market if you wish, you'll find transformers almost as accurate . . . almost as well built, but none quite like the Stamford "60".

prepare now . . . we've got a complete promotional tie-in program ready for alert jobbers. Listen to our reps story, or write Stamford Electric Products Company, Inc., Stamford, Conn.

stamford
Transformers

THE STAMFORD DISPENSER



Copyright 1946, Stamford Electric Products Co., Inc.



New ATLAS
"Hi-Conversion"
Re-entrant Speakers

Portrait of Progress

Under ordinary circumstances, progress is slow. Wartime urgency speeds it amazingly! War-time experience, providing that "Extra Margin" of efficiency, is now available for commercial peace-time application. Atlas Sound Equipment is completely redesigned and restyled, incorporating every modern improvement evolving from War's research and proving ground . . . your guarantee of modern, up-to-the-minute performance!

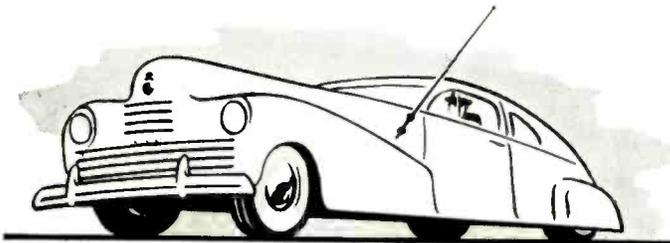
ATLAS SOUND
CORPORATION

1451 39th Street Brooklyn 18, New York

Where lasting appearance counts . . .

SNYDER

Antennas



SNYDER
MANUFACTURING COMPANY
PHILADELPHIA

MANUFACTURERS . . . START TO FINISH

Merchandising Problems

Interviews with thousands of bank depositors indicate that the majority of people expect to hold on to most of their dollars until real—not merely interim—postwar products are introduced. They have taken manufacturers' promises of "wonder products born of war" at face value and have adopted a wait-and-see attitude.

In a brochure titled "The No. 1 Challenge to Postwar Enterprise," Lightfoot Affiliates, New York and Washington industrial promotion organization, point out that all businesses must therefore plan for the most intensely competitive battle for markets in commercial history. Warning that supply in many industries will catch up with demand far sooner than anticipated, partly due to the advent of newcomers in virtually all fields with vastly increased manufacturing facilities, the treatise also point out that less than half of all families are more prosperous today than before the war—that whatever major buying decisions they make must be predicated on anticipated earnings.

Copies will be mailed gratis to executives addressing the Lightfoot headquarters, 1 East 54th Street, New York 22, N. Y.

Templetone Sales Head

Announcement is made by Oscar Dane, president of Templetone Radio Mfg. Corp., New London, Conn., of the appointment of S. A. Kelsey, formerly director of distribution, as sales manager.



Sales executive Kelsey

"S. A.", or Si as he is known to his friends, needs little introduction throughout the radio and appliance fields. As sales manager of the Connecticut Electrical Contracting Co., as district manager and utilities representative on advertising and resale of Nash Kelvinator, and as eastern division manager of Bendix Home Appliances, Inc. he set an enviable record of accomplishment.

During the early days of the war he was in charge of all expediting, purchasing and sub-contracting for the Precision Mfg. Co., and before joining Templetone was engaged as an industrial specialist by the WPB.

Slasor Inspects New Refrigerator



F. M. Slasor, manager, refrigerator sales, Edison General Electric Appliance company, examines high-humidity storage compartment in Hot-point Doric EB-7 refrigerator, first model made since 1942.

New Catalog Section

The American Phenolic Corp. of Chicago has released a new Section "D" for the Amphenol complete catalog, describing 26 different types of RG Cables and also many companion High Frequency Connectors for U.H.F. and electronic applications. Available free to engineers, electronic maintenance men and experimenters. Write American Phenolic Corp., 1830 South 54th Ave., Chicago 50, Ill.

The book is illustrated with drawings and photographs as well as graphical data on electrolytic capacitors.

The Electrolytic Capacitor

By A. M. Georgiev. Published by Murray Hill Books, Inc., New York, Price \$3.00, 191 Pages.

This book on the theory of electrolytic capacitors, the manufacturing processes, the technical features and a bibliography is planned to be of value to engineers concerned with the design and manufacture of these units as well as the group of engineers and maintenance men concerned with the equipment in which capacitors of this type are used.

Chapters Described

Chapters in this book include descriptions of the electrodes and electrode materials, dielectric film from practical and theoretical considerations, filming electrolytic, the filming process, the etching of electrodes, the winding of capacitor sections, the container and vent, special tests for electrolytic capacitors, some of the uses of electrolytic capacitors. A glossary of electrolytic

capacitor terms, a bibliography of technical articles on this type of capacitor, and important U. S. patents by numbers and inventors are also included in this book for reference value.

Texas Dealer's Views on Customers in His Area

EDITOR, RADIO & Television RETAILING:

Your new magazine is really an improvement! If only through its contents you will continue to exert influence in correcting the "war-born ills" which have developed, you will have increased the size and improved the *insides* of another great public servant.

Personally, I am one of the little fellows in the radio business. However, any sound tree will grow if properly nurtured—and bear fruit. I have a large acquaintance in a large county. I know well the minds of many people, and that includes people of many types. Some may be a bit dishonest themselves, although never admitting it, but they certainly dislike dishonesty in others. My own motto is, "In All Ways, Treat the Other Fellow Right, and Prevent Him from Treating Me Wrong". That way we get along.

The radio sales and service business is like most everything else—all confused at present. However, there are many good signs, and a few distracting ones. To say one can diagnose the situation is to boast of too much wisdom. But there are signs. A large part of the public wants small radios and table model radio-phonograph combinations. Many may want larger sets. The demand for small receivers seems to be caused by a combination of families living in crowded apartments, and the feeling that FM and television are on the way. These are my opinions gathered from "just folks".

D. SOUTH TRAVIS

Travis Radio Service
421 West Pecan
Sherman, Tex.

District Manager



Gene Henry has been named a district manager of American Central Mfg. Co., Connersville, Ind., with headquarters in Atlanta, Ga., it is announced by C. Fred Hastings, genl. mgr.

DEPENDABLE MUTER PRODUCTS * DEPENDABLE MUTER PRODUCTS



DEPENDABLE MUTER PRODUCTS

**Manufacturers
of Component parts for
the Radio, Electronic
and Communications
Industries**



THE MUTER CO.
1255 South Michigan Avenue
Chicago, U. S. A.

MUTER PRODUCTS * DEPENDABLE MUTER PRODUCTS * DEPENDABLE

Bagshaw's
NEEDLES
FAMOUS SINCE 1892
for Better Record Performance



Above is illustrated the nationally identified envelope containing the shadowgraphed playback needle preferred by professionals. Just one of a most complete line, for cutting and playback . . . each stylus purposefully built to vindicate the fine old BAG-SHAW slogan:—

After all . . . you can't beat the BEST!

H. W. ACTON CO., INC.
SOLE DISTRIBUTOR
370 SEVENTH AVENUE NEW YORK 1, N. Y.

RADIO Television RETAILING



- reaches more independent dealers than any other radio - electrical trade magazine (24,000 out of 27,000 total circulation).
- has more paid circulation than all other radio trade magazines combined.
- FIRST for 20 years.

Caldwell-Clements, Inc.
480 Lexington Avenue
New York 17 PL. 3-1340

Clarion Plans Dealer Helps, Ad Campaign

Compelling advertising messages featuring the advanced new Clarion radios and radio-phonographs will be delivered directly to the homes of potential purchasers in the first six months of 1946, according to Lynn A. Saylor, Clarion advertising and sales promotion manager.

Leading national magazines and other publications of wide circulation will carry the ads which have been designed to establish Clarion as the radio of "pre-proved performance," featuring audibel rating.

Distributors and dealers will be informed about Clarion products, promotions and policies through extensive advertising to appear in lengthy list of trade publications.

Reau Kemp, sales manager, has advised distributors and dealers that Clarion will not consider the sale of a single radio set at the factory, as having been completed, until it has moved from the dealer's store into the hands of the consumer and that Clarion will depend upon sales promotion, and merchandising aids as well as advertising to accomplish this objective.

Effective point-of-sales helps, including colorful displays, backgrounds, banners, pennants and printed literature, will be available to every Clarion dealer. Many of the promotional items are now ready for shipment, including a handsome 5-color, three-piece display for window or store interior.

Merrels With Segal

The Henry P. Segal Company, manufacturers' representatives and field engineers located at 143 Newbury St., Boston, Mass., announces the appointment of F. Price Merrels to its staff.

Mr. Merrels attended Yale University and has been honorably discharged from the U. S. Navy after 5 years of service, during which time he received thorough training in the practical applications of radio and electronics.

He will be located at the Connecticut branch of the Segal organization with offices at 179 Kenyon St., Hartford (Tel.: 30700), and will represent it in western Massachusetts, Connecticut, Vermont and eastern New York State.

Heads Wholesale Firm

C. Taylor Wettlaufer has been elected president of the H. D. Taylor Company, Buffalo, N. Y., succeeding his father, Dr. Conrad E. Wettlaufer, who becomes chairman of the board of directors and treasurer of the well-known Empire State distributing organization. The new president was recently discharged from the Army Air Forces with the rank of major, after three and a half years of service, of which two and a half years was spent overseas.

The H. D. Taylor Company, with a background of 113 years in the field of wholesale distribution, serves as area distributors for a number of important lines of household appliances, including Stromberg-Carlson radio receivers, Estate ranges and Coolerator electric refrigerators. The firm maintains branches in Niagara Falls, N. Y. and Erie, Pa.

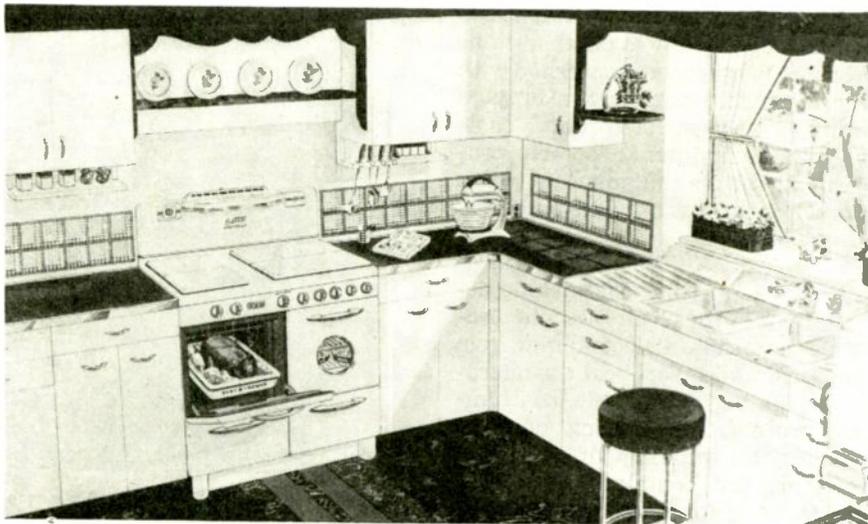
Garod Head Sees Big 1946

Max Weintraub, president of Garod Radio Corp., Brooklyn, N. Y., whose organization begins its 24th year, predicts, "Barring unforeseen events, 1946 should be a banner year. As a matter of fact, most people are making the stock statement that 'the public will buy anything and everything we make'. However, I would like to add a word to this type of thinking.

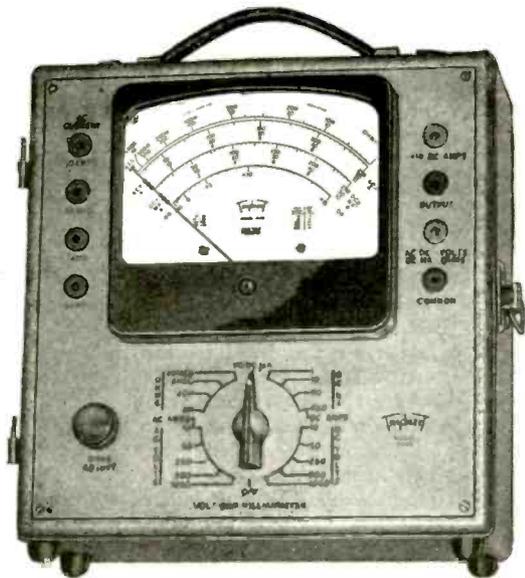
"While the demand for radios may be terrific in the coming months, manufacturers will be making a serious mistake if they attempt to sacrifice quality for the sake of volume.

"We of Garod do not intend to rush headlong into a race to try to outdo every other manufacturer in quantity. Although we will operate at full capacity, we will insist that every set manufactured will be the finest we can possibly make."

Estate Presents "Dreamlined" Kitchens



One of three kitchen designs by Henry Wilder for Estate Stove Co. These designs, in color, are reproduced in 20" x 25" size, mounted and framed for use on dealers' walls and in windows.



MODEL 2405 Volt-Ohm-Milliammeter

25,000 OHMS PER VOLT D.C.



SPECIFICATIONS

NEW "SQUARE LINE" metal case, attractive tan "hammered" baked-on enamel, brown trim.

■ **PLUG-IN RECTIFIER**—replacement in case of overloading is as simple as changing radio tube.

■ **READABILITY**—the most readable of all Volt-Ohm-Milliammeter scales—5.6 inches long at top arc.

■ **RED-DOT LIFETIME GUARANTEE** on 6" instrument protects against defects in workmanship and material.

NEW ENGINEERING • NEW DESIGN • NEW RANGES 30 RANGES

Voltage: 5 D.C. 0-10-50-250-500-1000 at 25000 ohms per volt.

5 A.C. 0-10-50-250-500-1000 at 1000 ohms per volt.

Current: 4 A.C. 0-.5-1-5-10 amp.

6 D.C. 0-50 microamperes—0-1-10-50-250 milliamperes—0-10 amperes.

4 Resistance 0-4000-40,000 ohms—4-40 megohms.

6 Decibel -10 to +15, +29, +43, +49, +55

Output Condenser in series with A.C. volt ranges.

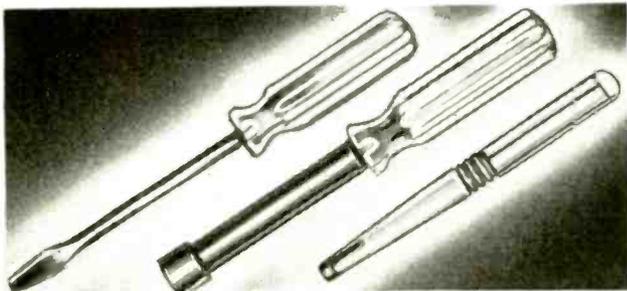
Model 2400 is similar but has D.C. volts Ranges at 5000 ohms per volt.

Write for complete description

Triplet

ELECTRICAL INSTRUMENT CO.

BLUFFTON, OHIO.



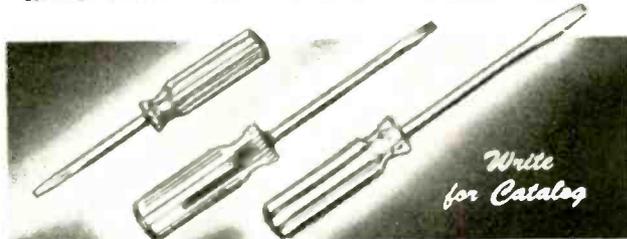
For every production line need... for factory maintenance... to speed repairs... to satisfy every employee requirement in a host of industries... there's a

VACO Shock-Proof, Break-Proof
AMBERYL HANDLE SCREW DRIVER. 173 TYPES.

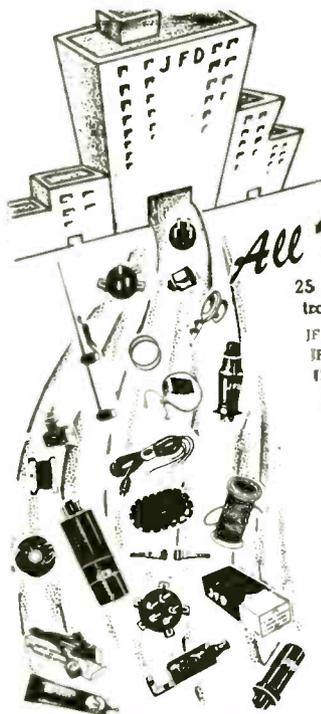
VACO
PRODUCTS CO.

317 E. ONTARIO ST. • CHICAGO II, ILL.

Canadian Warehouse: 560 KING STREET, WEST • TORONTO 2, ONTARIO



Write
for Catalog



All Under One Roof

WE manufacture over 25 different lines for the Radio service trade and are prepared to ship

- JFD "SOCKETTE" RADIO TUBE ADAPTERS
- JFD EXACT DUPLICATE BALLAST TUBES
- JFD PHOSPHOR BRONZE DIAL CABLE
- JFD BATTERY ADAPTER HARNESSSES
- JFD ADJUSTABLE BALLAST TUBES
- JFD RESISTANCE CORD ADAPTERS
- JFD PHONO ADAPTER SWITCHES
- JFD MICROPHONE CONNECTORS
- JFD MIDGET JACKS & PLUGS
- JFD PHONOGRAPH NEEDLES
- JFD RESISTANCE CORDS
- JFD AC SERVICE CORDS
- JFD TOGGLE SWITCHES
- JFD AUTO CONDENSERS
- JFD SPEAKER CEMENT
- JFD ANTENNA LOOPS
- JFD AUTO ANTENNAS
- JFD BATTERY PLUGS
- JFD TUBE SHIELDS
- JFD RADIO WIRE
- JFD SUPPRESSORS
- JFD DIAL BELTS
- JFD DIAL CORD

WRITE FOR LITERATURE ON ANY OF THESE UNEXCELLED PRODUCTS

Serving the radio trade since 1929

J.F.D. MANUFACTURING CO. 4111 FT. HAMILTON PARKWAY
BROOKLYN 19, N. Y.

EXTRA PROFITS

in Phonograph Needles

Big demand right now . . . and later, as new radios come on market. Get a good stock NOW. We are headquarters for the best.

50% DISCOUNT ON FULL CARDS

Garod Needles to retail at
50c, \$1.00, \$1.50

Walco Floating Jewel, retail..... \$2.50

Duotone Needles, retail 25c to \$5.00

Phansteihl Needles, retail..... \$1.50

Bennett Needles, retail \$1.00, \$1.50

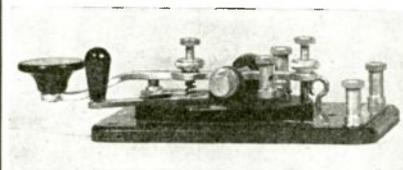
Order a card of each, then you'll be sure to have just what your customers want.

Write for Literature

Everything in Radio, Television, and Sound Equipment, including parts and supplies. Get our latest price list and save money.

Lifetime
SOUND EQUIP. CO., Dept. TV-2
911-913 JEFFERSON AVE., TOLEDO 2, OHIO

IMMEDIATE DELIVERY! Signal Corps TELEGRAPH KEY



Genuine U. S. Signal Corps key with switch to close contacts, polished durable enameled metal base mounted on a bakelite base, key lever is nickel-plated, brass-silver contacts; packed in new, original boxes. Shipping weight, 1 lb. 10 for \$8.50 **95c** ea.

Army-Navy Type HEADPHONES



Type HS-23
Save up to 70% on genuine U. S. Signal Corps headphones. These are the better \$10.00 headphones for only \$2.95. Leather-covered headband, detachable rubber cushions, lightweight construction, impedance 8000 **\$2.95** ohms. Ea. plus shipping charges

Write for our illustrated literature featuring all types of radio parts. Order from your jobber or write direct.

Dept. B.

ARROW RADIO CO.
2205 W. Division St., Chicago 22, Ill.

Promoted by Navy



U. S. Navy has promoted Francis W. Hackett to Comdr., USNR. He is well-known in the appliance field, and plans to open new stores on the Pacific Coast.

Duotone Expands; Will Build New Plant

In an effort to keep pace with its mounting orders, the Duotone Company, New York, will increase its factory space for the manufacture of aluminum and glass base recording blanks by more than 12,000 square feet when it adds a new plant now under construction at Merrick, New York.

The structure will be of brick and block construction, incorporating the most modern features designed for maintaining a high degree of work efficiency. Located on a plot containing more than 40,000 square feet, the building can be expanded harmoniously as additional floor space is needed.

Stephen Nester, president of Duotone, emphasized that the new building will not replace any existing plant but will operate to augment production of the present Duodisc plant. The new plant, he said, should be completed this spring.

In addition to recording blanks, Duotone produces "Star" Sapphire, precious metal and cactus phonograph needles, transcription needles, record preserver and record cutting heads.

Halpin Sees Big Tele Set Demand in New England

RCA Victor radio distributors and dealers in the New England area, meeting in Providence, R. I., heard Dan D. Halpin, RCA Victor television sales representative declare that New England will provide one of the greatest sales areas for television receivers in the country.

Pointing out that the A.T.&T. coaxial cable system extends through Providence to Boston, Halpin said that with the completion of the circuit early in 1947 a market of 200,000 wired homes is opened to television sales. The coaxial cable will make Providence, along with Washington, Philadelphia, New York, Boston, and Schenectady, one of the links in the nation's first television network.

Three applications for television transmitters to be erected in Providence have already been filed with FCC., Halpin said, indicating that local broadcasters are fully aware of the medium's tremendous possibilities.

Joins Appliance Firm

B. C. Neece, vice-president in charge of sales at Landers, Frary & Clark, New Britain, Conn., announces the appointment of Charles Edward Buchanan of Atlanta, Georgia as sales representative in the major appliance division.

Recently discharged after serving as a major in the United States Army, Mr. Buchanan was formerly connected with the Georgia Power Company. In his new position Mr. Buchanan will represent Universal Products in Georgia and Florida.

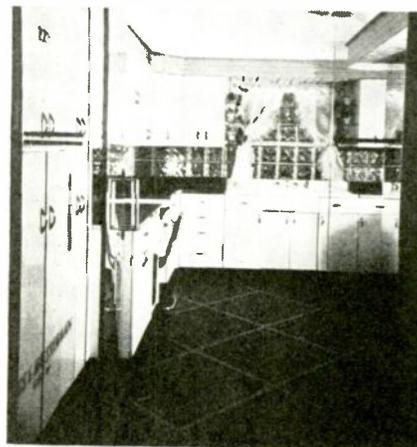
GE Names Roark Musaphonic Sales Manager

Grady L. Roark has been appointed sales manager of Musaphonic receivers for the General Electric Co.'s receiver division, according to an announcement by Paul L. Chamberlain, manager of sales for the division. He will have his headquarters at the Bridgeport plant.

Mr. Roark succeeds W. Hayes Clarke who has been made sales manager of equipment tubes for the GE tube division.

A native of Oklahoma City, Okla., Mr. Roark has been associated with General Electric in various sales, customer relations and manufacturing capacities since 1933, except for a few months in 1945 when he served as merchandise manager with W. R. Grace & Co.

Kitchen Display



Weiss and Besserman, New York, distributors of Youngstown Kitchens, feature cabinet sinks and base and wall cabinets.

Hoffman Appointee

Neal Benjamin Milnes has been made property and maintenance manager of the five local plants of the Hoffman Radio Corp., Los Angeles, according to announcement made by President H. Leslie Hoffman.

Named Majestic Radio Assistant Sales Manager

Appointment of Carlos V. del Mercado as assistant sales manager of Majestic Radio & Television Corp., St. Charles, Ill., is announced by E. A. Tracey, president of the company. Mr. del Mercado, who has been associated with the radio industry for almost 20 years, has been Majestic's export manager for several years.

In announcing the appointment, Mr. Tracey said, "Mr. del Mercado brings to our domestic operation the radio merchandising knowledge which has characterized his work in the export field. His ability to gauge the market as to design and price requirements, and to create merchandising promotions to fit a changing market will prove a valuable contribution to Majestic's sales plans and activities."

In his new capacity, Mr. del Mercado will work closely with Parker H. Erickson, sales manager, in the formulation and administration of Majestic's sales policies.

Joins Estate Stove Co.

Walter S. Rowe, merchandising manager of The Estate Stove Co., Hamilton, Ohio, has announced the appointment of A. M. ("Max") Wyman, to the position of assistant advertising manager.

Mr. Wyman's experience, before coming with Estate, included sales and advertis-

ing work for a large oil company and a leading finance company. For over three years he conducted his own advertising agency in Lima, Ohio. During the three war years he did important war work with the Lima plant of Westinghouse.

New "National" Radio

The production of a new receiver known as the NC-46 is announced by W. A. Ready, president of the National Company of Malden, Mass., who said the production schedules are expected to be sharply increased in February.

The NC-46, a 10-tube superheterodyne combining capable performance with low price, is a marked improvement over the NC-45 models which National built before the war, according to company officials.

Returns to N. Y. Jobber

Recently returned from the armed services to Harrison Radio Corp., electronic equipment and parts distributor, 12 West Broadway, New York, N. Y., Charles T. Sarneck again assumes position as assistant manager, it is announced by William E. Harrison, president.

Mr. Sarneck's experience in communications was utilized in Army assignments as wire chief and in radio operations. He wore the patch of the Ninth Air Force two and one-half years, eighteen months of which he served in the European theatre of operations.

New Phila Jobber Firm

Matthew Slap, son of the late Albert J. Slap, and Harry Lasky announce a partnership for the wholesale distribution of major and small electrical appliances with showrooms and warehouse at 2530 North Broad St., Philadelphia.

Lasky has been active for more than twenty-five years as sales representative of two leading appliance distributors in this area.

Matthew Slap was associated with Raymond Rosen & Company for more than 5 years in various departments, and most recently as sales manager of the small appliance division. His late father was a partner and general manager of the Rosen firm from 1927 until his death last April.

Slap and Lasky are exclusive distributors for Temple radio, Vogue appliances, Hytron tubes, Usalite flashlights, International oil heaters, refrigerators, washers and other major appliances.

New National Union Rep

After one year's service prior to the war as a "missionary man" for National Union in the North Central States, Jim Carney is taking up where he left off under Lee Maynard, covering Michigan, Wisconsin, Minnesota, North and South Dakota, Nebraska and Iowa.

In the interim Jim served four years in the Navy in aviation radio. He has established headquarters at Storm Lake, Iowa.



BATTERY ELIMINATORS



FEATURING! OUR NEW MODEL "Q"

For use anywhere beyond high line connections. The better eliminator every farmer, camper, sportsman, trailer or boat owner, etc., has been waiting for. Lifts battery radio reception to new heights of satisfaction for isolated listeners. For auto service will save three-quarters of normal battery drain.

OPERATES ANY 1.4 VOLT—4, 5 OR 6 TUBE RADIO FROM 6 VOLT STORAGE OR DRY BATTERY OR WINCHARGER

Costs but a few cents per hundred hours of operation. Sturdily constructed—no liquids or moving parts—operates in any position. Completely filtered—hum free—silent and efficient in operation. Universal plugs and sockets to fit any radio. Weight packed—only 3½ lbs.

FOR 2-VOLT RADIO FROM STORAGE BATTERY SOURCE—SELL OUR MODEL "R"

NOTE: Due to critical material shortages at this time, our production is necessarily limited and deliveries can be made only through our present established jobbers. Canadian representative, Atlas Radio Corp., Toronto, Canada.

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators
549 WEST RANDOLPH STREET CHICAGO 6, ILL.

You Can't Name Another

SCREW-HOLDING SCREWDRIVER

With these

Practical XCELITE Advantages





THIS DISPLAY STOPS 'EM!

Yes, they're back again, the neat, compact colorful Xcelite Displays. Put the Xcelite (SH-12) Screwdriver display to work for you. Its durable, all-metal construction will last for years. Full details on request. Write Dept. M.

PARK METALWARE COMPANY, INC.
Orchard Park New York



**QUALITY TOOLS
PREFERRED BY THE EXPERTS**

Make your
plans NOW



for the big **SHOW NUMBER** in MAY

DELAYED by strikes and uncertainty in O.P.A. pricing, radio and appliance manufacturers are looking to the month of May as the beginning of their large-scale postwar merchandising.

Hence RADIO & Television RETAILING'S Directory Number has been postponed from March to May. Then, 24,000 retailers and service dealers who make up the backbone of our 27,000 total circulation, will have a directory that is timed with the all-important Chicago Show and containing latest possible product information.

This big 3-in-1 issue, with its wide appeal and year-long use, is your opportunity to deliver a master stroke for your new products—and, simultaneously, back up your distributors.

Containing

the 1946 Radio Trade Directory
originally Planned for March

AN UNPRECEDENTED 3-IN-1 MERCHANDISING ISSUE

- 1 **SHOW NUMBER**, a veritable exposition-in-print with a special distribution at the 1946 Radio Parts and Electronic Equipment Conference and Show, Chicago, May 13 to 16.
- 2 **21st Annual RADIO TRADE DIRECTORY**, listing all merchandise, parts and accessories sold through or used by retailers, service dealers and distributors; coinciding with the Chicago show.
- 3 **1st Annual ELECTRICAL APPLIANCE DIRECTORY**, listing appliances sold through radio-appliance retailers and distributors, for the benefit of 92 percent of our retail subscribers who sell both radio and appliances.

Closing Date, April 5 — Make Reservation Early, Please

CALDWELL-CLEMENTS, INC., 480 LEXINGTON AVENUE, NEW YORK 17, N. Y.

"Columbia" is a reliable source

**IMMEDIATE DELIVERY
from stock !!!**

GLASS COVERED WIRE
Vinylite covered with high dielectric lacquered glass braid

24 Ga.....Solid Tinned Copper Conductor.....	Per M ft.
22 Ga.....Solid Tinned Copper Conductor.....	\$2.65
20 Ga.....Solid Tinned Copper Conductor.....	2.95
	3.25

2 CONDUCTOR RUBBER COVERED WIRE
Per M ft.

Twisted conductors, live buna rubber jacket, suitable for inter-com work\$ 9.50

3 CONDUCTOR—same construction as above..... 15.90

2 CONDUCTOR #19 Ga. solid T/C twisted, rubber covered wire excellent for lead-in, etc..... Per M ft. \$6.50

PUSH BACK WIRE
Solid and Stranded #22 and #20 Ga.
Write for prices and samples

— Watch for new complete circular —
the above and other wire items
Order A from your jobber or
write direct.

COLUMBIA WIRE & SUPPLY CO.
4104 N. PULASKI RD., CHICAGO 41, ILLINOIS

Electricity

Models range from 350 to 35,000 watts, A. C. types from 115 to 560 volts, 50, 60, 180 cycles, single or three-phase and 400, 500 and 800 cycles, single phase. D. C. types from 6 to 4000 volts. Also available in dual voltage and special frequency types.

FOR RADIO AND ELECTRONIC APPLICATIONS

- ONAN ELECTRIC GENERATING PLANTS supply reliable, economical electrical service for electronics and television applications as well as for scores of general uses.

Driven by Onan-built, 4-cycle gasoline engines, these power units are of single-unit compact design and sturdy construction. Suitable for mobile, stationary or emergency service.

Model shown is from W2C series; 2,000 to 3,500 watts; powered by Onan-built, two-cylinder, water-cooled engine.

D. W. ONAN & SONS
2040 Royalston Ave.
Minneapolis 5, Minn.

Write For Folder 690-A describing complete Onan line

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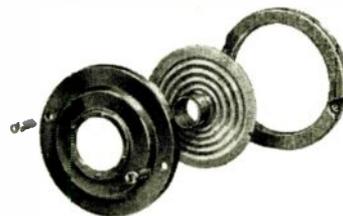
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