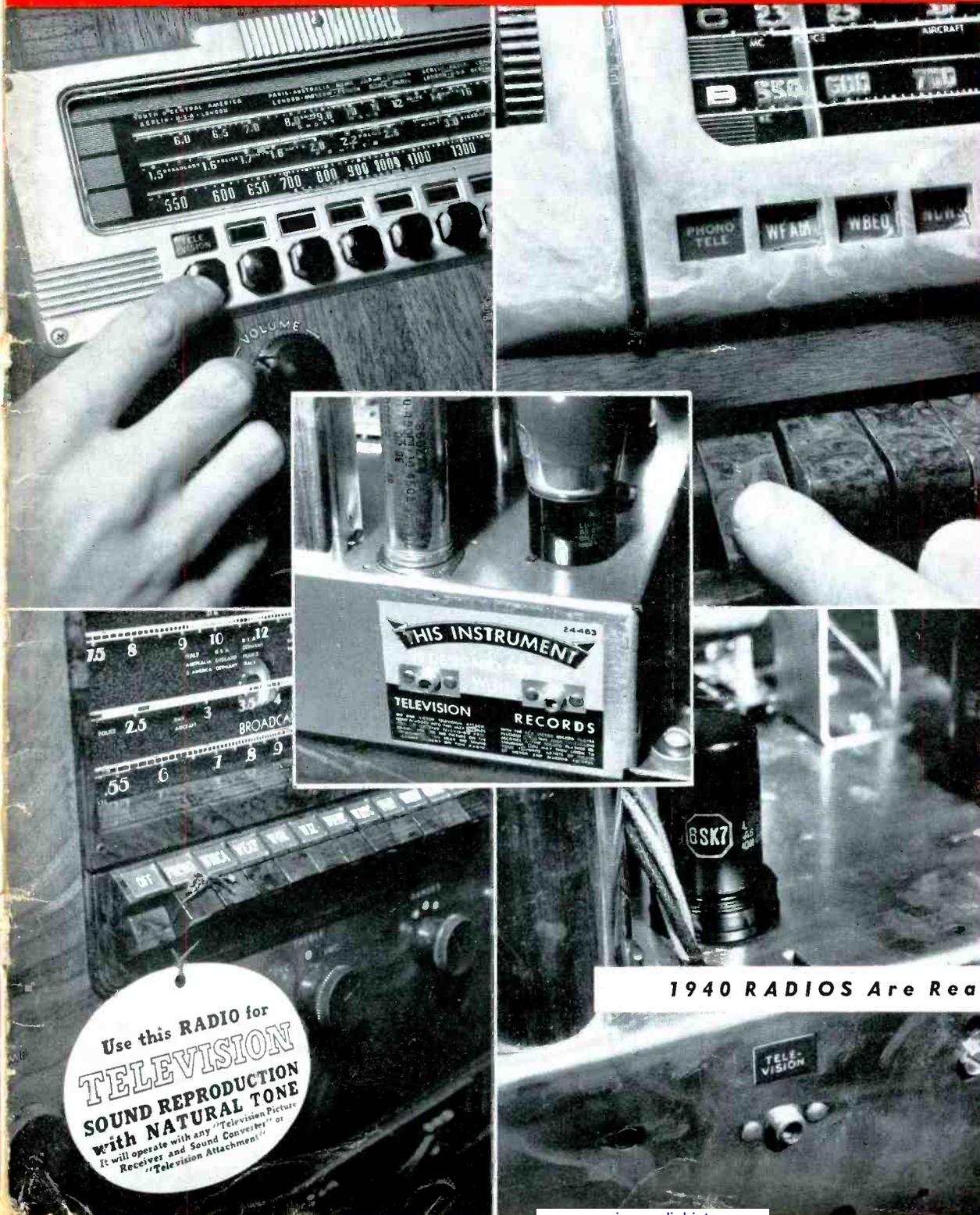


RADIO

JULY • 1939

*and
Television*

RETAILING



1940 RADIO SPECIFICATIONS

COMPLETE NEW
LINE ANALYSIS

LATEST BATTERY PORTABLES

IMPORTANT SELL-UP
DESIGNS

RECORDS IN REVIEW

REFRIGERATION
IN THE NEWS

UNIQUE STORE-
STATION CO-OP

PHOTOSHORT SALES IDEAS

CIRCUITS OF THE MONTH

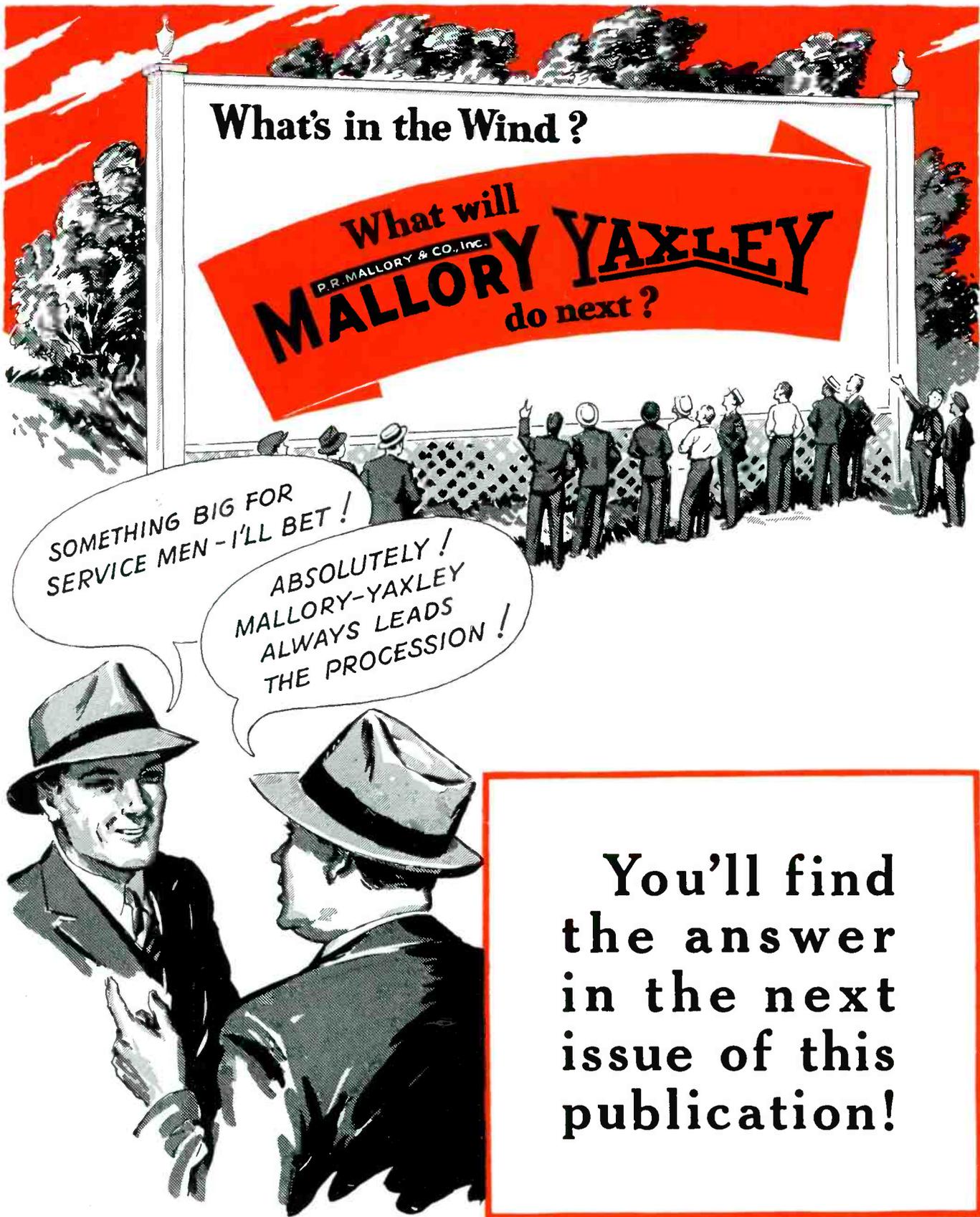
COVERING THE CONVENTIONS

and other features

1940 RADIOS Are Ready When It Comes

Use this RADIO for
TELEVISION
SOUND REPRODUCTION
with NATURAL TONE
It will operate with any "Television Picture
Receiver and Sound Converter" or
"Television Attachment"

A
McGraw-Hill Publication
Price 25c



SOMETHING BIG FOR SERVICE MEN - I'LL BET!

ABSOLUTELY! MALLORY-YAXLEY ALWAYS LEADS THE PROCESSION!

You'll find the answer in the next issue of this publication!

Use
P.R. MALLORY & CO., Inc.
MALLORY
REPLACEMENT
CONDENSERS...VIBRATORS

P. R. MALLORY & CO., Inc.
INDIANAPOLIS INDIANA
Cable Address—PELMALLO

Use
YAXLEY
REPLACEMENT
VOLUME CONTROLS

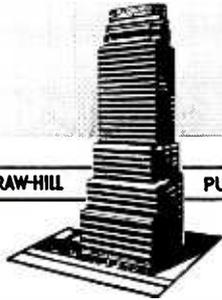
RADIO

and Television RETAILING

A McGRAW-HILL

PUBLICATION

JULY 1939



O. FRED. ROST.....Editor
 W. MacDONALD.....Managing Editor
 C. A. NUEBLING.....Technical Editor
 J. H. AVELING.....Assistant Editor
 HARRY PHILLIPS.....Art Director

Tom Blackburn
 Chicago

George Tenney
 San Francisco

H. S. Knowlton
 Boston

H. W. MATEER
 Manager

LEE ROBINSON
 Sales Manager

RADIO MONTH, BAROMETER.....	By O. Fred. Rost	9
LOOK BEFORE THEY LEAP.....		13
SALES PHOTOSHORTS.....		14
ABOUT MERCHANDISE.....	By W. MacDonald	16
TEN MEN ON 1480.....	By J. P. Kennedy	18
NEW RECORDS IN REVIEW.....	By Richard Gilbert	20
WHY STOP WITH RADIO.....		23
1940 RADIO SPECIFICATIONS.....		24
THE LATEST IN PORTABLES.....		25
PREVIEW OF NEW PRODUCTS.....	By J. H. Aveling	30
ON THE NEWSFRONT.....		40
COVERING THE CONVENTIONS.....		41
CIRCUITS OF THE MONTH.....	By C. A. Nuebling	52
TRICKS OF THE TRADE.....		58
WHERE YOU TELL US.....		64

McGRAW-HILL PUBLISHING COMPANY, INC.

JAMES H. McGRAW
 Founder and Honorary Chairman

Publication Office
 99-129 North Broadway, Albany, N. Y.
 Editorial and Executive Offices
 330 West 42nd Street, New York, N. Y.

Cable Address: MCGRAWHILL, New York
 Member A.B.P. Member A.B.C.

James H. McGraw, Jr.....President
 Howard Ehrlich.....Executive Vice-President
 Mason Britton.....Vice Chairman
 B. R. Putnam.....Treasurer
 D. C. McGraw.....Secretary
 J. E. Blackburn, Jr.....Circulation Manager

RADIO and Television RETAILING, July, 1939.
 Vol. 24, No. 7. Published monthly, price 25c copy.
 Subscription rates—United States and possessions,
 Canada, Mexico and Central American countries,
 \$1. All other countries \$2 a year or eight shil-
 lings. Printed in U. S. A. Entered as Second
 Class Matter, April 29, 1939, at Post Office,
 Albany, N. Y., under the Act of March 3, 1879.
 Cable address "McGrawhill, New York." Member
 of A.B.P. Member of A.B.C. Copyright 1939 by
 McGraw-Hill Publishing Co., Inc., 330 West 42d
 Street, New York, N. Y.

Branch Offices: 520 North Michigan Ave., Chicago;
 833 Mission St., San Francisco; Aldwych House,
 Aldwych, London, W. C. 2; Washington; Phila-
 delphia; Cleveland; Detroit; St. Louis; Boston;
 Atlanta, Ga.



SALES STATIC . . . (Phone) This is the Cussly Radio Survey. What program are you listening to?

3 STROMBERG-CARLSON HEADLINERS

MAKE STROMBERG-CARLSON THE LINE TO HANDLE FOR PROFIT-GIVING VOLUME SALES

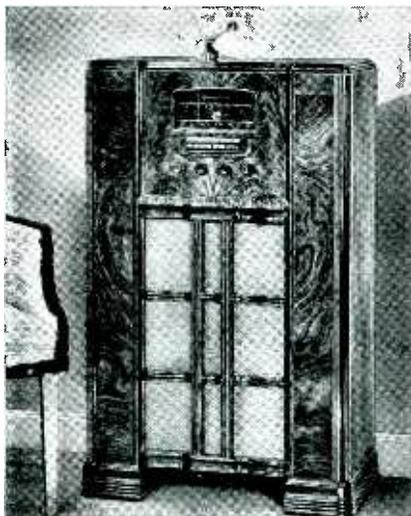
A New Portable Radio that Reaches Out for Distance, only \$29⁹⁵*



Gives Dealers Volume Profit NOW!

Here is a portable radio that will build repeat sales. So unusually fine is its performance that everyone who operates it and hears it will be satisfied with no other. It has Beam Power Output that provides extreme sensitivity so that programs can be easily tuned in at points where most portables fail to get a signal . . . Dynamic Speaker that gives tone quality so natural it can be compared favorably to large home radios . . . new Light Weight, Long Life Batteries that assure months of care-free operation . . . built-in Loop Antenna with alternate connection for External Aerial that multiplies its usefulness . . . Compact Dark Blue and White Striped Airplane Luggage Type Case makes it smart and attractive in all surroundings.

New Stromberg-Carlson Labyrinth Radio with Carpinchoe Speaker for only \$99⁹⁵*



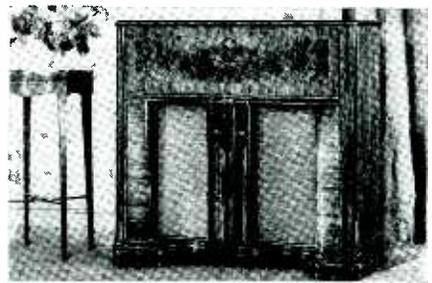
If ever a radio were built that is beyond competition, it is the No. 430-M. Into this model Stromberg-Carlson has poured exclusive features, beauty and value that make it the radio sensation of the year.

It has Electric Flash Tuning with push buttons for favorite stations and one button for television and phonograph connection . . . new Slide Rule Dial . . . Bi-focal Tuning Eye . . . Automatic Drift Compensator . . . Separate Base and Treble Tone Control. But most important of all it has the patented Labyrinth and Carpinchoe Leather Speaker, features never before included in a radio at this price. It is equipped with 9 tubes.

New Automatic Radio-Phonograph for only \$139⁵⁰* Brings Flood of Orders

It's not hard to understand why the No. 420-PL has met with such success. Never before have you been able to offer prospects such an outstanding eye and ear value in an automatic combination. A volume profit maker if ever there was one!

*All prices f.o.b. factory.



MAIL THIS COUPON!

STROMBERG-CARLSON TELEPHONE MFG. CO.
233 Carlson Road, Rochester, N. Y.
Send full information on Radio's Finest Line.

Name.....
Street.....
City..... State.....

There Is Nothing Finer than a
Stromberg-Carlson

Where "EMERGENCY"
means LIFE OR DEATH--
they Depend on

**RAYTHEON
TUBES!**

**DR. MARSHALL REPORT TO!
SURGERY IMMEDIATELY!**



In hospitals, where life itself often hangs on the proper operation of equipment and the painstaking accuracy of the staff, particular emphasis is placed on dependability.

That's why so many hospital call systems are equipped with Raytheon Tubes—they cannot afford a breakdown when seconds may be vital to some patient's life.

Raytheon Tubes, in addition to their utter dependability and long life, contribute to clearer, quieter amplifier performance—another essential requirement for efficient hospital service.

This same dependable, superior performance can be obtained for your customers without additional expense—for RAYTHEONS cost no more than the second-best tube. They are your soundest—and most profitable—tube investment.

RAYTHEON

NEWTON, MASS. • CHICAGO • NEW YORK • SAN FRANCISCO • ATLANTA

"WORLD'S LARGEST EXCLUSIVE RADIO TUBE MANUFACTURERS"

Does your tube line give you...



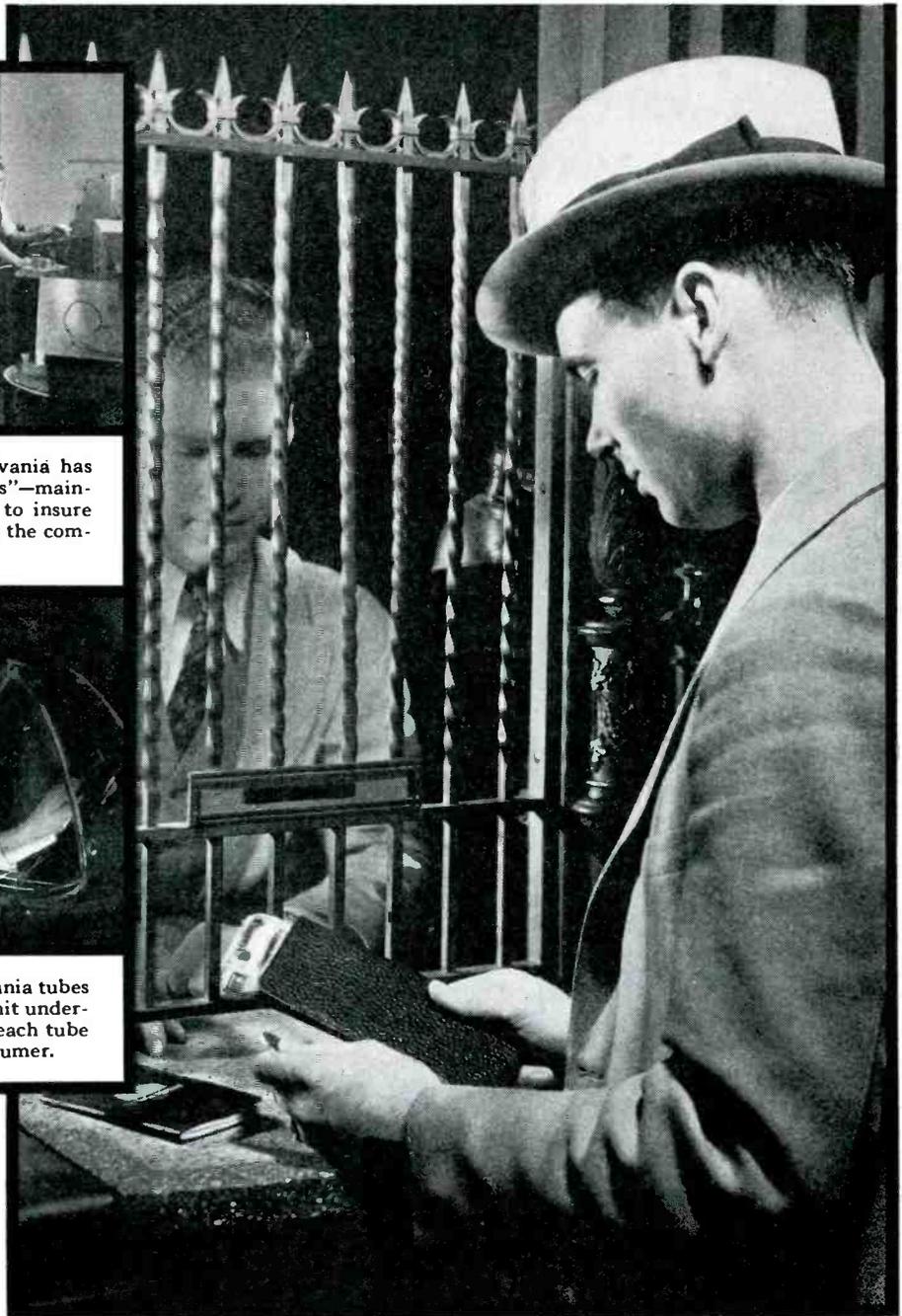
COMPANY DEPENDABILITY?—Sylvania has always tempered “profit” with “progress”—maintained a constant program of growth, to insure the leadership and stability which both the company and its dealers enjoy today.



PRODUCT DEPENDABILITY?—Sylvania tubes are made by skilled craftsmen... each unit undergoes rigid testing to insure quality... each tube carries a 6-month guarantee to the consumer.

PROFIT DEPENDABILITY?

Sylvania gives you a complete merchandising service—window displays, newspaper mats, mail campaigns... a public preference that has made Sylvania one of the world's largest-selling tube lines... and quality that means repeat sales, extra profits.



BANK DEPOSITS are most important to you, of course—but you need *all three* for a sound tube business... company, product AND profit de-

pendability. Follow this trend to better business: feature the tube line that gives you full measure on “all three.”

Hygrade Sylvania Corp., Emporium, Pa. • Also makers of Hygrade Lamp Bulbs.

SELL SYLVANIA

SET-TESTED RADIO TUBES

DEPENDABLE ALLWAYS

40% *Minimum Discount*

**GREATER VALUES
THAN EVER
BEFORE!**

ON ALL MODELS — \$795 to \$9995

Emerson for 1940

— the No. 1 Line
to Feature For
GREATER PROFIT!

MORE PROFIT, Yes! Smarter Styling, yes! Greater Values, yes! Public Demand, SURE! EMERSON for 1940 has everything it takes . . . The biggest national and local advertising program—the most constructive dealer promotion—every practical incentive to make this great line YOUR LEADER! Never before in radio history has there been such a money-making OPPORTUNITY as your Emerson Distributor will gladly outline to you.

EMERSON RADIO AND PHONOGRAPH CORPORATION — NEW YORK, N. Y.
World's Largest Makers of Small Radios



63 NEW MODELS
\$795 to \$9995

*Ask your Emerson
Distributor NOW!*

**BACKED BY EMERSON'S
GREATEST CAMPAIGN**

RADIO WOULD HAVE SAVED OVER 2,000 LIVES!

The battle of New Orleans would never have been fought had radio communications been developed in 1815. Andrew Jackson met and defeated the British at New Orleans two weeks after peace had been signed at Ghent, Belgium. . . Today via R.C.A. Communications, Inc. news travels at lightning speed. This radio message service of the Radio Corporation of America provides instant communication to and from 43 countries and among leading cities of the United States.



RCA Helps Make Radio a Welcome Guest in 27,500,000 Homes

RADIO provides millions of dollars worth of entertainment, education, and news which listeners receive free. In addition radio renders services to the government, churches, universities, farms, ships airplanes, and business which have an untold value.

How vital these services are is dramatically illustrated in contrasting pre-radio days with the present. For example. . . just imagine the cost and confusion if news of the signing of a peace treaty should take two weeks to travel now from Europe to America as it did in 1815!

RCA's Role in Increasing the Services of Radio!

Research in RCA Laboratories is the basis of the ever expanding services of the Radio Corporation of

America. Research made possible the development of NBC and its two networks, the Red and the Blue. Research creates the extra values offered in RCA Victor Radios, RCA Victor Television Receivers, RCA Victrolas, Victor and Bluebird Records, and all of the sound, radio, and motion picture equipment built by RCA Victor.

All the activities of RCA are dramatized in the RCA exhibits at the New York World's Fair and at the San Francisco Exposition. We invite you to visit these exhibits. They will give you a much clearer idea of how you can make more money by going "RCA All The Way."

Trademarks "RCA Victor," "Victrola" and "Victor" Reg. U.S. Pat. Off. by RCA Mfg. Co., Inc.

Listen to the "Magic Key of RCA" every Monday, 8:30 to 9:30 P. M., E. D. S. T., on NBC Blue Network.



RADIO CORPORATION OF AMERICA RADIO CITY, N. Y.

RCA Manufacturing Co., Inc.
Radiomarine Corporation of America

R.C.A. Communications, Inc.
National Broadcasting Company

RCA Laboratories
RCA Institutes, Inc.

Sentinel Rings the Bell

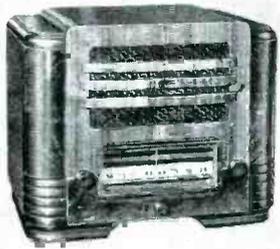
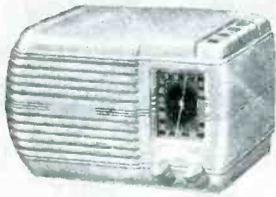
WITH A

SMASHING 1940 LINE



100%

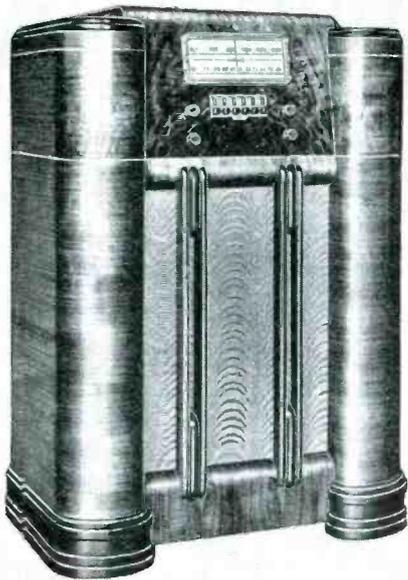
Previewing



3 of

33

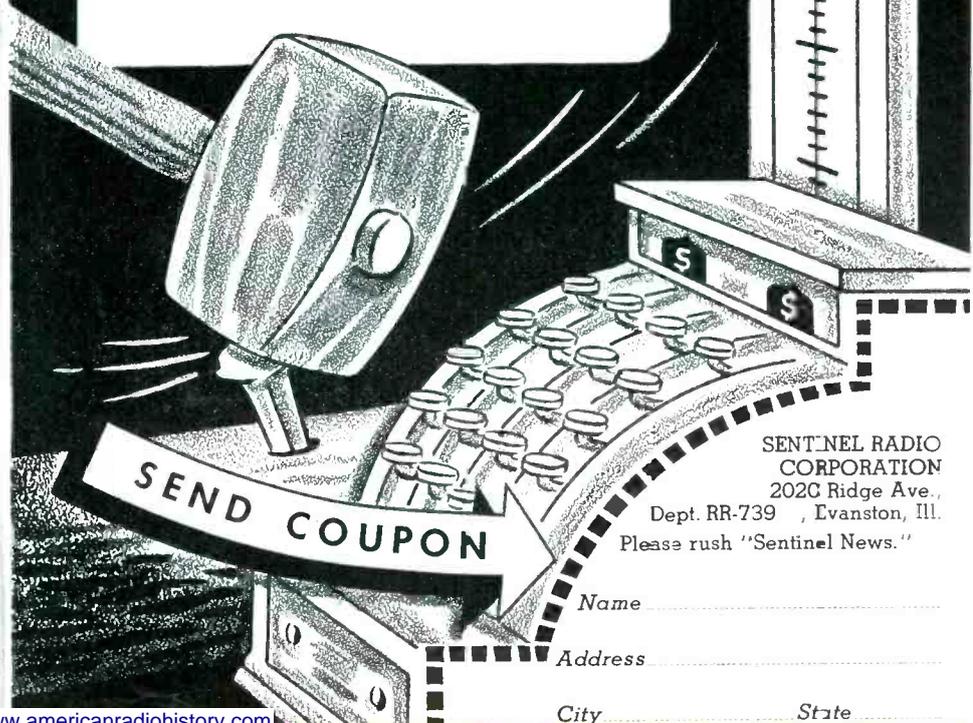
*New
Models
For
Farm
and
City*



A powerful new line—hits a new high in style and performance—thirty-three distinctive new Models—AC, AC/DC Models in Tables and Consoles—1½, 6 and 32 volt Farm Models—Radio-Phonograph Combinations and Portables—each one packed with sales features and at prices that mean volume sales!

A powerful merchandising campaign, forceful national advertising, local advertising to your customers and sales helps that will bring you extra business.

It's a line that you should have. It's backed by Sentinel's "sell-and-stay-sold" reputation. Send immediately for "Dealers Sentinel News," which gives complete details on the profit-building Sentinel Dealer's proposition.



Sentinel

QUALITY RADIO SINCE 1920

SENTINEL RADIO CORPORATION
202C Ridge Ave.,
Dept. RR-739, Evanston, Ill.
Please rush "Sentinel News."

Name _____

Address _____

City _____ State _____

PHILCO for 1940

*gets tremendous reception
at dealer meetings from
coast to coast!*

TEN

Straight Years of

PHILCO

Leadership

DEALERS ACCLAIM NEW INVENTIONS—BEAUTIFUL CABINET STYLING—SENSATIONAL VALUES!

Throughout the nation—in practically every city—during the past few weeks, radio dealers have swarmed to meetings to see PHILCO for 1940. Never before such interest! And never before such enthusiasm for a new line of radio receivers!

Philco has “got something” they say—in the Built-in *Super* Aerial System—in the provision for Television Sound—in the magnificent array of beautiful cabinets to suit every taste. And in the **NEW LOW PRICES!**

Everywhere Philco dealers are set for a banner year—already they are making sales records. Merchandise is being shipped at a tremendous pace and sales are soaring. A big advertising campaign is already running in magazines and newspapers. Get on the *Philco All Year 'Round* band wagon **NOW** and cash-in!

PHILCO RADIO & TELEVISION CORPORATION

The RADIO MONTH

JULY

1939

They're Off

With all entrants "raring" to go the starting gun has been fired and the radio industry's 1940 race is on.

A review and specifications of models are presented elsewhere in this issue, but we are selecting this spot to point out the biggest, most important single feature of the 1940 offerings, viz:

Practically every table model above the \$25 bracket, consoles and combinations in every line are equipped to receive television sound.

That fact supplies the answer to all the arguments of all the hold-outs, who since last summer have been ready, able and willing to buy a new console or combination, but have kept the money in their pockets because they decided to "wait for television."

Now they don't have to wait.

Whether a dealer is located within the limits of a city or out in parts of the country where television may never come, he can tell his customers that they might just as well buy that new "big" set now.

All the beauty, improvements in tone, conveniences in operation, outstanding features of those new 1940 radio sets can be enjoyed while waiting, because the sets are ready for television—no matter where or how long the wait.

That one fact, plus good salesmanship, will make sales of consoles and combinations climb back to where they belong, push dollar income into higher brackets, put a lot of dealers back into doing a profitable radio business.

The manufacturers have provided the merchandise. It's up to the retailers to provide the neces-

sary merchandising talent. That done, 1940 should go down into radio history as one of the industry's banner years.

Tidbit Orders booked at the various national and district sales conventions of radio set manufacturers supply an unusually reliable index of how distributors and dealers feel about the outlook for business during the coming fall and winter.

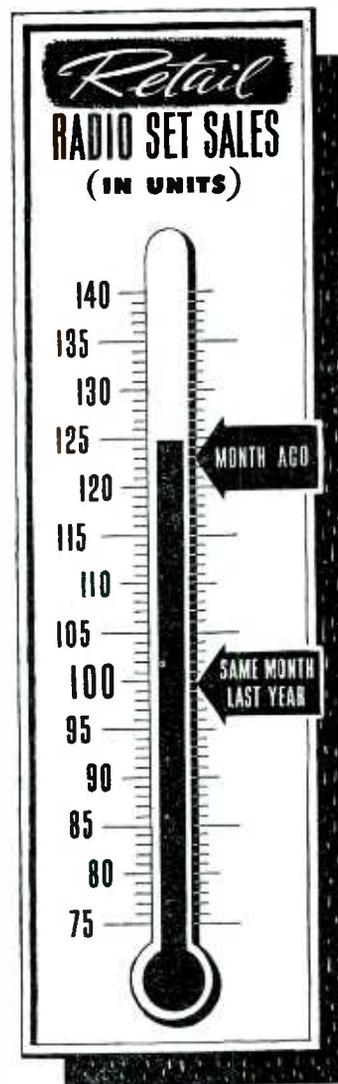
We have seen officials of most of the makers, some at the conventions, others at their factory. We heard no grumbling, no real complaints. Instead, reports were highly satisfactory and in some cases surprisingly optimistic.

As a rule quotas were accepted with little or no over-all paring down. Having fewer models to consider and more chance of concentrating sales effort, orders for "Hot" numbers generally were revised—*upward*. Fifty per cent increases have been frequent and voluntary boosts of 100 per cent—doubling the quota—were not uncommon.

It's certain that the 1940 season has gotten off to a running start.

Tube Tent

The present status of replacement tube selling represents one of the sore spots of the radio business. Competitive tactics preclude all chance of manufacturers earning a reasonable profit. Distributors are grumbling. Dealers and servicemen are openly dissatisfied. Few are making any money on an accessory which should constitute one of the



JUNE SALES Radio Barometer

UP 2 more points in June and at 25 percent above the same month of last year, the barometer stands at the peak of unit set sales recovery as we enter the vacation period when demand normally slackens.

This year many retailers are looking for a good summer business because of the increasing popularity of portable battery sets as a "must have" item when outings, boating and vacation trips are planned.

Reports from the mid-western states, right from the Canadian line to the gulf, continue to show improvement in unit sales, but few dealers in that belt are chalking up the gains that are recorded in some of the Atlantic and Pacific Coast states.

Wherever city retailers staged special sales drives during June the response apparently was good and in some cases unit sales were doubled over last year, but all along the line the bulk of sales represents table models.

Nevertheless, tabulation of dollar sales for the country at large indicate an upward trend in dollar values, supporting the belief that this year the average price per set will show a definite increase over the 1938 all-time low.

New features in the 1940 lines, such as elimination of aerials and television sound provision, are expected to stimulate public buying of higher priced sets, consoles, combinations, and thereby accelerate that trend.

most profitable renewal items in existence.

We wonder why the tube industry does not use Fair Trade contracts as the ladder on which to climb out of a loss-breeding cellar.

Today there are 44 states in which such contracts are legal. That they can be used successfully as the bridge to better, more orderly and also profitable distribution of products with characteristics similar to radio tubes has been proved conclusively through a survey recently made for and published by *Drug Trade News*.

The survey reflects what 2,791 druggists, located in the 44 Fair Trade states, expressed in personal interviews as their attitude toward nationally advertised drug products that are sold under Fair Trade contracts at suggested prices.

Here is the score in a nutshell: Of those 2,791 over 89 per cent reported that they were aggressively promoting Fair Trade items; 81 per cent were using window display, 82 were making store or counter displays of such merchandise.

When 89 per cent of those druggists confess that they are actively pushing Fair Trade goods, the reason must be that they as retailers have found it to their advantage to do so. A plan that satisfies retailers cannot help but benefit the wholesalers and distributors. It certainly should reduce the manufacturer's headaches.

If the radio industry, from manufacturer right through to dealer and serviceman, is in earnest about wanting to put the tube business on a sound commercial basis, it cannot afford to overlook Fair Trade contracts as a means to that end.

Browsing Any retail merchant who is interested in studying the opportunities and handicaps of chain store operation will be interested in reading Daniel Bloomfield's new book entitled "Chain Stores and Legislation," just published by H. W. Wilson & Co., New York, at \$1.25.

Mr. Bloomfield knows the viewpoint of the independent retailer from personal experience and shows in this book how the various legislative restrictions imposed upon chains have operated in closing the competitive gap between chains and independents.

Servicemen and radio engineers

who have a hankering to become specialists in an important field will find Myron F. Eddy's new book "Aeronautic Radio" highly instructive and valuable.

While covering all the groundwork of radio engineering in clear concise language it devotes five chapters to radio's special application to aeronautics, including range beacons, direction finders, instrument landing systems, traffic control.

The Ronald Press Co. of New York publishes it.

World's Fair Don'ts

The House organ "Kodak" of the Eastman Kodak Co. publishes a list of "Fair Warnings" which contains so many words of wisdom, that only lack of sufficient space prevents our reprinting them *en toto*.

However here are some of the most potent ones that no one should disregard. *Don't* go without making your hotel reservation in advance. *Don't* plan to drive unless you know where you are going to keep your car. *Don't* forget that you may find it very difficult to cash personal checks away from home.

Don't listen to "runners" who may board your car and offer to take you to "a good hotel." (They generally jump on the running board while "foreign" cars are stopped by traffic signal.) *Don't* go sightseeing, except in bona fide buses. *Don't* make any turns "on red lights" in New York City.

Television Stock

The tremendous volume of countrywide publicity, devoted to television is like manna to fly-by-night promoters who see in the new industry only another opportunity to fleece the public.

It is true that the new industry will require millions of dollars of new capital to make its wheels go around. While existing manufacturing facilities of the radio industry may seem adequate at the moment, huge sums will be required to buy transmitting equipment and finance television broadcasts.

New concerns will spring up, soundly organized by honest and conscientious men, their corporate structure investigated and approved by the U. S. Government's Securities Exchange Commission, and

they will deserve the fullest support of the industry and the public.

But the industry also must act as its own policeman in keeping unscrupulous, non-productive promoting parasites from dwarfing the opportunities of legitimate enterprise.

Already some arrests have been made for selling worthless television stock to unsuspecting farmers and housewives. Only a determined drive, joined by everybody in the radio industry, can avert an epidemic of television stock swindles.

Yearly Tube Change

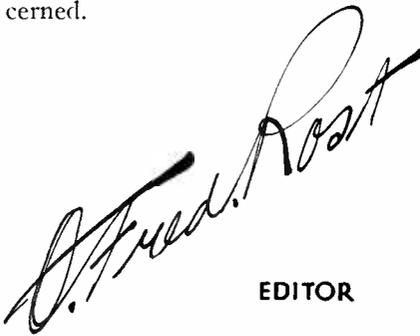
It would be a blessing to every dealer and service man if the public were sold on the premise that a radio set does not function at its best unless tubes are changed regularly.

One important manufacturer is starting a campaign to do that selling job. Success or failure lies with those who are most concerned. If they get behind this effort, and push hard, consistently, without let-up, all will profit. Neglect of this opportunity will cause failure.

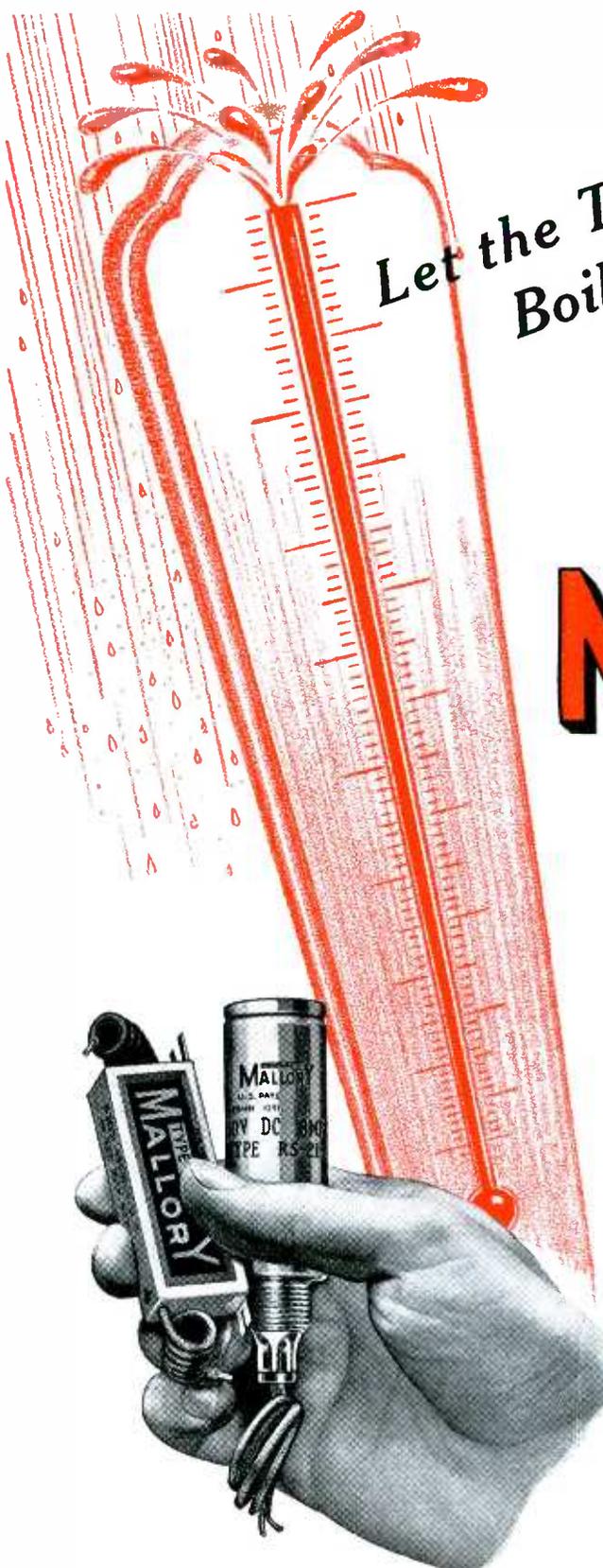
It's up to you.

Battery Bender

Seen in some of the new portables are batteries made in special shapes and sizes. While the desire of certain manufacturers to make sure in this manner that replacement business comes back to them is understandable, this "bender", or "jag" upon which they are at present bent is certainly not in either the dealer's nor in the consumer's interest. For if it goes much farther, no dealer will be able to carry an adequate battery stock, and no consumer will be able to purchase replacements when and where he wants them. Some sort of portable battery standards are urgently needed and the sooner they are established the better for all concerned.



EDITOR



Let the Thermometer
Boil and Bubble . . . or
Let It Rain and Pour !

P.R. MALLORY & CO., Inc.

MALLORY

REPLACEMENT CONDENSERS are Heat-Proof and Moisture-Proof

Whether it's warm and sticky, or dry and hot . . . the performance of Mallory Condensers is unaffected. Mallory provides a heavy metal seal around the actual condenser unit inside the carton. Heat and humidity simply cannot change its characteristics.

This is just *one* point of superiority on which the leadership of Mallory Replacement Condensers has been built. The millions in use . . . both in replacement, and as original equipment testify to their many other points of superiority. Mallory Replacement Condensers cost no more . . . so why not insist on the best.

Use
P.R. MALLORY & CO., Inc.
MALLORY
REPLACEMENT
CONDENSERS . . . VIBRATORS

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

Cable Address—PELMALLO

Use
YAXLEY
REPLACEMENT
VOLUME CONTROLS



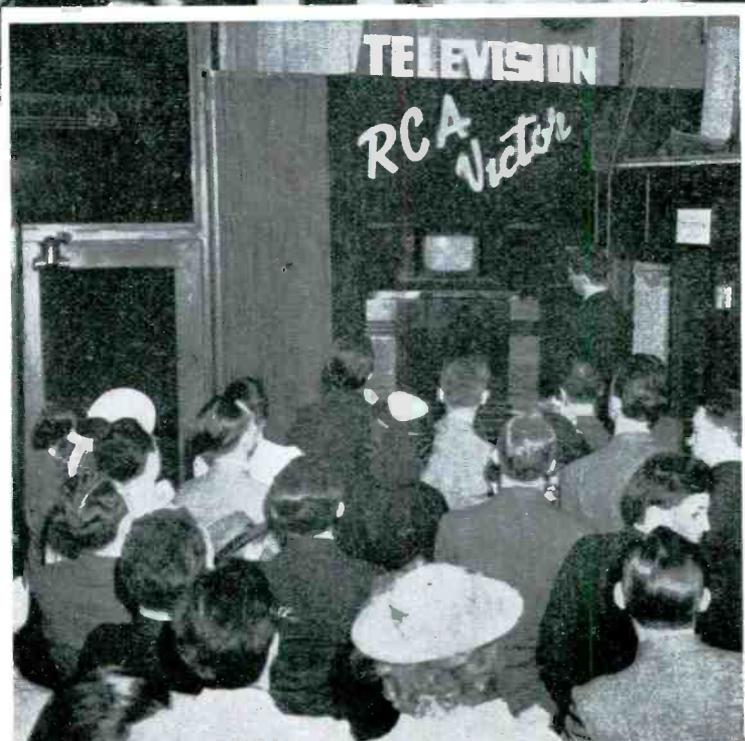
RADIO *and Television*
RETAILING
 JULY, 1939

**LOOK before
 they LEAP**

TYPICAL are these crowds viewing television around New York, where many dealers from the beginning aware that direct profits might materialize slowly nevertheless justify sample investment as a means of building store traffic while perfecting future sales and installation technique.

Outlets overestimating immediate potentialities and grumbling that free neighborhood shows have not produced commensurate business, attribute slip between cup and lip primarily to inadequacy of programs, which led many with money at first impressed by technical quality of pictures to question lasting entertainment value; secondarily to fact that middle class experimenters for whom existing programs might have sufficient novelty appeal cannot afford present prices.

Predictions of lower priced big picture consoles soon were frequently encountered in mid-July. Even more rampant was speculation concerning probable program character when the city's long overdue second transmitter starts to share the load this fall.



EARLY IDEAS — One dealer (above) kept a console on the main floor, set up table types in nearby record booths. Another (right) used a flashlight to point up between-program talks. A third (below) avoided crowding by building an outdoor platform and demonstration booth





IDEA FOR A PARADE

G-E men convening at Cleveland paraded through the city's streets carrying their own music, 17 battery portables spread out through the ranks and all tuned to the same station. Stunt is applicable to any kind of public function, has sufficient novelty to warrant copying



ALL-ELECTRONIC BAND

The Cracraft orchestra pictured uses electronic instruments exclusively, boasts 16 with individual speakers. Conductor can control them individually, in groups of four or all together from a central Clarion control panel



SETUP FOR SMALL SPACE

Radio reconditioner Jim Waldron of Community Radio, Norwood, Mass., makes room for a complete C-B unit up front in his store, uses the oscillograph on a unique tripod stand that tilts, leaves the benchtop free



HAM SHACK IN A STORE

Unique and practical place to demonstrate amateur receivers, transmitters and accessories is Lafayette Radio's new setup in the New York store. It has the right appeal for hams, keeps noise within bounds



PORTABLE AS NOISE LOCATOR

Ideal for proving to purchasers of new home type receivers that noise complained about after installation is not the fault of the set are new loop-equipped battery portables. Equipped with an output meter such sets would be commercially useful



SPEAKERS AT THE SAVOY

Hotspot for sound equipment applications is the New York World's Fair. Here's a typical Cinaudagraph setup outside one of the most popular concessions, one of many speakers operating throughout the grounds



YOU HAVE TO TELL THEM TO SELL THEM

Into the window at New York Band Instrument last month went this display featuring Amperite's Kontak microphones, an innovation for the old-line music house. Result: Six were sold in one week and two regular velocities never before moved by the firm went with them



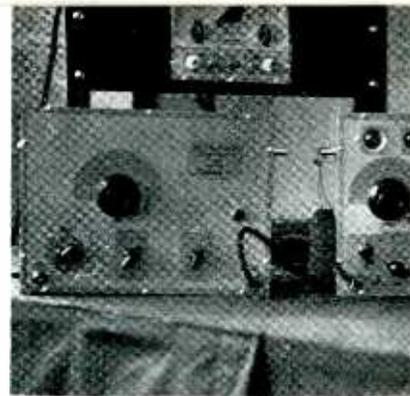
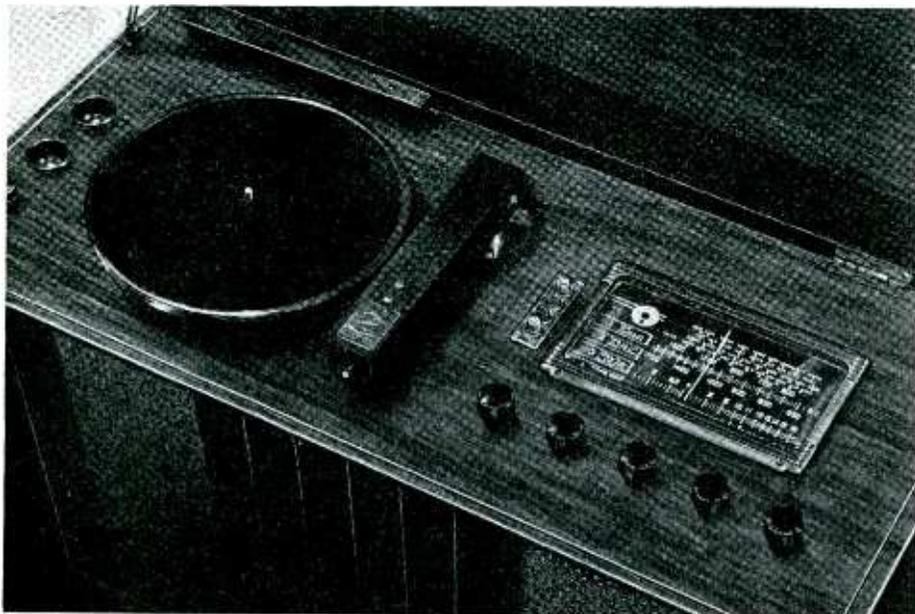
SAYS SOUTH LIKES FLASH

"Flash", according to distributor Joe Walther of Montgomery, Ala., is the thing that sells radio in the sunny south these days. "We're selling in the lower purchasing levels," he explains

About Merchandise

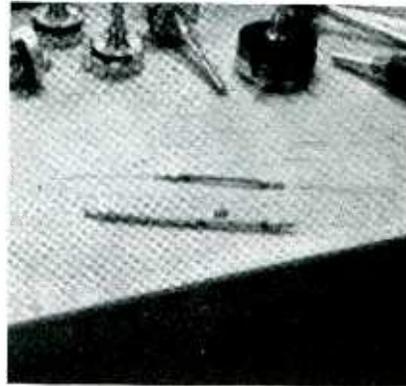
With most receiver unveilings and the parts show behind us, predictions concerning probable trends become less speculative

By W. MacDONALD



1. UHF signal generator-converter

6. Spun glass-insulated resistors



TO TAP A NEW MARKET
—Panel of a radio-phonograph combination which not only records programs off the air or from a microphone but also serves as a sound system

TO merchandisers studying sales features styled and engineered into radio receiver lines previewed in these columns last month, those who have since actually seen new sets unveiled by distributors or in Chicago hotels adjacent to the Stevens during the Parts Show, one conclusion which may well prove to be the mainspring of this season's selling must occur:

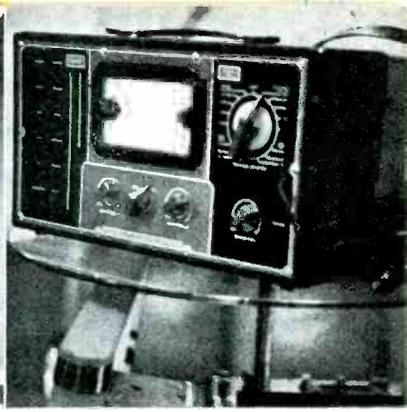
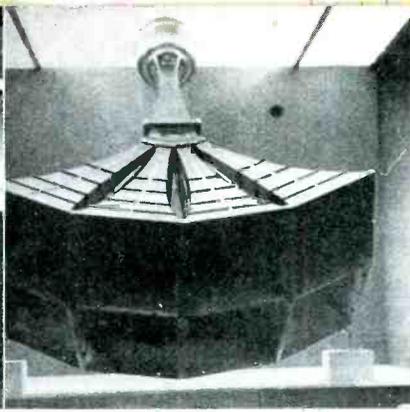
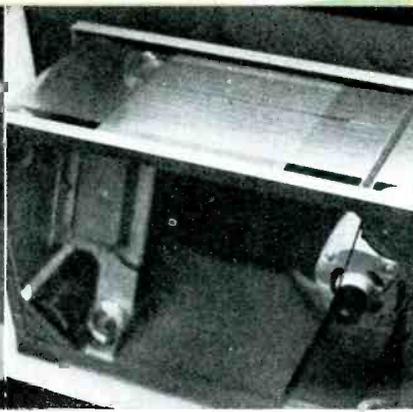
Manufacturers have obviously gone to unprecedented lengths to produce new radios that will not only render the maximum number of older models more than ever obsolete and simultaneously focus the consumer's eye to a greater extent upon performance rather than price.

Inclusion of television jacks, buttons or remote-control provision is generally recognized as the smartest industry move executed in recent years. Publicizing of this feature can counteract to an important degree whatever adverse effect video equipment promotion might otherwise have on audio receiver sales,

FACTS and FIGURES on 1940 RADIOS

AVERAGE NUMBER of MODELS per LINE	18
Table, 9 Console, 3 Combination, 4 Portable, 2	
AVERAGE RETAIL LIST PRICE	\$56
Table, \$22 Console, \$104 Combination, \$115 Portable, \$26	
AVERAGE NUMBER of TUBES	6.6
MODELS COVERING BROADCAST BAND ONLY	47%
SETS of ALL TYPES with BUILT-IN LOOP ANTENNAS	31%
COMBINATIONS USING AUTOMATIC RECORD-CHANGERS	25%
PORTABLES Working On POWER LINES as well as BATTERIES	23%
MODELS EQUIPPED with AUTOMATIC TUNING	30%
SETS EQUIPPED with RADIO FREQUENCY STAGES	10%

Based on Analysis of SET SPECIFICATIONS in this issue



2. Pushbutton-controlled record changer

3. Metal tape recorder

4. Multi-cellular horn

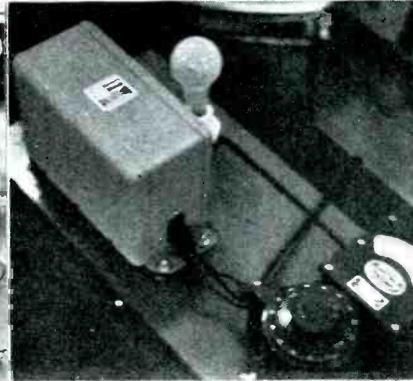
5. Television tester

7. Versatile insulation material

8. Automatic voltage-regulator

9. Safety-type transformer

10. Pushbutton signal-standard



TEN TYPICAL PARTS SHOW INNOVATIONS

Candid camera catches few of many new items attracting attention in exhibit booths. Details concerning these and other important devices will appear in new equipment columns as descriptive data is prepared and released

gives 1940 receivers a tangible feature which may be pointed to with good effect when dealers strive to replace older sets lacking it, aids "selling up" because it is found chiefly in consoles and combinations.

Further stimulating the sale of loop-equipped battery portables, several manufacturers have just brought out even smaller receivers of this type designed for special functions such as the reporting of baseball and football games where compactness is more important than volume and length of battery life, many have designed portables for which an important place in the business is assured because they work on batteries when afield, or on power lines at home. Momentarily expected are even more flexible portables with removable loops which may, for example, be affixed with suction-cups to automobile windshields or apartment house window panes. Within the range of possibilities for fall sale are rechargeable batteries.

Important has been the object-lesson learned by manufacturers from the amazingly rapid acceptance

of portables by the public, a fact which proved at the precise moment when Price seemed King that the consumer can forget his pocketbook if the right merchandise comes along. Many observers in the industry believe that this object-lesson will induce manufacturers to bring out new products regularly throughout the remainder of the year when additional new functions are considered of sufficient importance to remove the prospect's eye from price. Likely to induce amplification of other lines, for example, is a home-type radio-phono which also records programs off the air or from a crystal mike, serves also as a sound system. Speculating with some misgivings are many who have seen the machine as to whether it may be quickly aped at lower cost by hurriedly adopted equipment omitting the special motor, separate recording head, pushbutton control and long experimented-with circuit refinements which give the playback quality, simplify operation to the point where a truly sound home market can be created.

Significant in view of the fact

that several manufacturers not making discs attach sufficient importance to the increasing popularity of records to put out straight electronically operated phonographs, tie spring-wound turntable motors to the tail of the soaring portable kite, is the obvious interest with which automatic record-changing mechanisms exhibited at the Parts Show were examined by set makers who had stayed over from the RMA meeting held earlier in the same hotel. Little clairvoyance is needed to predict that not only will radio-phono combinations constitute one of the chief sell-up weapons for the new season but that, also, automatic changers will undoubtedly serve the purpose of stepping average unit sales still higher. Many mechanical refinements have already been included in new mechanisms and more are to come.

In addition to the application of the wireless remote control idea to television "converters" working in conjunction with new radios, use of the feature in compact models which are complete in themselves and also useful in remote-controlling other receivers is seen as an important trend. By its very nature, inclusion of this feature in several new table types infers that they need not

(Continued on page 60)

Southside Chicago service shops plug programs of local station handicapped by "graveyard" frequency, receive broadcast publicity for their shops in return

T E N M E N O N 1 4 8 0

OUT on Chicago's industrial-residential south side, ten aggressive radio service shops have perfected and are operating an amazingly effective cooperative publicity and merchandising plan. What they are doing is within the scope of countless other groups of far sighted service operators. It is striking proof of the value of team work in business.

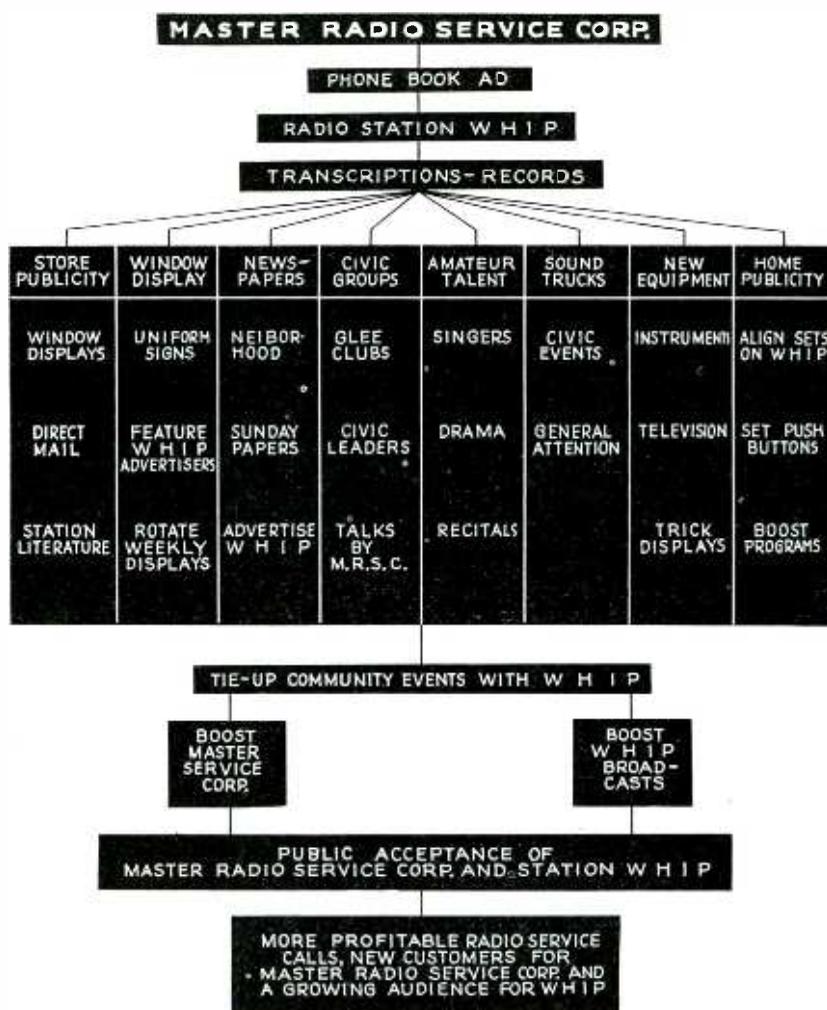
The plan grew out of a ruling by the publishers of Chicago's Classified Telephone Directory which would not permit a group of independent merchants to employ a cooperative display advertisement. To comply with the publisher's rules, these ten shops incorporated a new firm, Master Radio Service Corporation, to which each participant subscribed an equal share of the cost of a display advertisement in the Classified Telephone Directory and in return received one share of stock in the new corporation.

An artist was employed to prepare the advertisement from which a zinc engraving was made to assure an equal display of each firm's address. Additional engravings were made in smaller size for the use of the individual shops in their neighborhood newspaper ads.

Blanketing Chicago's south side is radio station W-H-I-P, 5000 watts, located in Hammond Indiana but assigned a frequency of 1480 kilocycles—virtually the graveyard of the broadcast spectrum. Faced with a merchandising problem of its own, it had to have an assured listening audience: An audience which would buy the products of the sponsors of W-H-I-P programs.

The corporation offered W-H-I-P a plan with which to obtain an audience!

This consisted of an exchange of services on a broad basis. The win-



dows of the ten service shops were made available to W-H-I-P for display posters and displays of the products of its program sponsors. The station agreed to furnish printed tube stickers with which the service shops labeled every tube that came in for test with the slogan, "Listen to W-H-I-P. Use Master Radio Service."

Advance programs of the station, imprinted with the addresses of the

ten service laboratories, are furnished as envelope stuffers for the weekly direct mail solicitations of cooperating shops.

In all the newspaper advertising of the individual service shops, W-H-I-P is mentioned; sound trucks carry its call letters on the side panels; transcriptions for broadcasting are made of community features, civic groups, choral societies, educational talks and amateur

By
J. P. KENNEDY

talent. When these are broadcast from W-H-I-P they are assured of an interested audience, willing to listen to frequent "commercials" plugging their neighborhood stores and products.

Every radio brought in for repair is padded on 1480 k.c. and every push-button job sold has one button set on 1480 k.c.

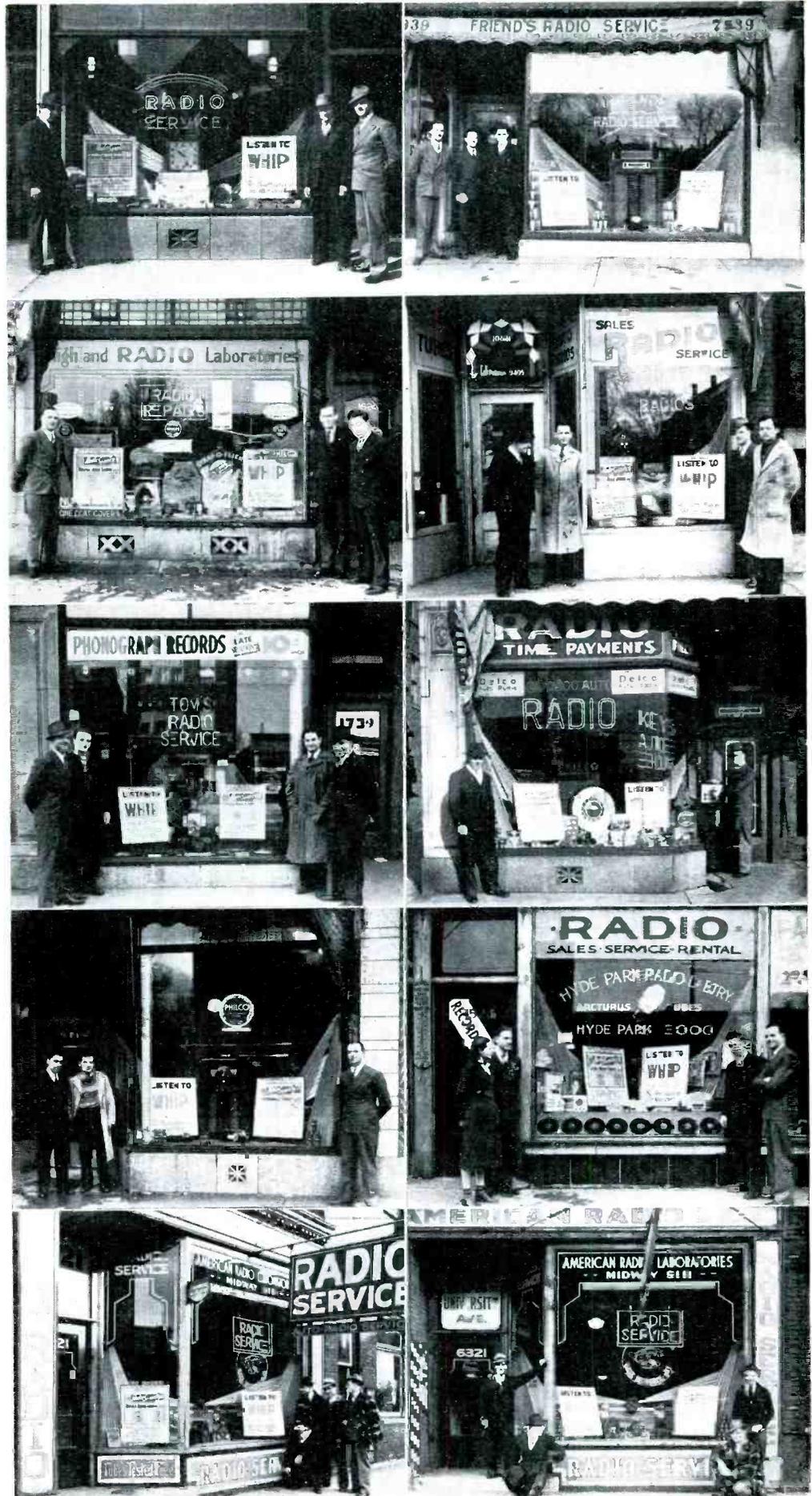
In return for these services, W-H-I-P broadcasts four programs a day dedicated to Master Radio Service. Once a week an individual store operator records a transcribed talk for the broadcast, plugging his community and its advantages. Tying this broadcast in with neighborhood newspaper ads and editorial publicity about the talk focuses the attention of the south side of Chicago on cooperating shops.

The payoff on this tieup is a daily offer on each broadcast of a noise filter. There are no strings on the offer, the listeners do not have to buy soap wrappers or a certain brand of cigarettes—a penny post card to the station is all that is required.

Master Radio Service Corporation furnishes the filters which are purchased in 1000 lots. The requests to the station are distributed to the ten service shops by zones which they have defined as their respective trading areas. Armed with the listeners request and a supply of the noise filters, a man from the nearest store personally calls and asks permission to install the filter. The customer's own card and the filter opens doors which no ordinary solicitor could expect to get past. The filter is demonstrated with the aid of an electric razor, illustrating how effectively it blocks noise.

During this demonstration, the make and condition of the radio is

(Continued on page 61)



New RECORDS in REVIEW

Clever Columbia-Brunswick-Vocalion radio tie-in grabs spotlight. Victor-Bluebird springs popular classics, two new albums

By

RICHARD GILBERT

EMINENTLY worth reporting is the new life being injected into Columbia, Brunswick and Vocalion records by the enterprising and experienced organization headed by Edward Wallerstein, Columbia Recording Corporation president.

For nearly a decade these three highly respectable labels had been left to languish with scarcely any promotional support. In the case of Columbia Masterworks, domestic production was held to a minimum; recordings made abroad appeared regularly in local pressings and sold only moderately well in metropolitan stores. An egregious defect in Columbia's early classical pressings was a bad surface which distorted the music until a number of playings wore residue from the grooves. All this, it is a joy to relate, has been rectified. The present Columbia-Brunswick-Vocalion set-up established last winter when Columbia Broadcasting System acquired all rights to these brands, is as different from the old as day and night.

Columbia Broadcasting System is back of its new subsidiary wholeheartedly. Already valuable publicity tie-ups between the record company and the networks are in evidence. The record material used for all Columbia Recording Corporation labels has been improved to the point where it is equal to that of any



competitor, and the production of domestic classical recordings, attractively packaged, is already under way.

Listen Your Way to Sales

The Columbia Symphony Orchestra, organized and supported by the broadcasting company, is playing an important role in stimulating record buyers' interest in current Columbia lists. Haydn's *Symphony No. 94 in G* ("The Surprise") and *Symphony No. 98 in B-flat*, modern recordings of which have been in great demand, performed by this splendid orchestra under the direction of Howard Barlow, are already best-sellers. The same orchestra's



ON THE AIR AND IN WAX—Howard Barlow and his Columbia Symphony Orchestra. He helps you sell discs

recording of Deems Taylor's *Through the Looking-Glass Suite* has gone like a house afire since its release last winter. These three Masterworks sets, which no dealer should overlook, have been receiving considerable publicity inasmuch as they are offered as prizes in a musical quiz program aired weekly over the C.B.S. chain.

Incidentally, I recommend strongly that dealers listen to this "Hour of Musical Fun" program. It follows the Sunday broadcast of the Columbia Symphony Orchestra (4 P.M. Eastern Daylight Time) and is an excellent and absolutely painless introduction to just the sort of musical information every record dealer should have. Questions such as who wrote *Melody in F*, how does the *Anvil Chorus* go, the nationality of the English horn, and what might be termed the classic counterpart of *Jeepers Creepers* provide a pleasant proving ground for musical "I. Q.'s." More than that, the information picked up through the process of giving the correct answers, either by contestants or master-of-ceremonies, is not likely to be soon forgotten. As emphasis is on composers and music most pop-
(Continued on page 61)



KADETTE Radio

*now owned and operated
by my company!*

*A*T LAST I have accomplished something that has been dear to my heart for the past ten years. I have bought the Kadette Radio Division from the International Industries, Inc. which for years has produced and sold the famous Kadette Radio sets, including the origination of using plastics for radio cabinets.

Our new company is known as the "Kadette Radio Corporation," and we will continue to manufacture at Ann Arbor, Michigan. In charge of manufacturing will be Mr. John B. Hawkins, Executive Vice-President, who has had many successful years of precision radio manufacturing experience with leading companies.

We intend to continue in the specialization of popular priced quality radio with a price range from \$50 down (no consoles) to \$10 with full discount to dealers, thus eliminating the serious evil which has been creeping into the radio business—that of expecting radio dealers to take short discounts and work for nothing.

The smartest Kadette line is ready, and will, of course, be marketed through regular jobber dealer channels. Our experience in the past enables us to know exactly what jobbers and dealers want for "A Compact Line" plus a thorough understanding of the factory policies required for harmonious relations.

You will be interested in our new style trend in compacts, table models, phono-combinations, portables, and of course, complete Kadette television receivers.

I shall be delighted to hear from my old friends among jobbers and dealers, as Kadette now "has something" for all.

Cordially and Sincerely,

W. Keene Jackson

WKJ:EKG

W. Keene Jackson

Let your Eyes and Ears Decide



WHETHER ANY LINE HAS EVER OFFERED SO MANY GREAT SALES-MAKING FEATURES AS THE NEW 1940 G-E RADIO

The new 1940 General Electric Radio line sets a new high for the industry to shoot at—in new features, new engineering improvements, new beauty of styling—in performance and in sheer value for the money in every price bracket.

But don't take our word for the merits of this G-E Radio line. See and hear these new instruments. Then let your eyes and ears decide which line will be *easiest to sell*—*most profitable for you to sell in 1939*.

Get in touch with your nearest G-E Radio Distributor—NOW.

RADIO AND TELEVISION DEPARTMENT
BRIDGEPORT, CONNECTICUT



NEW
1940
MODEL
H-87

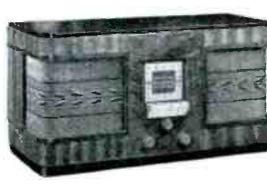
New *Super Beam-a-scope*... 8 Tubes... 3 Bands... Super-heterodyne... New Television Audio Key... New 14-inch Dynapower Speaker... 10 Watts Output... 9 Feathertouch Tuning Keys... New Floodlighted Station Finder... New Sight-angle Visualux Dial... New Drift-proof Station Settings... New Tone Selector—Priced 27% down from last year's G-E price levels.



NEW 1940 MODEL H-520



NEW 1940 MODEL H-620



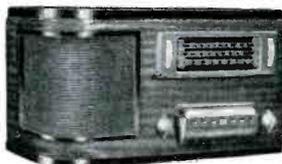
NEW 1940 MODEL H-632



NEW 1940 MODEL HB-402



NEW 1940 MODEL HM-3 RECORD PLAYER



NEW 1940 MODEL H-634

GENERAL  ELECTRIC

Let the G-E
X-Ray Sales Maker
Close Sales for You



This unique silent salesman dramatizes the selling features of the new 1940 G-E Radio—clinches sales in spectacular fashion. The entire chassis is brilliantly illuminated. The entire sales story is told at a glance. Underslung turntable permits quick and easy demonstration of sales features on front and back of cabinet. Ask your G-E Radio Distributor for the G-E X-Ray Sales Maker.

Why STOP With RADIO?

Refrigeration season to start early. Important replacement cycle seen. Retailers scrapping side-line psychology for major companion line effort



LOOK IN THE KITCHEN—When you've sold a radio, installed an antenna, serviced a set, you have the customers confidence, an "edge" that helps you sell modern, streamlined refrigerators such as this



OLD BOXES NO BAR—Ripe for replacement are women who see new boxes offering more quickly usable space



NO NEED TO FLOAT FRUIT—Humidifiers in modern boxes dispense with cumbersome, messy, water-filled crocks

TO the refrigeration business, nearly ten years ago, many radio retailers turned an inquisitive eye. Refrigeration sales were rising rapidly while radio sales appeared to be finding a level. Refrigerator prices were relatively high while radio prices trended to materially lower brackets. Converted into action was the retailer's speculation when it was noted that refrigeration's natural sales peak coincided almost exactly with radio's slackest period.

Season Lengthens

Into domestic refrigeration went many radio dealers, generally on a part-time, side-line basis. And even on this basis it proved a life-saver. For customers who bought radios in the fall and winter proved good prospects for refrigerators in the spring and summer. With the combination, many dealers who might otherwise have been embarrassed kept full organizations going, spread their effort more evenly over every month of the year.

Slowly, as the public learned just what a modern refrigerator meant in terms of health, comfort, convenience and economy, the selling season expanded. From four months to six. Then from six months to eight.

Increased sales reduced produc-

tion costs, and lower prices increased sales. The market was broadened to include lower income groups until today more than half the wired homes of the country have modern refrigerators.

Quickly discovered by the trade was the fact that, although nearly 70 per cent of all refrigerator sales initially were made to people who had had their decision to buy built up largely by the influence of national advertising and the recommendation of friends, real volume depended upon the energy with which salesmen attacked the business through outside calls.

More Than a Sideline

Checkup indicated that virtually 60 per cent of the average radio retailer's refrigeration sales required aggressive and intelligent "planned selling." Side-line psychology was modified as refrigeration proved itself a jealous yet delectable mistress.

demanding more time, attention and loyalty from the man seeking favors.

Today, for those dealers who courted the business early and those just entering it with the intention of giving it major appliance attention, refrigeration is expanding the retail horizon. No longer just a sideline, refrigeration is returning worthwhile profits to radio dealers who have set up major appliance departments, initiated specialty selling methods.

Just starting is an important cycle of replacement demand. From it: dealers who have carefully guarded consumer relations, kept their trade satisfied with merchandise purchased in the past, are beginning to reap a new profit harvest.

Modern refrigeration has well rewarded those radio dealers who had vision enough to take it on. And it will continue to pay dividends to those who will in future give it the major place in their retail setup it deserves.

1940 RADIO SPECIFICATIONS

Down the left-hand column appear *model numbers*, followed in a typical item by *type of set and cabinet, list price, number and type of tubes, power supply, band coverage, antenna provision, type of tuning, type and size of speaker, intermediate frequency* and (where space is available) *special features*.

ADMIRAL Continental Radio and Television Corp., Chicago, Ill.

361-5Q Plisc. tbl., \$9.95, 5GT, ac-dc, B band, loop, aut. tun., 5PM, 455kc.
 362-5Q Plisc. tbl., \$11.95, 5GT, ac-dc, B band, loop, aut. tun., 5PM, 455kc.
 371-5R Plisc. tbl., \$14.95, 5GT, ac-dc, B band, loop, aut. tun., 5PM, 455kc.
 372-5R Plisc. tbl., \$16.95, 5GT, ac-dc, B band, loop, aut. tun., 5PM, 455kc.
 373-5R Plisc. tbl., \$16.95, 5GT, ac-dc, B band, loop, aut. tun., 5PM, 455kc.
 352-5R Walnut tbl., \$17.95, 5GT, ac-dc, B band, loop, aut. tun., 5PM, 455kc.
 366-6J Plisc. tbl., \$16.95, 6G, ac-dc, B band, loop, aut. tun., 5PM, 455kc.
 367-6J Plisc. tbl., \$19.95, 6G, ac-dc, B band, loop, aut. tun., 5DYN, 455kc.
 368-6J Plisc. tbl., \$19.95, 6G, ac-dc, B band, loop, aut. tun., 5DYN, 455kc.
 369-6J Walnut tbl., \$24.95, 6G, ac-dc, B band, loop, aut. tun., 5DYN, 455kc.
 148-6K Walnut tbl., \$27.95, 6G, ac, B band, loop, aut. tun., 5DYN, 455kc.
 380-7H Walnut con., \$49.95, 7G, ac, B5 band, loop, aut. tun., 8DYN, 455kc.
 381-7H Walnut con., \$59.95, 7G, ac, B5 band, loop, aut. tun., 12DYN, 455kc.
 394-11B Walnut con., \$79.95, 11G, ac, B5 bands, loop, aut. tun., 12DYN, 455kc.
 335-AZ Port., \$19.95, 4G, batt., B band, loop, 5PM, 455kc.
 336-5N Port., \$29.95, 5G, ac-dc or batt., B band, loop, 5PM, 455kc.
 104-4A Walnut tbl., \$24.95, 4G, batt., B band, 6PM, 455kc.
 351-4A Walnut con., \$39.95, 4G, batt., B band, loop, 8PM, 455kc.
 CW-13 Walnut tbl. recd. plr. and phono, \$29.95, 1GT, ac, 5PM.
 311-4D Port. record plr. phono, \$39.95, 4G, batt., B band, loop, 5PM, 455kc.
 382-7H Con. comb., \$69.95, 7G, ac, B5, loop, aut. tun., 12DYN, 455kc.
 383-7H Con. comb., \$119.95, 7G, ac, B5, loop, aut. tun., 12DYN, 455kc.
 395-11B Con. comb., \$139.95, 11G, ac, B5, loop, aut. tun., 12DYN, 455kc.
 305-7C Tbl., \$29.95, 7G, ac, B5, loop, aut. tun., 6DYN, 455kc.

AIR KING Air King Products Co., Brooklyn, N. Y.

3922 Plisc. tbl., \$9.95, 5GT, ac-dc, B band, loop, 5PM, 455kc.
 3923 Walnut tbl., \$12.95, 5GT, ac-dc, B band, loop, 5PM, 455kc.
 3952 Walnut tbl., \$19.95, 6GT, ac-dc, B band, loop, 5DYN, 455kc.
 3953 Walnut tbl., \$24.95, 6GT, ac-dc, B band, loop, 5DYN, 455kc.
 3905 Port., \$19.95, 4G, batt., B band, loop, 5PM, 455kc.
 3906 Port., \$24.95, 4G, batt., B band, loop, 5PM, 455kc.
 3912 Port., \$29.95, 5G, ac-dc or batt., B band, loop, 5PM, 455kc.
 3914 Port., \$35.95, 5G, ac-dc or batt., B band, loop, 5PM, 455kc.
 3907 Walnut tbl. comb., \$29.95, 5G, ac-dc, B band, 5PM.
 3909 Walnut tbl. comb., \$39.95, 6G, ac-dc, B band, 5DYN, 455kc.
 3980 Walnut con. comb., \$69.95, 6G, ac, B band, 8DYN, 455kc.

ANDREA Andrea Radio Corp., 48-20 Forty-eighth Ave., Woodside, L. I.

2D5 Wood tbl., 5G, ac, S8 bands, 5 1/2 DYN.
 6D5 Wood tbl., 5G, ac, S8 bands, aut. tun., 5 1/2 DYN
 14E6 Wood tbl., 6GM, ac, S8 bands, aut. tun., 6 1/2 DYN
 2E6 Wood tbl., 6GM, ac, S8L, aut. tun., 6 1/2 DYN
 4E6 Wood con., 5GM, ac, S8L bands, aut. tun., 12DYN
 6E6 Wood comb., 5GM, ac, S8L bands, aut. tun., 12DYN
 630 Wood tbl., 5GM, ac-dc, S8L bands, aut. tun., 6 1/2 DYN
 632 Wood con., 5GM, ac-dc, S8L bands, aut. tun., 12DYN
 634 Wood comb., 5GM, ac-dc, S8L bands, aut. tun., 12DYN
 2E8 Wood tbl., 8GM, ac, S8L bands, aut. tun., 8DYN, rf.
 4E8 Wood tbl., 8GM, ac, S8L bands, aut. tun., 10DYN, rf.
 6E8 Wood con., 8GM, ac, S8L bands, aut. tun., 12DYN, rf.
 8E8 Wood comb., 8GM, ac, S8L bands, aut. tun., 12DYN, rf.
 4E11 Wood tbl., 11GM, ac, S8L bands, aut. tun., 10DYN, rf.
 6E11 Wood con., 11GM, ac, S8L bands, aut. tun., 12DYN, rf.
 8E11 Wood comb., 11GM, ac, S8L bands, aut. tun., 12DYN, rf.
 10E11 Wood comb., 11GM, ac, S8L bands, aut. tun., 12DYN, rf.
 4530 Wood tbl., 12GM, ac-dc, S8L bands, aut. tun., 10DYN, rf.
 4534 Wood con., 12GM, ac-dc, S8L bands, aut. tun., 12DYN, rf.
 4536 Wood comb., 12GM, ac-dc, S8L bands, aut. tun., 12DYN, rf.
 4538 Wood comb., 12GM, ac-dc, S8L bands, aut. tun., 12DYN, rf.
 626 Wood comb., 6GM, batt, S8L bands, 8DYN, rf.
 628 6GM, batt, S8L bands, 8ED, rf.

ANSLEY Ansley Radio Corp., 4377 Bronx Blvd., New York, N. Y.

D-16 Con. phono., \$115.00, 6G, ac or ac-dc, 12DYN
 D-17 Con. comb., \$140.00, 7GM, ac or ac-dc, B5, 12DYN, 456kc.
 D-21 Con. comb., \$170.00, 13GM, ac or ac-dc, B5, 12DYN, 456kc.
 D-23 Con. comb., \$115.00, 7GM, ac or ac-dc, B5, 12DYN, 456kc.
 D-25 Con. comb., \$205.00, 15GM, ac or ac-dc, BPS, 12DYN, rf, 456kc.
 D-18 Con. comb. A., \$190.00, 7GM, ac or ac-dc, B5, 12DYN, 456kc.
 D-20 Con. A., phono, \$165.00, 6G, ac or ac-dc, 12DYN
 D-22 Con. comb., \$220.00, 13GM, ac or ac-dc, B5, 12DYN, 456kc.
 D-24 Con. comb. A., \$225.00, 15GM, ac or ac-dc, BPS, 12DYN, rf, 456kc.
 D-27 Con. automatic attachment, \$120, no tubes, ac or ac-dc
 D-1 Port. phono, \$69.50, 6G, ac or ac-dc, 8DYN
 D-9 Port. comb., \$79.50, 7GM, ac or ac-dc, B5 bands, 6DYN, 456kc.
 D-12 Port. phono, \$105.00, 6G, ac or ac-dc, 8DYN
 D-26 Port. phono, \$44.50, ac or ac-dc, 6DYN
 D-A Tbl., phono attachment, \$34.50, ac or ac-dc
 D-1-A Tbl., phono, \$69.50, 6G, ac or ac-dc, 6DYN
 D-10 Tbl. comb., \$84.50, 7GM, ac or ac-dc, B5 bands, 6DYN, 456kc.
 U-10 Tbl., \$44.50, 7GM, ac or ac-dc, B5 bands, 6DYN, 456kc.
 U-11 Port., \$49.50, 7GM, ac or ac-dc, B5 bands, 456kc.

ARVIN Noblitt-Sparks Industries, Inc., Columbus, Ind.

40 & 40A Steel tbl., \$6.95, 2GM, ac-dc, BP bands, 4DYN, rf, trf.
 502 Steel tbl., \$9.95, 5GM, ac-dc, BP bands, 4DYN, 455kc.
 602 Plisc. tbl., \$16.95, 6GM, ac-dc, BP bands, loop, 5DYN, 455kc.
 58 Plisc. tbl., \$16.95, 5GM, ac-dc, BP bands, 5DYN, 455kc.
 58A Plisc. tbl., \$19.95, 5GM, ac-dc, BP bands, 5DYN, 455kc.
 71 Plisc. tbl., \$22.95, 5GM, ac, BP bands, aut. tun., 5DYN, 455kc.
 71A Plisc. tbl., \$24.95, 5GM, ac, BP bands, aut. tun., 5DYN, 455kc.
 78 Wood tbl., \$34.95, 5GM, ac, B5 bands, aut. tun., 5 1/2 DYN, 455kc.

PORTABLES

MAJESTIC

Majestic Radio and Television Corp.
 2600 West Fiftieth St., Chicago, Ill.



PORTABLE — Battery operated portable weighing slightly more than 3 pounds with batteries and built-in aerial. Tunes standard American broadcasts. Cabinet finished in embossed leatherette with handle and provision for attaching shoulder carrying strap. *Radio and Television Retailing, July, 1939.*

SONORA

Sonora Radio & Television Corp.
 2626 W. Washington Blvd., Chicago, Ill.



MODEL PL-37 — A four-tube portable superhet with "Sonorascope" antenna, 150 hr. battery pack, 4-inch p.m. speaker. Carrying weight is 9 1/2 lbs., price \$19.95. Equipped with convenient carrying handle, hinged cover which protects the panel and dials when the receiver is not being tuned. *Radio and Television Retailing, July, 1939.*

WESTINGHOUSE

Westinghouse Electric Supply Co.
 150 Varick St., New York, N. Y.



PORTABLE — Model WR675A features slide-rule dial, 13-to-1 vernier tuning ratio, 5-inch p.m. dynamic speaker, built-in loop, separate battery compartment, on-off indicator, auxiliary antenna and ground connections, broadcast band tuning. Uses 4 tubes. *Radio and Television Retailing, July, 1939.*

Set the PACE

RCA

RCA Manufacturing Co.
Camden, N. J.

PORTABLE—Model 948P-80 brown or 948P-81 black embossed cowhide-cased 4 tube superhet has 5 in. super-sensitive dynamic loudspeaker. Tunes domestic broadcast band and police calls. Weight approximately 12½ pounds including batteries. Removable matched cover protects dial grille and knobs while not in use, snaps to back of cabinet when in use. Self-contained loop antenna, avc. *Radio and Television Retailing, July, 1939.*



EMERSON

Emerson Radio and Phonograph Corp.
111 Eighth Ave., New York, N. Y.

MODEL DC-308—A five tube superhet portable with permanent magnet dynamic speaker, loop antenna, avc. Covered with pigskin fabrikoid. Lists \$19.95. *Radio and Television Retailing, July, 1939.*



KADETTE

Kadette Radio Corp.
310 First National Bldg., Ann Arbor, Mich.

PORTABLE — Model L34 (shown with Rolaway door closed) is a five-tube superhet portable with compartment for batteries, built-in loop, slide-rule dial. Cabinet of plywood covered with weatherproof luggage duck. Rolaway door is plastic. List \$24.95. *Radio and Television Retailing, July, 1939.*



ARVIN—Continued

- 88 Wood tbl., \$39.95, 5GM, ac-dc, BP bands, 6DYN, 455kc.
- 89 Wood tbl., 6GM, ac, BS bands, aut. tun., 8DYN, 455kc.
- 89 Wood tbl., 6GM, ac, BS bands, aut. tun., 8DYN, 455kc.
- 91 Wood con., \$64.95, 6GM, ac, BS bands, aut. tun., 10DYN, 455kc.
- 92 Wood con., \$99.95, 8GM, ac, all-wave, aut. tun., 12DYN, rf, 455kc.

AUTOMATIC

Automatic Radio Mfg. Co., Inc., Boston, Mass.

- 929 Tbl., 5 tubes, ac-dc, BP bands, 5DYN
- 905 Tbl., 5 tubes, ac-dc, BP bands, 5DYN
- 939 Tbl., 6 tubes, ac-dc, BS, 5DYN
- 949 Tbl., 6 tubes, ac-dc, BS bands, 5DYN
- 979 Tbl., 6 tubes, ac-dc, BS bands, 5DYN
- 950 Tbl., 5 tubes, ac-dc, BP bands, 5DYN
- 935 Tbl., 5 tubes, ac-dc, BP bands, 5DYN
- 988 Tbl., 7 tubes, ac-dc, BS bands, 5DYN
- 986 Tbl., 8 tubes, ac-dc, BS bands, aut. tun., 5DYN
- 999 Con., 11 tubes, ac-dc, BS bands, aut. tun., 14DYN
- P45 Cloth port., batt, BP bands, loop, 5PM, 456kc.
- P43 Cloth port., 4GT, batt, BP bands, loop, 5PM, 456kc.
- P-57 Lthr. port., 5GT, ac-dc or batt, BP, loop, 5PM, 456kc.
- P-58 Lthr. port., 5GT, ac-dc, or batt, BP bands, loop, 5PM, 456kc.
- P-61 Cloth port., 5GT, ac-dc, or batt, BP bands, loop, 5PM, 456kc.
- P57LW Lthr. port., 5GT, ac-dc or batt, BL bands, loop, 5PM, 456kc.
- P-61LW Cloth port., 5GT, ac-dc or batt, BL bands, loop, 5PM, 456kc.

BENDIX

The Bendix Co., Wood Lake, Minn.

- 611-T Wood tbl., \$32.50, 6GM, ac, BS bands, aut. tun., 8DYN, 456kc.
- 611-C Wood Con., \$49.50, 6GM, ac, BS bands, aut. tun., 10DYN, 456kc.
- 711-C Wood tbl., \$49.50, 7GM, ac, BPS bands, aut. tun., 8DYN, r.f., 456 kc.
- 711-C Wood Con., \$79.50, 7GM, ac, BPS bands, aut. tun., 12DYN, r.f., 456kc.
- 42-T Plstc. tbl., \$17.50, 4G, batt, B band, aut. tun., 4PM, 456kc.
- 52-T Wood tbl., \$34.50, 4G, batt, B band, 5PM, 456kc.

BREITING

Breiting Radio Mfg. Co., Los Angeles, Calif.

- 9 Metal tbl., \$90.00, 9GM, ac, S band, 8DYN, rf, 432kc.
- 49 Metal tbl., \$165.00, 13GM, ac, S band, 12DYN, rf, 432kc.
- 6 Metal tbl., \$54.00, 6GM, ac, S band, 5DYN, 432kc.

BRUNSWICK Mersman Bros., Inc., 206 Lexington Ave., New York, N. Y.

- T1580 Tbl., \$29.75, 5GM, ac-dc, BP, loop, 8PM, 455kc., T, P, F.
- T2580 Tbl., \$35.50, 5GM, ac-dc, BP, loop, 8PM, 455kc., T, P, F.
- 3580 Con., \$49.50, 5GM, ac-dc, BP, loop, 8PM, 455kc., T, P, F.
- 4580 Con., \$59.50, 5GM, ac-dc, BP, loop, 8PM, 455kc., T, P, F.
- 4580½ Mahog. Con., \$64.50, 5GM, ac-dc, BP, loop, 8PM, 455kc., T, P, F.
- P5580 Con. Comb., \$69.50, 5GM, ac-dc, BP, loop, 8PM, 455kc., T, P, F.
- 1680 Con., \$69.50, 6GM, ac-dc, SL, aut. tun., 10PM, 455kc., T, P, F.
- 2660 Con., \$69.50, 6GM, ac-dc, SL, aut. tun., 10PM, 455kc., T, P, F.
- 2689 Con., \$89.50, 6GM, ac-dc, SL, aut. tun., 10PM, 455kc., T, P, F.
- 3689 Con., \$89.50, 6GM, ac-dc, SL, aut. tun., 10PM, 455kc., T, P, F.
- 1700 Con., \$99.50, 7GM, ac, BPSL, aut. tun., 10DYN, rf, 455kc., T, A, F.
- A2600 Con., \$139.50, 6GM, ac-dc, SL, aut. tun., 10DYN, rf, 455kc., T, A, F.
- A2700 Con., \$169.50, 7GM, ac, BPSL, aut. tun., 10DYN, rf, 455kc., T, A, F.
- A3720 Con., \$199.50, 7GM, ac, BPSL, aut. tun., 12DYN, rf, 455kc., T, A, F.
- A1020 Con., \$214.50, 10GM, ac, BPSL, aut. tun., 12DYN, rf, 455kc., T, A, F.
- A2020 Con., \$229.50, 10GM, ac, BPSL, aut. tun., 12DYN, rf, 455kc., T, A, F.

CHAMPION

Ferguson Radio, Inc., 14553 Madison Ave., Lakewood, O.

- Junior Wireless recd. plr., \$14.95, 2GT, ac.
- DeLuxe Port. wireless recd. plr., \$19.95, 2GT, ac, mike jack.
- 5340T2B Wood tbl., \$19.95, 5GT, ac, 3 bands, 5DYN, 456kc.
- 6340ADB Wood tbl., \$17.95, 5M, ac-dc, 3 bands, 5DYN, 456kc.
- 6340ADK Wood tbl., \$23.50, 5M, ac-dc, 3 bands, 5½DYN, 456kc.
- 6340TZK Wood tbl., \$27.50, 5M, ac, 3 bands, 6DYN, 456kc.
- 6140CPX Wood tbl. comb., \$27.50, 5M, ac, 1 band, 5DYN, 456kc.
- 5140-CPX Wood tbl., comb., \$19.95, 4M, ac, 1 band, 5DYN, rf.

CROSLLEY

The Crosley Corp., Cincinnati, Ohio

- 8429A Cloth port., \$19.99, 4G-GT, Batt, B band, loop, 5½PM, 455kc.
- 8449A Plstc. tbl., \$15.99, 4GT-G, batt, B band, aut. tun., 4PM, 455 kc.
- 8459A Wood tbl., \$24.95, 4G-GT, batt, B band, aut. tun., 4PM, 455kc.
- 519A Plstc., tbl., Brown \$9.99, 5GT-M, ac-dc, B band, 5DYN, 455kc.
- 529A Tbl., brown \$12.99, 5GT-M, ac-dc, B band, aut. tun., 5DYN, 455kc.
- 539M Wood comb., \$49.95, 5GT-M, ac, B band, aut. tun., 6DYN, 455kc.
- 529D Wood tbl., \$15.99, 5GT-M, ac-dc, B band, aut. tun., 5DYN, 455kc.
- 8579A Plstc. tbl., \$19.99, 5G-GT, batt, B band, aut. tun., 4PM, 455kc.
- 86579A Wood tbl., \$29.95, 5G-GT, batt, B band, aut. tun., 5½PM, 455kc.
- 85579M Wood con., \$49.95, 5G-GT, batt, B band, aut. tun., 8PM, 455kc.
- 8589A Wood tbl., \$24.95, 5G-GT, batt, BS bands, aut. tun., 5½PM, 455kc.
- 85589M Con., \$54.95, 5G-GT, batt, BS bands, aut. tun., 8PM, 455kc.
- 599A Plstc. tbl., brown \$7.99, 5GT-M, ac-dc, B band, 4DYN, trf.
- 648A Plstc. tbl., \$14.99, 5G-GT-M, ac-dc, B band, aut. tun., 5DYN, 455kc.
- 648D Wood tbl., \$19.99, 5G-GT-M, ac-dc, B band, aut. tun., 5DYN, 455kc.
- 5648A Tbl., brown, \$15.99, 5G-GT-M, ac-dc, B band, loop, aut. tun., 5DYN, 455kc.
- 5648D Tbl., \$20.99, 5G-GT-M, ac-dc, B band, loop, aut. tun., 5DYN, 455kc.
- 719A Plstc. tbl., brown \$19.99, 7GT-M, ac, B band, aut. tun., 5DYN, 455kc.
- 719D Wood tbl., \$24.95, 7GT-M, ac, B band, aut. tun., 5DYN, 455 kc.
- 729A Tbl., brown \$20.99, 7GT-M, ac, BS bands, aut. tun., 5DYN, 455 kc.
- 729D Wood tbl., \$25.95, 7GT-M, ac, BS bands, aut. tun., 5DYN, 455kc.
- 739A Wood tbl., \$29.95, 7GT-M, ac, BS bands, aut. tun., 5DYN, 455 kc.
- 5539M Con., \$39.95, 5GT-M, ac, B band, aut. tun., 8DYN, 455kc.
- 7739M Con., \$49.95, 7GT-M, ac, BS bands, aut. tun., 8DYN, 455kc.
- 819M Con., \$69.95, 8GT-M, ac, BPS bands, aut. tun., 10DYN, 455kc.
- 629M Con. comb., \$69.95, 6G-GT-M, ac, B band, aut. tun., 8DYN, 455kc.

A=Automatic record-changer

B,P,S,L=Broadcast, police, shortwave, longwave

F=Period furniture design

P=Phono, plug-in

T=Provision for television

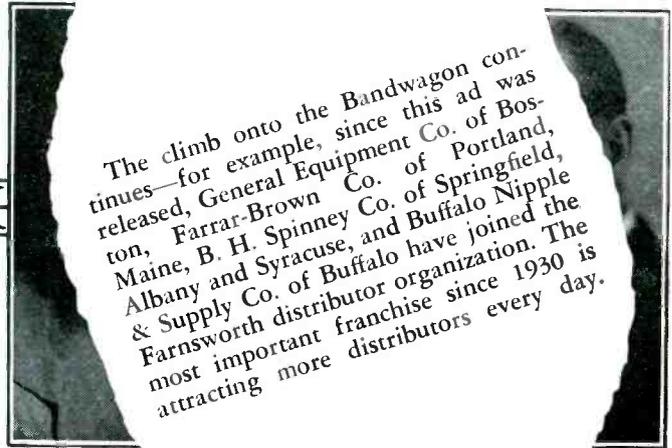
Leading Distributors



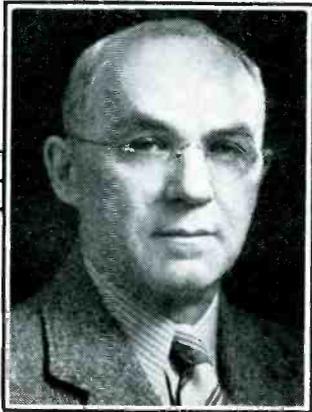
A. Hattenbach, Pres.
Electric Products Corp.
Pittsburgh, Pa.
Frigidaire Dist.



Peter Sampson, Pres.
Sampson Electric Co.
Chicago, Ill.
Norge Dist.



A. L. Shellworth, Mgr.
Sunset Electric Co.
Portland, Ore.
Frigidaire Dist.



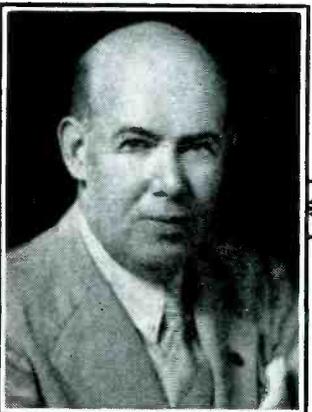
David C. Lappin, Pres.
Lappin Electric Co.
Milwaukee, Wis.
Universal Dist.



George Fulenwider, Mgr.
Southern Bearings & Parts Co.
Charlotte, N. C.
Norge Dist.



David Trilling, Pres.
Trilling & Montague
Philadelphia, Pa.
Norge Dist.



John T. Morgan, Sec'y
Charleston Elec. Supply Co.
Charleston, W. Va.
Norge Dist.



Ray P. Harten, Pres.
The Harten-Knodel Dist. Co.
Cincinnati, Ohio
Norge Dist.



J. W. Miltgen, Mgr.
Radio Distributing Co.
Grand Rapids, Mich.
Norge Dist.



Maurice B. Isaacs, Pres.
Mory Sales Corp.
New Haven, Conn.
Bendix Dist.

THE HISTORY OF TELEVISION IS

"Go" Farnsworth

Farnsworth district managers fall into the Farnsworth "tempo" in signing-up the leading distributors shown on these pages . . . In the short period of less than 30 days, 43 major and secondary distributing points have been "set" with outstanding distributors who were quick to get on board the Farnsworth "Band Wagon". Interest continues to grow—other territories are now being covered by Farnsworth district sales managers—being signed up as rapidly as contacts can be made.

Farnsworth quickens its pace in the design and production of the newest line in Radio. The next 30 days will show fuller evidence of this progress. By that time Farnsworth distributors and dealers will begin to receive initial stock—the newest and finest in Radio—table models, consoles and combinations. And as for television—distributors, dealers and the public alike are quickly accepting this fact that—"The History of Television is the History of Farnsworth."

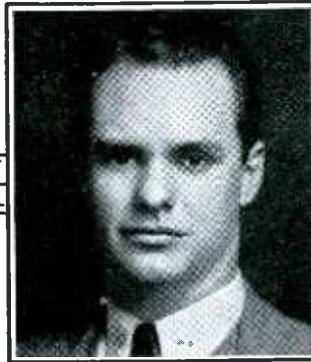
FARNSWORTH TELEVISION & RADIO CORPORATION
3700 Pontiac St., Fort Wayne, Indiana

Farnsworth

RADIO — COMBINATIONS — TELEVISION



B. J. Oppenheim, Pres.
B. & O. Radio, Inc.
Newark, N. J.
Norge Dist.



Arthur L. Nelson, Pres.
Nelson & Co., Inc.
Baltimore, Md.
Universal Dist.



Frank Edwards, Pres.
Frank Edwards Co., Inc.
San Francisco, Calif.
Bendix Dist.



C. B. Warren, Pres.
Warren-Norge Co., Inc.
New York City
Norge Dist.



B. K. Sweeney, Pres.
The B. K. Sweeney Elec. Co.
Denver, Colo.
G. E. Dist.



R. L. Wilcox, Mgr.
Kemp Equipment Co.
Rochester, N. Y.
Leonard Dist.



E. D. Henley, Pres.
Birmingham Elec. Battery Co.
Birmingham, Ala.
Norge Dist.



J. L. Perry, Pres.
J. L. Perry Co.
Nashville, Tenn.
Westinghouse Dist.

THE HISTORY OF FARNSWORTH

DETROLA

Detrola Corp., 1501 Beard Ave., Detroit, Mich.

197 Plstc. tbl., \$9.95, 4M, ac-dc, B band
 218 Plstc. tbl., \$12.50, 4M, ac-dc, BS bands
 276 Plstc. tbl., \$9.95, 5M, ac-dc, B band
 280 U Plstc. tbl., \$7.95, 4 tubes, ac-dc, B band
 283 B Plstc. tbl., \$9.95, 6 tubes, ac-dc, B band, loop
 284 Plstc. tbl., \$15.95, 5 tubes, ac-dc, B band, loop
 274 Plstc. tbl., \$17.95, 5 tubes, ac-dc, B band, loop
 282 Port., \$19.95, 4 tubes, batt, B band, loop
 288 Port., \$24.95, 4 tubes, batt, B band, loop
 286 Port., \$29.95, 5 tubes, batt, B band, loop
 295 Port., \$24.95, 5 tubes, batt or ac-dc, B band, loop
 212 EA Tbl., \$19.95, 7 tubes, ac-dc, BS bands, 5DYN
 248 A Tbl., \$29.50, 6 tubes, ac, BS bands, 5DYN
 249 A Tbl., \$29.50, 6 tubes, ac-dc, BS bands, 5DYN
 250 A Tbl., \$32.50, 7 tubes, ac-dc, BS bands, 5DYN
 251 A Tbl., \$37.50, 7 tubes, ac-dc, BS bands, 6 1/2 DYN
 209 EA Tbl., \$57.50, 8 tubes, ac, BS bands, aut. tun., 8DYN
 220 A Tbl., \$34.50, 6 tubes, ac, BS bands, aut. tun., 5DYN
 221 A Tbl., \$34.50, 6 tubes, ac-dc, BS bands, aut. tun., 5DYN
 222 A Tbl., \$39.50, 7 tubes, ac-dc, BS bands, aut. tun., 5DYN
 225 A Tbl., \$44.50, 7 tubes, ac-dc, BS bands, aut. tun., 6 1/2 DYN
 231 A Tbl., \$59.50, 9 tubes, ac, BS bands, aut. tun.
 228 AP Tbl., phono comb., \$89.50, 7 tubes, ac-dc, BS bands
 233 AP Phono comb., \$79.50, 7 tubes, ac, BS bands, 6 1/2 DYN
 235 AP Tbl., phono comb., \$19.95, 5 tubes, ac, B bands, 5DYN
 2741 Tbl., phono comb., \$29.95, 5 tubes, ac, B bands, loop, 5DYN
 2742 Tbl., phono comb., \$39.95, 5 tubes, ac-dc, B band loop
 2743 Port., phono comb., \$29.95, 5 tubes, ac, B band, loop, 5DYN
 2744 Tbl., phono comb., \$24.95, 5 tubes, ac, B band, loop, 5DYN
 2831 Tbl., phono comb., \$39.50, 6 tubes, ac, B band, loop, 5DYN
 2832 Tbl., phono comb., \$49.50, 6 tubes, ac-dc, B band, loop
 259 EPC Con., comb., \$159.50, 10 tubes, ac, BS bands, aut. tun., 12DYN
 270 EPC Con. comb., \$129.50, 8 tubes, ac, BS bands

DEWALD

DeWald Radio Corp., 440 Lafayette St., New York, N. Y.

406R Plstc. colors, walnut, \$9.99, 4GT, ac-dc, BP bands, 4PM, rf.
 538 Walnut, \$11.99, 5GT, ac-dc, BP bands, loop, 4DYN, 456kc.
 408R Port., \$29.95, 4 tubes, batt, B band, loop, 5PM, 456kc.
 415 Port., 4 tubes, batt, B band, loop, 4PM, 456kc.
 655 Walnut, \$22.50, 5 tubes, ac-dc, BP bands, loop, 5PM, 456kc.
 648 Walnut, \$32.95, 6 tubes, ac-dc, 2 bands, aut. tun., 6DYN, 456kc.
 650 Walnut, \$34.95, 6 tubes, ac-dc, 3 bands, aut. tun., 6DYN, 456kc.
 649 Walnut, \$34.95, 6 tubes, ac, 2 bands, aut. tun., 6DYN, 456kc.
 651 Walnut, \$36.95, 6 tubes, ac, 3 bands, aut. tun., 6DYN, 456kc.
 645 Walnut, \$26.50, 6 tubes, ac-dc, 2 bands, 5DYN, 456kc.
 533 Walnut, \$16.95, 5 tubes, ac-dc, BP bands, 5DYN, 456kc.
 537 Walnut, \$17.95, 5GT, ac-dc, BP bands, 4DYN, 456kc.
 540 Walnut, \$29.95, 5 tubes, ac, BP, 4DYN, 456kc.

EMERSON

Emerson Radio and Phonograph Corp., New York, N. Y.

CF-255 Plstc tbl., \$7.95, 2GT, ac-dc, BP bands, 4Permanic, rf.
 CU-265 Plstc. tbl., \$9.95, 5GT, ac-dc, BP bands, PM, rf.
 CR-274 Plstc. tbl., walnut, \$12.95, 5GT, ac-dc, BP bands, DYN, 455kc.
 DB-301 Plstc. tbl., \$14.95, 5GT, ac-dc, B band, loop, 5DYN, 455kc.
 CV-264 Tbl., \$14.95, 5GT, ac-dc, B band, loop, DYN, 455kc.
 DB-247 Tbl., \$14.95, 5GT, ac-dc, B band, loop, 5DYN, 455kc.
 CW-279 Plstc. tbl., \$17.95, 5GT, ac-dc, BP bands, aut. tun., DYN, 455kc.
 CR-261 Walnut tbl., \$17.95, 5GT, ac-dc, BP bands, DYN, 455kc.
 CR-261 Maple tbl., \$17.95, 5GT, ac-dc, BP bands, DYN, 455kc.
 CG-268 Plstc. tbl., walnut, \$17.95, 5G, ac-dc, BPS bands, 5DYN, 455kc., T.
 DB-294 Tbl., \$17.95, 5GT, ac-dc, B band, loop, 5DYN, 455kc.
 CR-262 Walnut tbl., \$19.95, 5GT, ac-dc, BP bands, DYN, 455kc.
 CV-280 Port., \$19.95, 5GT, ac-dc, B band, loop, DYN, 455kc.
 CV-295 Walnut tbl., \$19.95, 5GT, ac-dc, B band, loop, DYN, 455kc.
 CJ-257 Wood tbl., \$19.95, 5GT, ac-dc, BP bands, DYN, 455kc.
 CZ-282 Walnut tbl., \$22.95, 5GT, ac-dc, B band, loop, aut. tun., DYN
 CY-269 Plstc. tbl., walnut, \$22.95, 5G, ac-dc, BPS, aut. tun., 5DYN, 455kc.
 CG-276 Walnut tbl., \$22.95, 5G, ac-dc, BPS bands, 5DYN, 455kc.
 CV-298 Walnut tbl., \$22.95, 5GT, ac-dc, 8 band loop, DYN, 455kc.
 CS-268 Plstc. tbl., walnut, \$22.95, 6G, ac-dc, BPS bands, 6 1/2 DYN, 455kc., T.
 CJ-248 Walnut chest, \$24.95, 5GT, ac-dc, BP, DYN, 455kc.
 CS-270 Walnut tbl., \$29.95, 6G, ac-dc, BPS bands, 6 1/2 DYN, 455kc., T.
 CY-284 Walnut tbl., \$29.95, 5G, ac-dc, BPS, aut. tun., BPM, 455kc.
 CO-269 Tbl., \$32.95, 6G, ac-dc, BPS bands, aut. tun., 6 1/2 DYN, 455kc., T.
 CO-271 Walnut tbl., \$32.95, 6G, ac-dc, BPS bands, aut. tun., 6 1/2 DYN, T.
 CS-272 Walnut tbl., \$32.95, 6G, ac-dc, BPS bands, 6 1/2 DYN, 455kc., T.
 CO-273 Tbl., \$39.95, 6G, ac-dc, BPS bands, aut. tun., 6 1/2 DYN, 455kc., T.
 DA-287 Walnut tbl., \$39.95, 6G, ac, BPS bands, 8DYN, 455kc., T.
 CV-288 Walnut tbl., \$39.95, 5G, ac-dc, BPS bands, aut. tun., 8PM, 455kc.
 CV-289 Comb. tbl., \$32.95, 5GT, ac, B bands, loop, DYN, 455kc.
 CV-291 Comb. tbl., \$39.95, 5GT, ac, B band, loop, 6 1/2 PM, 455kc.
 CV-1-291 Comb. tbl., \$49.95, 5GT, ac-dc, B band, loop, 6 1/2 PM, 455kc.
 CV-290 Port. comb., \$49.95, 5GT, ac-dc, B band, loop, DYN, 455kc.
 CV-1-290 Port. comb., \$49.95, 5GT, ac-dc, B band, loop, DYN, 455kc.
 CR-303 Port. comb., \$79.95, 5GT, ac, BP bands, 6 1/2 PM, 455kc.
 CR-1-303 Port. Comb., \$89.95, 5GT, ac-dc, BP bands, 6 1/2 PM, 455kc.
 DG-307 Port. phono, \$39.95, 4GT, ac-dc, 6 1/2 PM
 CR-297 Consolette comb., \$49.95, 5GT, ac, BP bands, BPM, 455kc.
 CG-293 Walnut con. comb., \$69.95, 5G, ac, BPS bands, 12PM, 455kc.
 CG-294 Walnut con. comb., \$99.95, 5G, ac, BPS bands, 12PM, 455kc., A.
 CX-292 Port. comb., \$44.95, 5GT, batt, B band, loop, 6 1/2 PM, 455kc.
 DC-308 Port., \$19.95, 5GT, batt, B band, loop, 5PM, 455kc.
 CX-283 Port., \$19.95, 5GT, batt, B band, loop, PM, 455kc.
 CX-263 Cloth port., \$24.95, 5GT, batt, B band, loop, 6 1/2 PM, 455kc.
 CX-284 Port., \$29.95, 5GT, batt, B band, loop, 6 1/2 PM, 455kc.
 DF-306 Port., \$29.95, 6GT, ac-dc and batt, B band, loop, 6 1/2 PM, 455kc.
 CX-305 Walnut port., \$34.95, 5GT, batt, B band, loop, 6 1/2 PM, 455kc.
 DH-264 Tbl., \$14.95, 5GT, batt, B band, PM, 455kc.
 CX-285 Walnut tbl., \$24.95, 5GT, batt, B band, loop, 6 1/2 PM, 455kc.
 CU-265-LW Plstc. tbl., \$14.95, 5GT, ac-dc, BPL bands, PM, rf.
 CR-274LW Plstc. tbl., walnut, \$17.95, 5GT, ac-dc, BPL bands, DYN, 455kc.
 CR-261LW Tbl., walnut, \$22.95, 5GT, ac-dc, BPL bands, DYN, 455kc.
 CR-262LW Walnut tbl., \$24.95, 5GT, ac-dc, BPL bands, DYN, 455kc.
 CS-268-LW Plstc. tbl., walnut, \$27.95, 6G, ac-dc, BSL bands, 6 1/2 DYN, 455kc., T.
 CS-270LW Walnut tbl., \$34.95, 6G, ac-dc, BSL bands, 6 1/2 DYN, 455kc., T.
 CS-272LW Walnut tbl., \$37.95, 6G, ac-dc, BSL bands, 6 1/2 DYN, 455kc., T.

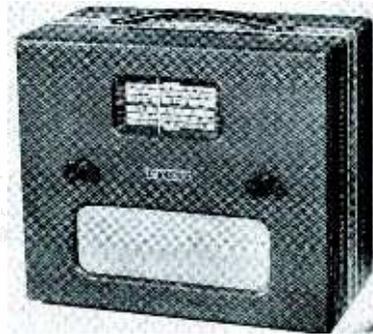
ESPEY

Espey Mfg. Co., Inc., 67 Irving Place, New York, N. Y.

943 Port., 4G, batt, B band, loop, 5PM, 456kc.
 942A Port., 4G, batt, B band, loop, 5PM, 456kc.
 942F Port., 4G, batt, B band, loop, 5PM, 456kc.

GARODGarod Radio Corp.
115 Fourth Ave., New York, N. Y.

PORTABLE — Combination 4 tube battery with switch-over to 5 tube a.c.-d.c. portable with frequency range from 550-1720 kc. Loop antenna, 5 1/2 in. P.M. speaker, avc, automatic shut-off switch cuts off current when doors are closed. Airplane linen case, 16 1/2 lbs., weight. *Radio and Television Retailing, July, 1939.*

TROYTroy Radio and Television Co.
1142 S. Olive St., Los Angeles, Calif.

PORTABLE — The "Companion", Model PB-940 is a battery powered receiver available in tan, gray, blue and brown airplane luggage style. Weight 18 lbs. List \$29.95. *Radio and Television Retailing, July, 1939.*

ZENITHZenith Radio Corp.
Chicago, Ill.

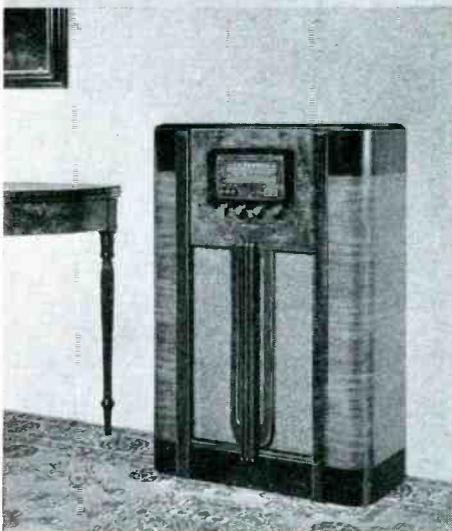
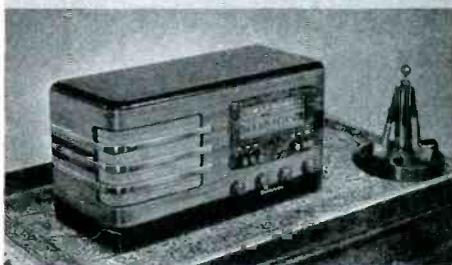
PORTABLE — Model 5G401 with detachable wavemagnet antenna operates on either batteries or 110 volt ac-dc lines. Five-tube superhet, guardian reminder and safety on-off indicator, covers standard broadcast band, has 5 1/2-inch speaker. Complete with battery pack, \$29.95. *Radio and Television Retailing, July, 1939.*

WEBSTER-CHICAGOThe Webster Company
5622 Bloomingdale Ave., Chicago

RECORD CHANGER — Plays twelve 10-inch or ten 12-inch records. Push-button control for rejecting, also for change to manual. In light, well-balanced carrying case covered with airplane cloth. Cover lifts off when raised up on hinges. Model 1260 for 117 v., ac with crystal pickup and volume control in switch is \$77.50. *Radio and Television Retailing, July, 1939.*

JUST OFF THE PRODUCTION LINE!

THE FIRST 1940 WESTINGHOUSE
20th Anniversary Series **RADIOS**



**STYLED—
 EQUIPPED
 AND PRICED
 TO SELL FAST
 AT A
 HANDSOME PROFIT**

THIS YEAR, Westinghouse offers the finest line of radios to ever bear the Westinghouse name—the *20th Anniversary Series!* Every model in the line **Styled, Equipped and Priced** to celebrate the first radio broadcast from Westinghouse Station KDKA in 1920!

They lead in **Eye-Value!** Exclusive styles created by America's outstanding radio designers! Beautifully constructed cabinets of genuine, carefully-selected and matched grain veneers. Here is the appearance so helpful in boosting your sales in 1940.

They are equipped for excellent **Performance!** Truly high quality materials and precision manufacture give you results that back up your demonstration story *convincingly* . . . and will help you build customer satisfaction, goodwill, and repeat business.

As for prices . . . we know you'll be enthusiastic! The 20th Anniversary Series enables you to offer tempting, hard-to-resist dollar values. Every model is created to be a leader in its price class and yet provide you with an ample margin of profit.

It will pay you to investigate the 1940 Westinghouse 20th Anniversary Radio Series **Promptly!** Phone your distributor.

Westinghouse *Precision*
RADIO

ESPEY—Continued

942C Port., 4G, batt, B band, loop, 5PM, 456kc.
 958 Port., 5LGM, ac-dc, batt, B band, loop, 5PM, 456kc.
 051 Wood tbl., 5LGM, ac-dc, B band, loop, aut. tun., 5PM, 456kc., T.
 081 Wood Con., 8LGM, ac-dc, BS bands, loop, aut. tun., 12DYN, 456kc., T.
 0101 Wood Con., 10LGM, ac-dc, BSS bands, loop, aut. tun., 12DYN, rf., 456kc., T.
 0161 Wood Con., 16LGM, ac-dc, BSS bands, loop, aut. tun., 12DYN, rf., 456kc., T.
 051T Wood tbl., 5LGM, ac-dc, B band, loop, aut. tun., 6PM, 456kc., T.

FADA

Fada Radio and Electric Co., Long Island City, N. Y.

F45 Plstc. tbl., walnut \$7.95, 4GT, ac-dc, B band, 4PM, 456kc., O.
 F50 Tbl., walnut plstc. \$9.95, 4G, ac-dc, B band, 4DYN, 456kc., O.
 F55 Tbl., walnut plstc. \$9.95, 5GT, ac-dc, B band, 4DYN, 456kc., O.
 59 Tbl., walnut plstc. \$14.95, 5GT, ac-dc, B band, 4DYN, 456kc., O.
 L96 Tbl., walnut plstc. \$19.95, 5G, ac-dc, B band, loop, 5DYN, 456kc., O.
 L56 Tbl., walnut \$19.95, 5GT, ac-dc, B band, loop, 4DYN, 456kc., O.
 57 Tbl., walnut \$22.95, 5GT, ac-dc, B band, 5DYN, 456kc., O.
 P40 Cloth port., \$19.95, 4GT, batt, B band, loop, 5PM, 456kc.
 PD40 Lthr. port. \$24.95, 4GT, batt, B band, loop, 5PM, 456kc.
 PL40 Cloth port., \$22.95, 4GT, batt, B band, loop, 5PM, 456kc.
 P47 Cloth port., \$24.95, 4GT, batt, B band, loop, 5 1/2 PM, 456kc.
 P49SW Cloth port., \$29.95, 4GT, batt, BS bands, loop, 5 1/2 PM, 456kc.
 PD47 Lthr. port., \$29.95, 4GT, batt, B band, loop, 5 1/2 PM, 456kc.
 PD49SW Lthr. port., \$34.95, 4GT, batt, BS bands, loop, 5 1/2 PM, 456kc.
 P58 Cloth port., \$29.95, 5GT, ac-dc or batt, B band, loop, 5PM, 456kc.
 PL58 Cloth port., \$34.95, 5GT, ac-dc or batt, B band, loop, 5PM, 456kc.
 P50 Tbl. comb., \$19.95, 4G, ac, B band, 5PM, 456kc.
 P60 Tbl. comb., \$29.95, 5GT, ac, B band, 5PM, 456kc.
 PL50 Tbl. comb., \$29.95, 4G, ac, B band, 5PM, 456kc.
 PL60 Tbl. comb., \$39.95, 5GT, ac, B band, 5PM, 456kc.
 PU160 Tbl. comb., \$49.95, 5GT, ac-dc, B band, 5DYN, 456kc.
 69PC Con. comb., \$49.95, 5G-GT, ac, B band, 8DYN, 456kc.
 61PC Con. comb., \$69.95, 5GT-G, ac-dc, B band, 8DYN, 456kc.
 65PC Con. comb., \$79.95, 6G, ac, B band, 10DYN, 456kc., T.
 75PC Con. comb., \$99.95, 6G, ac-dc, B band, 10DYN, 456kc., T.
 A66PC Con. comb., \$99.95, 6G, ac, BS bands, aut. tun., 10DYN, 456kc., T.
 A76PC Con. comb., \$119.95, 6G, ac-dc, BS bands, aut. tun., 10DYN, 456kc., T.
 31L Wood tbl., \$24.95, 5G, ac-dc, B band, 5 1/2 DYN, 456kc.
 32L Wood tbl., \$25.95, 5G, ac, B band, 5 1/2 DYN, 456kc.
 L67T Walnut tbl., \$29.95, 5GT-G, ac-dc, B band, loop, 5DYN, 456kc.
 A66T Walnut tbl., \$49.95, 6G, ac, BS bands, aut. tun., 8DYN, 456kc., T.
 A76T Walnut tbl., \$49.95, 6G, ac-dc, BS bands, aut. tun., 8DYN, 456kc., T.
 B49W Plstc. tbl., \$19.95 (less batt), 4GT, batt, B band, loop, 5 1/2 PM, 456kc.
 B49Y Plstc. tbl., \$22.95 (less batt), 4GT, batt, B band, loop, 5 1/2 PM, 456kc.
 B49T Walnut tbl., \$22.95 (less batt), 4GT, batt, B band, 5 1/2 PM, 456kc.
 B49TR Walnut tbl., \$24.95 (less batt), 4GT, batt, B band, 5 1/2 PM, 456kc.
 B49C Con., \$42.95 (less batt), 4GT, batt, B band, 5 1/2 PM, 456kc.
 S46W Plstc. tbl., \$24.95, 5G, ac-dc, B band, 5PM, 456kc., D.
 S46B Plstc. tbl., \$24.95, 5G, ac-dc, B band, 5PM, 456kc., D.
 S46V Plstc. tbl., \$27.95, 5G, ac-dc, B band, 5PM, 456kc., D.
 S46R Plstc. tbl., \$27.95, 5G, ac-dc, B band, 5PM, 456kc., D.
 S46G Plstc. tbl., \$29.95, 5G, ac-dc, B band, 5PM, 456kc., D.
 S46T Walnut tbl., \$29.95, 5G, ac-dc, B band, 5PM, 456kc., D.
 O.—Other finishes available.
 D.—Includes Dictograph mystic ear.

GAROD

Garod Radio Corp., New York, N. Y.

451 Plstc. tbl., 5G, ac-dc, B band, 5PM, 456kc.
 415 Plstc. tbl., 5G, ac, B band, 5PM, 456kc.
 453 Plstc. tbl., 5G, ac-dc, SPB band, 5PM, 456kc.
 453W Wood tbl., 5G, ac-dc, SBL bands, 5PM, 456kc.
 451X Plstc. tbl., 5G, ac-dc, B band, 5PM, 456kc.
 4370 Tbl., con. or comb., 7G, ac, SBL bands, 6 1/2 PM, 456kc.
 473 Wood tbl., con. or comb., 7G, ac-dc, SPB bands, 6 1/2 PM, 456kc.
 4730 Tbl., con. or comb., wood, 7G, ac-dc, SBL, 6 1/2 PM, 456kc.
 Tbl., con. or comb., 10 tubes, ac, SPB, aut. tun., 8PM, rf, 456kc.
 43100 Tbl., con. or comb., 10 tubes, ac, SPBL, aut. tun., 8PM, rf, 456kc.
 4123 Tbl., con. or comb., 12 tubes, ac-dc, SPB, aut. tun., 8PM, rf, 456kc.
 4124 Tbl., con. or comb., 12 tubes, ac-dc, SPBL, 8PM, rf, 456kc.
 B77 Port., 5 tubes, batt or ac-dc, B band, 5PM, 456kc.
 493 Wood tbl., con. or comb., 9 tubes, ac-dc, SPB bands, 8PM, rf, 456kc.

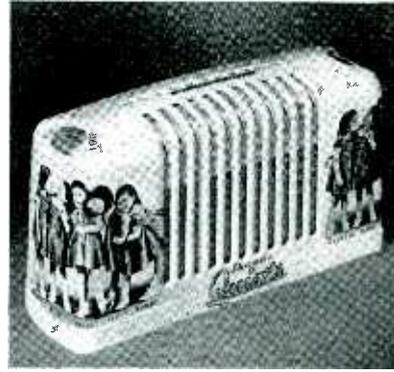
GENERAL ELECTRIC

General Electric Co., Bridgeport, Conn.

H-400 Plstc. tbl., 4G, ac-dc, B band, 4PM, trf receiver
 H-500 Plstc. tbl., 5GM, ac-dc, B band, 4PM, 455kc.
 H-510 Plstc. tbl., 5GM, ac-dc, B band, aut. tun., 4PM, 455kc.
 H-520 Plstc. tbl., 5GM, ac-dc, B band, beam-a-scope, aut. tun., 4PM, 455kc.
 H-600 Plstc. tbl., 6GM, ac-dc, B band, beam-a-scope, 5PM, 455kc.
 H-610 Plstc. tbl., 6GM, ac-dc, B band, beam-a-scope, aut. tun., 5PM, 455kc.
 H-620 Plstc. tbl., 6GM, ac-dc, BS bands, beam-a-scope, aut. tun., 5PM, 455kc.
 H-630 Wood tbl., 6GM, ac-dc, BS bands, beam-a-scope, aut. tun., 5PM, 455kc.
 H-632 Wood tbl., 6GM, ac-dc, BS bands, beam-a-scope, aut. tun., 5PM, 455kc.
 H-638 Wood tbl. comb., 6GM, ac, BPS bands, beam-a-scope, aut. tun., 6 1/2 PM., 455kc.
 H-640 Wood tbl. comb., 6GM, ac-dc, BPS bands, beam-a-scope, aut. tun., 6 1/2 PM, 455kc., T.
 H-73 Wood tbl., comb., 7GM, ac, BPS bands, beam-a-scope, aut. tun., 6 1/2 PM, 455kc., T.
 H-77 Wood con. comb., 7GM, ac, BPS bands, super beam-a-scope, aut. tun., 12PM, 455kc., T.
 H-78 Wood con. comb., 7GM, ac, BPS bands, super beam-a-scope, aut. tun., 12PM, 455kc.
 H-79 Con. comb., 7GM, ac, BPS bands, super beam-a-scope, aut. tun., 12PM, 455kc., A.
 H-87 Con. comb., 8GM, ac, BPS bands, super beam-a-scope, aut. tun., 14PM, 455kc., T.
 H-116 Con. comb., 11GM, ac, BPS bands, super beam-a-scope, aut. tun., 14PM, 455kc., T.
 H-118 Con. comb., 11GM, ac, BPS bands, super beam-a-scope, aut. tun., 14PM, 455kc., A.
 HB-403 Port., 4G, batt., B band, beam-a-scope, 4 1/2 PM, 455kc.
 HB-408 Port. comb., 4G, batt., B band, beam-a-scope, 4 1/2 PM, 455kc.

STEWART-WARNER

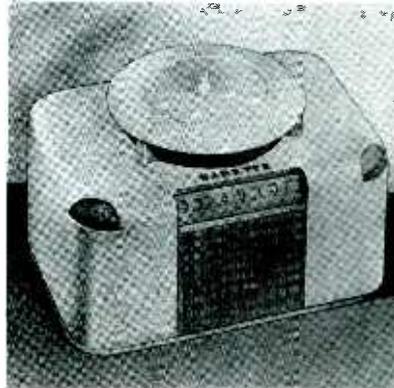
Stewart-Warner Corp.
 1826 Diversey Pkwy., Chicago, Ill.



DIONNE PLASTICS—Pictured is model A-6-1Q, one of three new plastic radios made by this firm featuring full-color photographs of the Dionne Quintuplets. Designed for juvenile use. All three cabinets different in design. Model 07-583-1Q has push button and dial tuning. Model 07-513-1Q uses a conventional dial. *Radio and Television Retailing, July, 1939.*

KADETTE

Kadette Radio Corp.
 310 First National Bldg., Ann Arbor, Mich.



MODEL L25—Cone-top compact of unique design is a 5-tube ac-dc super-heterodyne with non-directional inverted dynamic speaker. Top tuning knobs are of lucite facilitating novel lighting. Eye-level slide-rule dial. Available in four popular colors. List \$16.95. *Radio and Television Retailing, July, 1939.*

RCA-VICTOR

RCA Mfg. Co.
 Camden, N. J.



NEW RECEIVERS—Just introduced are two consoles, models K-80 and K-60 (K-80 illustrated) at \$69.95 and \$49.95, FOB Camden, and two table models, the T-80 at \$49.95 and the T-64 at \$39.95. All four are designed for use with television attachments or record-players, have improved push-button tuning. The 80-series uses 8 tubes, the 60-series uses 6. Cabinets of rich walnut veneers. *Radio and Television Retailing, July, 1939.*

WESTINGHOUSE

Westinghouse Electric Supply Co.
 150 Varick St., New York, N. Y.



CONSOLE—Model WR373 AC is a 2-band, 7-tube ac console with avc, edge-lighted slide-rule dial, 12-inch dynamic speaker, pushbutton tuning for 6 stations, precision eye tuning indicator, terminal board for television or phono attachment, 3 position tone control, tenite escutcheon. *Radio and Television Retailing, July, 1939.*

STORYTONE

Story & Clark Piano Co
175 N. Mich. Ave, Chicago, Ill.

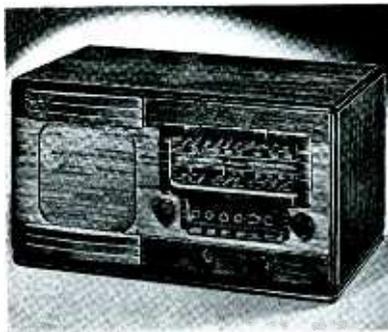
3-IN-1 — Electronic piano "Voiced by RCA Victor" contains 7-tube, 20-watt amplifier operated by magnetic pickups adjacent to strings set in motion by striking hammers. Volume control, "swell", "damper" and "soft" pedals provided. Sliding drawers in bench ends contain radio tuner, phonograph, to be plugged into main amplifier. *Radio and Television Retailing, July, 1939.*



ADMIRAL

Continental Radio and Television Corp.
3800 Cortland St., Chicago, Ill.

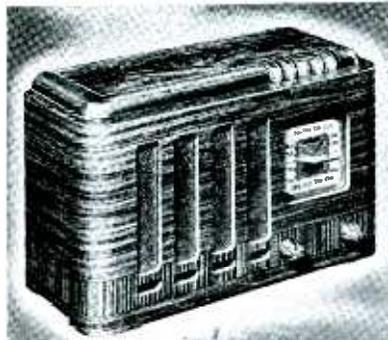
MODEL 305-7C—A 7 tube a.c. superhet covers bands from 540 to 1550 and 18100 kc. Push-button tuning, tone control, a.v.c., six in. electro dynamic speaker, slide rule dial, television, microphone and phono connections. Walnut cabinet. *Radio and Television Retailing, July, 1939.*



MOTOROLA

Galvin Manufacturing Co.
4545 Augusta Blvd., Chicago, Ill.

MODEL 63E—Featuring the "Aero-Vane" static shielded loop aerial this 5 tube ac-dc superhet has 5 station push button tuning, electro dynamic speaker, tuning range from 540 to 1720 kc. Two-tone walnut finish cabinet. Vernier tuning knob. *Radio and Television Retailing, July, 1939.*



STROMBERG-CARLSON

Stromberg-Carlson Tel. Mfg. Co.
100 Carlson Rd., Rochester, N. Y.

RADIO-TELEVISOR—Model 112, the largest in this firm's line of television receivers, is a 32-tube console employing a 12-inch picture tube, viewed indirectly in a mirror. Includes a broadcast and short-wave labyrinth radio with Acoustical Labyrinth and Carpinchoe leather speaker. *Radio and Television Retailing, July, 1939.*



GREBE

Grebe Mfg. Co., Inc., 119 Fourth Ave., New York, N. Y.

451 Plstc. tbl., 5G, ac-dc, B band, 5PM, 456kc.
415 Plstc. tbl., 5G, ac, B band, 5PM, 456kc.
453 Plstc. tbl., 5G, ac-dc, SPB band, 5PM, 456kc.
453W Wood tbl., 5G, ac-dc, 5BL bands, 5PM, 456kc.
451X Plstc. tbl., 5G, ac-dc, B band, 5PM, 456kc.
4370 Tbl. or con. or comb., 7G, ac, 5BL bands, 6 1/2 PM, 456kc.
473 Wood tbl., con. or comb., 7G, ac-dc, SPB bands, 6 1/2 PM, 456kc.
4730 Tbl., con. or comb., wood, 7G, ac-dc, 5BL, 6 1/2 PM, 456kc.
4310 Tbl., con. or comb., 10 tubes, ac, SPB, aut. tun., 8PM, rf, 456kc.
43100 Tbl., con. or comb., 10 tubes, ac, SPBL, aut. tun., 8PM, rf, 456kc.
4123 Tbl., con. or comb., 12 tubes, ac-dc, SPB, aut. tun., 8PM, rf, 456kc.
4124 Tbl., con. or comb., 12 tubes, ac-dc, SPBL, 8PM, rf, 456kc.
8P7 Port., 5 tubes, batt or ac-dc, B band, 5PM, 456kc.
493 Wood tbl., con. or comb., 9 tubes, ac-dc, SPB bands, 8PM, rf, 456kc.

HARRIS ELECTROTONES

Harris Mfg. Co., Los Angeles, Calif.

1000 Port. comb., \$174.50, 7M, ac-dc, SL bands, 8DYN, 465kc., A.
900 Port. comb., \$150.00, 7M, ac, SL bands, 8DYN, 465kc., A.
800 Port. comb., \$150.00, 7M, ac-dc, L, 8DYN, 465kc., A.
700 Port. comb., \$135.00, 7M, ac, L, 8DYN, 465kc., A.
45 Port. phono, \$52.50, 4M, ac, 8DYN
50 Port. phono, \$55.00, 4M, ac, 8DYN
100 Port. phono, \$79.50, 4M, ac, 8DYN

HOWARD

Howard Radio Co., 1735 Belmont Ave., Chicago, Ill.

300 Wood tbl., \$19.95, 5GT, ac, B, loop, aut. tun., 5DYN, 465kc.
301 Con. comb., \$89.95, 6GT, ac, B, loop, aut. tun., 12DYN, 465kc., A.
303 Con., \$39.95, 6GT, ac, B band, loop aut. tun., 12DYN, 465kc.
305 Wood tbl., \$29.95, 5GT, ac, B5, loop, aut. tun., 6DYN, 465kc.
575 Wood tbl., \$39.95, 6GT, ac, BPS, loop, aut. tun., 6DYN, 465kc.
580 Con., \$49.95, 8GT, ac, BPS loop, aut. tun., 8DYN, 465kc.
58T Tbl., \$59.95, 9GT, ac, BPS bands, loop, aut. tun., 8DYN, rf, 465kc.
518 Con., \$109.95, 12GT, ac, BPS bands, loop, aut. tun., 15DYN, rf, 465kc.
108 Batt. port., \$26.95, 4GT, batt, B band, loop, 6DYN, 465kc.
588C Con., 9GT, ac, BPS bands, loop, aut. tun., 10DYN, rf, 465kc.

KADETTE

Kadette Radio Corp., Ann Arbor, Mich.

L21 Plstc. tbl., \$12.95, 5 tubes, ac-dc, loop, 455kc.
L22 Plstc. tbl., \$12.95, 5 tubes, ac-dc, loop, 455kc.
L23 Plstc. tbl., \$12.95, 5 tubes, ac-dc, loop, 455kc.
L24 Plstc. tbl., \$12.95, 5 tubes, ac-dc, loop, 455kc.
L20 Wood tbl., \$14.95, 5 tubes, ac-dc, loop, 455kc.
L25 Plstc. tbl., \$16.95, 5 tubes, ac-dc, loop, 455kc.
L26 Plstc. tbl., \$16.95, 5 tubes, ac-dc, loop, 455kc.
L27 Plstc. tbl., \$16.95, 5 tubes, ac-dc, loop, 455kc.
L28 Plstc. tbl., \$16.95, 5 tubes, ac-dc, loop, 455kc.
L29 Wood tbl., \$19.95, 5 tubes, ac-dc, loop, 455kc.
L34 Port., \$24.95, 5 tubes, batt, loop, 455kc.
L36 Tbl., \$29.95, 6 tubes, ac, aut. tun., 455kc.
L37 Tbl., \$39.95, 7 tubes, ac, aut. tun., 455kc.
L38 Tbl., comb., \$29.95, 5 tubes, ac-dc, loop, 455kc.
L39 Tbl., comb., \$39.95, 7 tubes, ac, aut. tun., 455kc.
L40 Mantle clock radio, \$29.95, 6 tubes, ac, loop, 455kc.

LINCOLN

Lincoln Radio and Television Corp., Chicago, Ill.

S9 Wood or plstc. tbl., 4GT, ac-dc, BL bands, loop, 5DYN, trf.
S12 Wood or plstc. tbl., 5GT, ac-dc, BL, loop, 5DYN, 456kc.
S13 Plstc. tbl., 6LG, ac-dc, SPB bands, 6DYN, 456kc.
S-64 Wood con., 8GL, ac-dc, SPB, aut. tun., 8DYN, rf, 455kc.
A10 Wood tbl., 5L, ac, B band, loop, aut. tun., 6DYN, 455kc.
A11 Wood tbl., 6L, ac, SPB bands, 6DYN, 455kc.
A14 Wood tbl., 7L, ac, SPB bands, aut. tun., 8DYN, 455kc.
A21 Wood tbl., 9L, ac, SPB bands, aut. tun., 8DYN, rf, 455kc.
A33 Con., 12LMG, ac, SPBL bands, aut. tun., 12DYN, rf, 455kc.
B18 Port., 4G, batt, B band, loop, 5PM, 456kc.
B19 Port., 5G, ac-dc and batt, B band, loop, 5PM, 456kc.
B20 Wood tbl., 5G, batt, B band, 6PM, 456kc.
B6-4 Wood tbl., 6G, batt, SPB, 6 PM, 455kc.
B6-6 Wood tbl., 7GL, batt, SPB bands, aut. tun., 8PM, rf, 455kc.

MAJESTIC

Majestic Radio and Television Corp., Chicago, Ill.

130 Leatherette port., 3GT, batt, B band, loop, PM
130 U Cloth port., 3GT, batt, B band, loop, 4PM
1M40 Plstc. tbl., 4GT, ac-dc, B band, loop, 4PM
250 Plstc. tbl., 5GT, ac-dc, B band, loop, 4PM
1A50 Wood tbl., 5G, ac, B band, loop, 5PM
1A50 Wood comb., 5G, ac, B band, loop, 5PM
5T Plstc. tbl., 5GT, ac, B loop, 4DYN, built-in clock
1BR50B Cloth port., 5GT, batt and ac, B band, loop, 5PM
1BR50BP Cloth port. comb., 5GT, batt and ac, B band, loop, 5PM
2A50F Lthr. tbl., 5G, ac, B band, loop, aut. tun., 5DYN
260 Walnut tbl., 6G, ac, BS bands, loop, aut. tun., 5DYN
2C40 Walnut con., 6G, ac, BS bands, loop, aut. tun., 10DYN
2C40P Walnut con. comb., 6G, ac, BS bands, loop, aut. tun., 10DYN, A.
360 Wood tbl., 6GM, ac, BS bands, loop, aut. tun., 6DYN
3C70 Walnut con., 7GM, ac, BS bands, loop, aut. tun., 10DYN
3C80 Walnut con., 8G, ac, BS bands, loop, aut. tun., 12DYN
3C80P Walnut con. comb., 8G, ac, BS bands, loop, aut. tun., 12DYN, A.
3C90 Walnut con. comb., 9G, ac, BS bands, loop, aut. tun., 12DYN
4PWO Wrless. recd. plr., 4GT, 4DYN

MARCONIPHONE

Marconiphone, Inc., 679 Madison Ave., New York, N. Y.

D10 Port. Aut. Comb., \$159.50, 10GM, ac-dc, 2 bands, 8PM, rf., 175kc.
D6 Port. Aut. Comb., \$110, 6GM, ac-dc, 6DYN, 456kc.
16T Aut. Comb. Con., \$269.50, 16GM, ac-dc, 4 bands, aut. tun., 12DYN, rf., 456kc.
Y7 Port., 7GM, ac-dc, 3 bands, 6DYN, 456kc.
P.A. Port. phono, \$79.50, 5GM, ac-dc.

MOTOROLA

Galvin Mfg. Corp., Chicago, Ill.

51A Plstc. tbl., \$9.95, 5GT, ac-dc, B band, 4DYN, 455kc.
51C Plstc. tbl., \$12.95, 5GT, ac-dc, B band, loop, 4DYN, 455kc.



A new day dawns for dealers as RCA

RCA Victor Announces A New Merchandising Policy

...planned to meet the needs of dealers
in an era of changing buying habits



RCA VICTOR will design, engineer and manufacture to the best of its ability, the finest radios, Victrolas, records, tubes, television equipment and allied products, consistent with the development of the art.

RCA VICTOR will advertise and promote its products as aggressively as good business practice permits.

RCA VICTOR will introduce new merchandise at timely intervals and as market conditions warrant.

RCA VICTOR's current policy will be to not introduce AT ANY ONE TIME DURING THE YEAR A LARGE AND COMPLETE LINE OF MERCHANDISE TO DISTRIBUTOR, DEALER OR PUBLIC. New models will be announced to enable you to take full advantage of all the latest developments of the RCA Laboratories as well as seasonal, style and market trends. In short, YOU WILL RECEIVE THE MERCHANDISE YOU NEED WHEN YOU NEED IT.

Geo K Shodeenston
President, RCA Manufacturing Co., Inc.

This new policy will help your business. Buying habits, consumers' likes and dislikes, change rapidly. The swift adoption of new styles means better business for the dealer who can offer his customers something new *while it is new*. And the new RCA Victor merchandising policy enables you to do this.

The wealth of advantages dealers derive from RCA Victor's new policy are clearly outlined in

a booklet recently mailed to all RCA Victor dealers. This new policy eliminates the need for high pressure selling. It puts an end to the danger of your overloading. It makes it possible for you to avoid freezing your capital. You are enabled to offer better values, display a more complete line of merchandise in your store.

A new day dawns! Again, RCA Victor is first—helping you to greater profits!

For finer radio performance—RCA Victor Radio Tubes

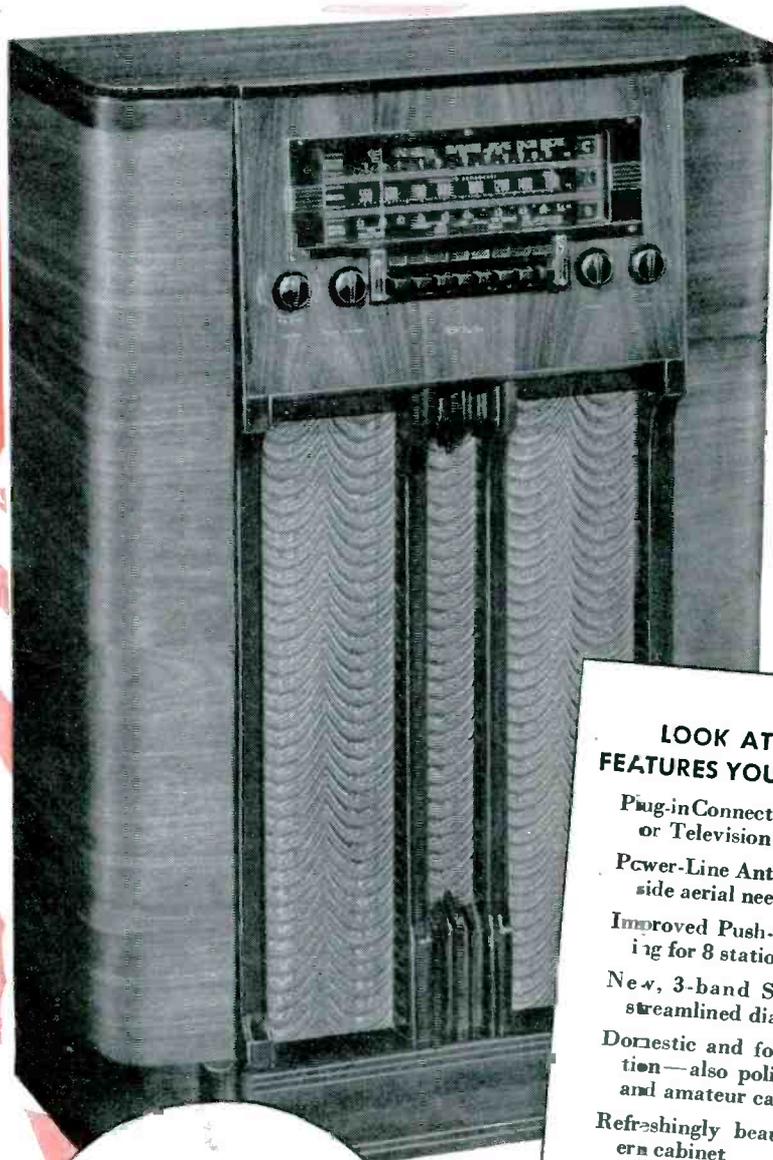
VICTOR LIGHTS THE WAY TO *Greater Profits!*

**One of the
Greatest RCA
Victor values
of all time!**

Here's an instrument you'll display in your store with pride! Because it's a radio that symbolizes the kind of VALUE you like to offer your customers. Not only does it provide typical RCA Victor advance styling . . . full, clear, vibrant tone . . . and RCA Victor quality workmanship—but also a price that's remarkably low for an instrument of such high calibre. Look at the picture at the right. You can't help but agree that this RCA Victor instrument is a beauty. Now, examine the features listed in box at right. They're just what you've been asking for! And when you hear the price, you'll agree—here's a radio that will bring you real business! Back up the big sales push on the K-60—and make more money!

Trademarks "RCA Victor," "Victrola" and "Magic Eye" Reg. U. S. Pat. Off. by RCA Manufacturing Co., Inc.

For finer radio performance—RCA Victor Radio Tubes



**SENSATIONAL
NEW 1940
RCA VICTOR
MODEL K-60**

**LOOK AT ALL THE
FEATURES YOU CAN OFFER!**

- Plug-in Connection for Victrola or Television Attachment
- Power-Line Antenna (no outside aerial needed)
- Improved Push-Button Tuning for 8 stations
- New, 3-band Super-sight, streamlined dial
- Domestic and foreign reception—also police, aviation and amateur calls
- Refreshingly beautiful modern cabinet
- RCA Victor Tubes
- Victrola or Television switch
- 12" Electrodynamic Speaker
- Magnetite "frequency-locking" transformers



RCA Victor

RCA Manufacturing Co., Inc.,
Camden, N.J. A Service of the
Radio Corporation of America

Begin a new era of Profits by selling
these *outstanding* RCA Victor Products!

Console-type features score
in new

**RCA VICTROLA
TABLE MODEL
U-12**



ELECTRIC TUNING for 6 stations... foreign and domestic reception... New Mercury fully automatic on-off switch... viscoid damped pick-up... new edge-lighted dial... Victrola switch... designed for use with Television Attachment. You'll call this instrument a red hot seller. Price includes \$4.50 in any Victor or Bluebird Records. \$59.95*



RCA Victrola

RCA Manufacturing Co., Inc., Camden, N. J.

A Service of the Radio Corporation of America

*Price f. o. b. Camden, N. J., subject to change without notice. Trademarks "RCA Victor" and "Victrola" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.



ARTIE SHAW

one of the greatest
all-time record sellers, and
EXCLUSIVE BLUEBIRD ARTIST

BLUEBIRD RECORDS for hot bands, new tunes, big hits—and only 35¢! That's the slogan and these are some of the artists that are putting Bluebirds right at the top of the money-makers—Artie Shaw, Van Alexander, The Smoothies (Babs, Charlie and Little), "Fats" Waller, Glenn Miller, Vincent Lopez and his Suave Swing, Shep Fields, Ozzie Nelson, Dorothy Lamour, and many others. Keep in the big money with these "big-timers."



BLUEBIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J.

A Service of the Radio Corporation of America

A big market to shoot at... a great product to shoot with!

**THAT'S WHY YOU'LL CALL RCA VICTOR RECORDERS
Double-Barreled Money Makers!**



Here's a profitable new business—and RCA Victor supports it with sales aids that will bring you profits

LOOK AT THIS PICTURE! A huge market, practically untouched—yet able to buy! A great new product, designed for that market—and backed by a powerful plan that will produce sales!

You'll make big money selling RCA Victor Recorders and custom-made records in your town. The market includes schools, music teachers, home movie fans, parents, and many others. The RCA Victor Recorder is backed up by a four-way profit plan. By all means see your RCA Victor distributor today—or mail the coupon for full details.

*Prices f. o. b. Camden, N. J., subject to change without notice.

Trademarks "RCA Victor," "Victrola," Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

For finer radio performance... RCA Victor Radio Tubes



Portable RCA Victor Recorder MI-12701 comes in gray carrying case. Turntable speed 78 r.p.m. Will handle discs up to 12". Volume indicator meter, tone control, completely self-contained. RCA aerodynamic microphone. \$179.00.* Also available in console model for \$475.00.*



RCA Victor 4-way plan gives you material with which you can:

1. Demonstrate.
2. Use your window.
3. Advertise.
4. Use the mails.

As a result, you can profit in these six ways:

1. On recordings made in your store.
2. On recordings made outside your store.
3. On the sale of RCA Victor Recorders.
4. On the sale of RCA recording discs.
5. By the increase in store traffic.
6. By making sales of RCA Victor Radios, RCA Victrolas and other musical instruments.

PUT IT ON A RECORD



RCA Manufacturing Co., Inc.
Dept. RR-7, Camden, N. J.

Please send me without obligation, full details on RCA Victor Recorders.

Name _____

Street _____

City _____

State _____

RCA Victor RECORDERS

RCA MANUFACTURING CO., INC.
CAMDEN, N. J. A SERVICE OF THE
RADIO CORPORATION OF AMERICA

PHILCO

Philco Radio and Television Corp.
Tioga and C Sts., Philadelphia, Pa.

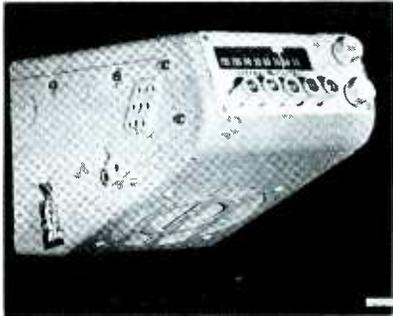


TELEVISION RECEIVER — Incorporating the new flat face picture tube with the "ion trap" which eradicates the dark spot found in the center of the television picture. Also transmits television sound to standard broadcast radios. *Radio and Television Retailing, July, 1939.*

G-E

General Electric Co.
Bridgeport, Conn.

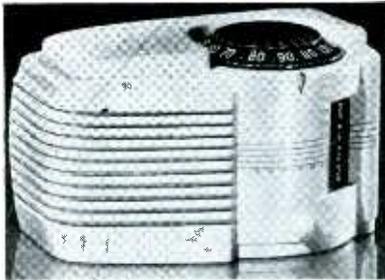
AUTO RADIO — Model GA-62 is of the single-unit type with 6 tubes, a super-het with 6 tuned circuits. Has automatic pushbutton tuning to five stations. Illuminated slide rule dial, variable antenna adjustment, 6 in. electro dynamic speaker, automatic volume control, full-wave non-synchronous vibrator. Suggested Eastern list price of \$27.95. *Radio and Television Retailing, July, 1939.*



SONORA

Sonora Radio & Television Corp.
2626 W. Washington Blvd., Chicago, Ill.

MODEL TW-49 — One of many new table types just introduced, this "Pee-Wee" at \$14.95 in walnut, \$17.45 in ivory, has a plastic case of unique design, is a 5-tube ac-dc super with automatic tuning and built-in "Sonorascope" antenna. Covers the broadcast band, uses a 5-inch p.m. speaker. *Radio and Television Retailing, July, 1939.*



ZENITH

Zenith Radio Corp.
Chicago, Ill.

MODEL 6D413 — Super-heterodyne with Wave-magnet, 4-inch speaker, standard broadcast coverage, for ac or dc, with automatic tuning and dial tuning. Brown plastic cabinet 11 1/2 inches wide. Price \$17.95. *Radio and Television Retailing, July, 1939.*



MOTOROLA—Continued

53C Plstc. tbl., \$13.95, 5GT, ac-dc, B band, loop, 4DYN, 455kc.
52C-1 Plstc. tbl., \$17.95, 5GT, ac-dc, B band, loop, 4DYN, 455kc.
52C-2 Plstc. tbl., \$17.95, 5GT, ac-dc, B band, loop, 4DYN, 455kc.
52C-3 Plstc. tbl., \$17.95, 5GT, ac-dc, B band, loop, 4DYN, 455kc.
52C-4 Plstc. tbl., \$17.95, 5GT, ac-dc, B band, loop, 4DYN, 455kc.
53A Wood tbl., \$14.95, 5GT, ac-dc, B band, 4DYN, 455kc.
61A Plstc. tbl., \$15.95, 6GM, ac-dc, B band, aut. tun., 5DYN, 455kc.
61E 7lb., \$17.95, 6GM, ac-dc, B band, loop, aut. tun., 5DYN, 455kc.
62E Tbl., \$18.95, 6GM, ac-dc, B band, loop, aut. tun., 5DYN, 455kc.
63E Tbl., \$19.95, 6GM, ac-dc, B band, loop, aut. tun., 5DYN, 455kc.
61B Tbl., \$19.95, 6GM, ac-dc, BS bands, aut. tun., 5DYN, 455kc.
62B Tbl., \$21.95, 6GM, ac-dc, BS bands, aut. tun., 5DYN, 455kc.
61C Tbl., \$29.95, 6G, ac, BS bands, aut. tun., 6DYN, 455kc.
61F Tbl. phono, \$44.95, 6G, ac, B band, BDYN, 455kc.
61D Con., \$49.95, 6G, ac, BS bands, aut. tun., 10DYN, 455kc.
81C Con., \$69.95, 8G, ac, BS bands, loop, aut. tun., 12DYN, 455kc.
82A Con., \$99.95, 8G, ac, BS bands, aut. tun., 12DYN, 455kc., C.
41A Plstc. tbl., \$13.95, 4G, batt, B band, 4PM, 455kc.
41E Wood tbl., \$19.95, 4G, batt, B band, 6PM, 455kc.
41B Plstc. tbl., \$17.95, 4G, batt, BS bands, 5PM, 455kc.
41F Wood tbl., \$23.95, 4G, batt, BS bands, 6PM, 455kc.
41D-1 Port., \$19.95, 4G, batt, B band, loop, 5PM, 455kc.
41D-2 Port., \$19.95, 4G, batt, B band, loop, 5PM, 455kc.
51D Port., \$29.95, 5G, ac-dc or batt, B band, loop, 5PM, 455kc.
41S Port., \$19.95, 4G, batt, B band, loop, 4PM, 455kc.
11A Wrless, recd. plr., \$9.95, 1G, ac.
C=Clock Tuning.

NATIONAL

National Co., Inc., 61 Sherman St., Malden, Mass.

HRO Steel tbl., \$299.50, 9G, ac, BSL bands, 8PM, rf, 456kc., C.
NC100A Steel tbl., \$200.00, 11GM, ac, BS bands, 10DYN, rf, 456kc., C.
NC44 Steel tbl., \$82.50, 7GM, ac-dc, BS bands, 6PM, 455kc., C.
110 Steel tbl., \$85.00, 4GM, ac, S band, rf, trf, E.
SW3 Steel tbl., \$35.00, 3G, ac, BSL bands, rf, trf, E.
NC80X Steel tbl., \$165.00, 10GM, ac-dc, BS bands, 8PM, 1560kc., C.
NHU Steel tbl., \$275.00, 11GM, ac, S, 8PM, rf, 1560kc., C.
C=Communications Type
E=Experimental Type

PHILCO

Philco Radio and Television Corp., Philadelphia, Pa.

40-74T Cloth port., \$26.45, 4G, batt, B band, loop, 5 1/4 PM, 455kc.
40-81T Cloth port., \$17.45, 4GL, batt, B band, loop, 5PM, 455kc.
40-88T Cloth port., \$36.45, 5GL, batt, BS bands, loop, 5 1/4 PM, 455kc.
40-90CB Plstc. tbl., \$17.50, 4G, batt, BP bands, 5 1/4 PM, 455kc.
40-95T Wood tbl., \$24.95, 4G, batt, BP, 5 1/4 PM, 455kc.
40-95F Wood con., \$34.95, 4G, batt, BP bands, PM, 455kc.
40-100T Wood tbl., \$29.95, 4G, batt, B band, aut. tun., PM, 455kc.
40-100F Wood con., \$47.50, 4G, batt, B band, aut. tun., 8PM, 455kc.
40-105B Walnut tbl., \$39.95, 4G, batt, B band, 5 1/4 PM, 455kc.
40-105K Walnut con., \$59.95, 4G, batt, B band, 6 1/2 PM
40-110B Walnut tbl., \$49.95, 4G, batt, B band, aut. tun., 5 1/4 PM, 455kc.
40-110K Walnut con., \$69.95, 4G, batt, B band, aut. tun., 6 1/2 PM, 455kc.
40-115C Walnut tbl., \$20.00, 6GL, ac-dc, BP bands, 4DYN, rf, 455kc., T.
40-120G Tbl., \$23.50, 6GL, ac-dc, BP, loop, DYN, rf, 455kc., T.
40-120C Tbl., \$22.50, 6GL, ac-dc, BP, loop, 4DYN, rf, 455kc., T.
40-124C Tbl., \$25.00, 6GL, ac-dc, BP, loop, aut. tun., 4DYN, rf, 455kc., T.
40-125C Tbl., \$27.50, 6GL, ac-dc, BP, loop, aut. tun., 4DYN, rf, 455kc., T.
40-130T Tbl., \$29.95, 6GL, ac, BP, loop, 5 1/4 DYN, rf, 455kc., T.
40-135T Tbl., \$35.00, 6GL, ac, BP, loop, aut. tun., 5 1/4 DYN, rf, 455kc., T.
40-140T Tbl., \$35.00, 6GL, ac, BPS, loop, 5 1/4 DYN, rf, 455kc., T.
40-145T Tbl., \$39.95, 6GL, ac, BPS, loop, aut. tun., 5 1/4 DYN, rf, 455kc., T.
40-150T Tbl., \$49.95, 7GL, ac, BPS, loop, aut. tun., 6DYN, rf, 455kc., T.
40-155T Tbl., \$59.95, 8GL, ac, BPS, loop, aut. tun., 6DYN, rf, 455kc., T.
40-160F Con., \$45.00, 6GL, ac, BP, loop, aut. tun., 8DYN, rf, 455kc., T.
40-165F Con., \$55.00, 6GL, ac, BPS, loop, aut. tun., 8DYN, rf, 455kc., T.
40-180XF Con., \$69.95, 7GL, ac, BPS, loop, aut. tun., 12DYN, rf, 455kc., T.
40-185XX Con., \$79.95, 8GL, ac, BPS, loop, aut. tun., 12DYN, rf, 455kc., T.
40-190XF Con., \$89.95, 8GL, ac, BPS, loop, aut. tun., 12DYN, rf, 455kc., T.
40-195XX Con., \$100, 10GL, ac, BPS, loop, aut. tun., 12DYN, rf, 455kc., T.
40-200 Con., \$135, 11GL, ac, BPS, loop, aut. tun., 12DYN, rf, 455kc., T.
40-205RX Con., \$159.50, 12G, ac, B, loop, aut. tun., 12DYN, rf, 455kc., T.
40-216RX Con., \$195, 14G, ac, BPS, loop, aut. tun., 12DYN, 455kc., T.
40-501 Tbl. comb., \$25.00, 5GL, ac-dc, B, 4DYN, 455kc., T.
40-502 Tbl. comb., \$35.00, 5GL, ac-dc, B band, 4DYN, 455kc.
40-503 Tbl. comb. \$59.95, 6GL, ac, BP, loop, aut. tun., 5 1/4 DYN, rf, 455kc., T.
40-504 Cloth port., comb., \$46.45, 4 GL, batt, B, loop, 5 1/4 PM, 455kc.
40-506 Con. comb., \$79.95, 6GL, ac, BP, loop, aut. tun., 10DYN, rf, 455kc., T.
40-507 Con. A. comb., \$119.95, 6GL, ac, BPS, loop, aut. tun., 12DYN, rf, 455kc.
40-508 Con. A. comb., \$139.95, 8GL, ac, BPS, loop, aut. tun., 12DYN, rf, 455kc.
40-509 Con. A. comb., \$185, 8GL, ac, BPS, loop, aut. tun., 12DYN, rf, 455kc.
40-510 Con. A. comb., \$350, 12G, ac, B, loop, aut. tun., 12DYN, rf, 455kc., W.
40-516 Con. A. comb., \$395, 14G, ac, BPS, loop, aut. tun., 12DYN, rf, 455kc., W.
RP-1 Wrless recd. plr. tbl., \$19.95, 2G.
RP-2 Wrless recd. plr., tbl., \$25.00, 2G.
RP-3 Wrless recd. plr., tbl., \$29.95, 2G.
TH-4 Tbl., \$9.95, 5GL, ac-dc, B, DYN, 455kc.
TP-4W Plstc. tbl., walnut, \$10.95, 5GL, ac-dc, BP bands, DYN, 455kc.
TP-4I Plstc. tbl., ivory, \$12.95, 5GL, ac-dc, BP, DYN, 455kc.
TH5 Plstc. tbl., \$15.95, 5GL, ac-dc, B, aut. tun., DYN, 455kc.
TP-5I Plstc. tbl., \$18.50, 5GL, ac-dc, BP, aut. tun., DYN, 455kc.
TP-5W Plstc. tbl., \$16.95, 5GL, ac-dc, BP, aut. tun., DYN, 455kc.
TP-10 Tbl., \$13.95, 5GL, ac-dc, BP bands, DYN, 455kc.
TP-11 Plstc. tbl., \$19.95, 5GL, ac-dc, BP, aut. tun., DYN, 455kc.
TP-12 Tbl., \$15.00, 5GL, ac-dc, BP bands, DYN, 455kc.
TH-14 Walnut tbl., \$17.50, 5GL, ac-dc, B, loop, DYN, 455kc.
TH-15 Walnut tbl., \$22.50, 5GL, ac-dc, B, loop, aut. tun., DYN, 455kc.
TH-16 Plstc. tbl., \$11.95, 5GL, ac-dc, B, loop, DYN, 455kc.
TH-17 Plstc. tbl., \$17.95, 5GL, ac-dc, B, loop, aut. tun., DYN, 455kc.
TH-18 Plstc. tbl., \$13.95, 5GL, ac-dc, BS, loop, DYN, 455kc.
TP-20 Plstc. tbl., \$15.95, 5GL, ac-dc, BP, loop, DYN, 455kc.
TP-21 Plstc. tbl., \$22.50, 5GL, ac-dc, BP, loop, aut. tun., DYN, 455kc.
W=Wireless remote control.

PILOT

Pilot Radio Corp., 3706 Thirty-Sixth St., Long Island City, N. Y.

T-1021 Port., \$25.95, 4G, batt, B band, loop, 5PM, 455kc.
TH-11 Cloth port., \$29.95, 4G, batt, B band, loop, 5PM, 455kc.
TH-12 Cloth port., \$33.50, 4G, batt, BS bands, loop, 5PM, 455kc.
T-1451 Cloth port., \$36.50, 5G, batt or ac-dc, B, loop, 5PM, 455kc.
T-1452 Cloth port., \$39.50, 5G, batt or ac-dc, BS, loop, 4PM, 455kc.
T-1252 Walnut port., \$24.50, 5GM, ac-dc, BS, loop, 5DYN, 455kc.

PILOT—Continued

TH-714 Tbl., \$129.50, 11GM, ac, BS, aut. tun., 10DYN, rf, 455kc., P.
 IG-508 Tbl., \$104.50, 10GM, ac, BS bands, 10DYN, rf, 455kc., P.
 TX-508 Tbl., \$104.50, 10GM, ac, BS bands, 10DYN, rf, 455kc., P.
 TH-224 Walnut tbl., \$99.50, 11GM, ac-dc, BS bands, 10DYN, rf, 455kc., P.
 TH-6204 Tbl., \$89.50, 7GM, ac and batt, BS, 8PM, rf, 455kc., P.
 TH-64 Walnut tbl., \$87.50, 7GM, ac and batt, BS, 8PM, rf, 455kc., P.
 TX-874 Walnut tbl., \$79.50, 7GM, ac, BS, aut. tun., 8DYN, rf, 455kc., P.
 TH-974 Walnut tbl., \$73.50, 7GM, ac, BS bands, 8DYN, rf, 455kc., P.
 TH-484, Tbl., \$79.50, 7GM, ac-dc, BS, aut. tun., 8DYN, rf, 455kc., P.
 TH-384 Tbl., \$73.50, 7GM, ac-dc, BS bands, 8DYN, rf, 455kc., P.
 TG-284 Walnut tbl., \$69.50, 7GM, ac-dc, BS bands, 8DYN, rf, 455kc., P.
 TX-664 Walnut tbl., \$69.50, 6GM, ac, BS bands, aut. tun., 8DYN, 455kc., P.
 TH-864 Walnut tbl., \$63.50, 6GM, ac, BS, 8DYN, 455kc., P.
 TX-474 Tbl., \$69.50, 6GM, ac-dc, BS, aut. tun., 8DYN, 455kc., P.
 TH-134 Tbl., \$63.50, 6GM, ac-dc, BS, 8DYN, 455kc., P.
 TH-554 Walnut tbl., \$57.50, 5GM, ac, BS bands, 8DYN, 455kc., P.
 TH-454 Walnut tbl., \$57.50, 5GM, ac-dc, BS bands, 8DYN, 455kc., P.
 TH-762 Walnut tbl., \$44.50, 6GM, ac, BS bands, 6DYN, 455kc., P.
 TH-372 Mahog. tbl., \$44.50, 6GM, ac-dc, BS bands, 6DYN, 455kc., P.
 WH-141 Plstc. tbl., \$19.95, 4G, ac-dc, B band, 5DYN, trf.
 CH-714 Con., \$169.50, 11GM, ac, BS, aut. tun., 10DYN, rf, 455kc., P.
 CX-664 Con., \$99.50, 6GM, ac, BS, aut. tun., 12DYN, 455kc., P.
 CH-864 Walnut con., \$93.50, 6GM, ac, BS bands, 12DYN, 455kc., P.
 CX-474, Con., \$99.50, 6GM, ac-dc, BS, aut. tun., 12DYN, 455kc., P.
 CH-134 Walnut con., \$93.50, 6GM, ac-dc, BS bands, 12DYN, 455kc., P.
 RH-224 Walnut F., \$189.50, 11GM, ac-dc, BS bands, 12DYN, rf, 455kc.
 ARH-224 Walnut F., \$254.50, 11GM, ac-dc, BS, 12DYN, rf, 455kc., A.
 PG-508 Con. comb., \$250.00, 10GM, ac, BS, 12DYN, rf, 455kc., A.
 SH-224 Con. comb., \$184.50, 11GM, ac-dc, BS, 12DYN, rf, 455kc., A.
 ASH-224 Con. comb., \$249.50, 11GM, ac-dc, BS, 12DYN, rf, 455kc., A.

PORT-O-MATIC

The Port-O-Matic Corp., New York, N. Y.

212-F Port. comb. A., \$145.00, 8GM, ac-dc, BS, loop 6 $\frac{3}{4}$ DYN, 465kc.
 212-C Port. comb. A., \$159.50, 8GM, ac-dc, BS, loop, 6 $\frac{3}{4}$ DYN, 465kc.
 212-R Port. comb. A., \$179.50, 8GM, ac-dc, BS, loop, 6 $\frac{3}{4}$ DYN, 465kc.
 210-F Port. comb. A., \$125.00, 8GM, ac-dc, BS, loop, 6 $\frac{3}{4}$ DYN, 465kc.
 210-C Port. comb. A., \$149.50, 8GM, ac-dc, BS, loop, 6 $\frac{3}{4}$ DYN, 465kc.
 250-F Port. comb. A., \$165.00, 8GM, ac-dc, BSL, loop, 6 $\frac{3}{4}$ DYN, 465kc.
 250-C Port. comb. A., \$179.50, 8GM, ac-dc, BSL, loop, 6 $\frac{3}{4}$ DYN, 465kc.
 250-R Port. comb. A., \$199.50, 8GM, ac-dc, BSL, loop, 6 $\frac{3}{4}$ DYN, 465kc.
 120-F Port. phono, \$125.00, 6 tubes, ac-dc, 8DYN
 120-C Port. phono, \$140.00, 6 tubes, ac-dc, 8DYN
 90-F Port. phono, \$99.50, 4 tubes, ac-dc, 6 $\frac{3}{4}$ DYN
 90-C Port. phono, \$115.00, 4 tubes, ac-dc, 6 $\frac{3}{4}$ DYN
 80-F, A & C, Port. comb., \$89.95, 8 tubes, ac-dc, BS, loop, 6 $\frac{3}{4}$ DYN, 465kc.
 25 Port., \$64.50 to \$82.00, 8 tubes, ac-dc, BSL, loop, 6 $\frac{3}{4}$ DYN, 465kc.
 USW 17 Port., 7 tubes, ac-dc or batt, BS, loop, 6DYN, 456kc.

RCA VICTOR

RCA Manufacturing Co., Camden, N. J.

9TX31 Plstc. tbl., \$9.95, 5M, ac-dc, BP bands, 4DYN, 455kc., T.
 9TX32 Plstc. tbl., \$12.95, 5M, ac-dc, BP bands, 4DYN, 455kc., T.
 5X5 Plstc. tbl., \$14.95, 5GM, ac-dc, BP bands, 4DYN, 455kc., M.
 5X5 Iv. Plstc. tbl., \$16.95, 5GM, ac-dc, BP bands, 4DYN, 455kc., M.
 40X50 Wood tbl., \$16.95, 5GM, ac-dc, BP bands, loop, 4DYN, 455kc.
 40X51 Wood tbl., \$16.95, 5GM, ac-dc, BP bands, loop, 4DYN, 455kc.
 40X52 Wood tbl., \$14.95, 5GM, ac-dc, BP bands, loop, 4DYN, 455kc.
 40X53 Wood tbl., \$15.95, 5GM, ac-dc, BP bands, loop, 4DYN, 455kc.
 40X54 Wood tbl., \$16.95, 5GM, ac-dc, BP bands, loop, 4DYN, 455kc.
 40X55 Wood tbl., \$14.95, 5GM, ac-dc, BP bands, loop, 4DYN, 455kc.
 40X56 Wood tbl., \$16.95, 5GM, ac-dc, BP bands, loop, 4DYN, 455kc.
 40X57 Wood tbl., \$16.95, 5GM, ac-dc, BP bands, loop, 4DYN, 455kc.
 9TX50 Wood tbl., \$18.95, 5GM, ac-dc, BP bands, loop, 4DYN, 455kc.
 96X1 Plstc. tbl., \$14.95, 6GM, ac-dc, BPS, 5DYN, 455kc.
 96X11 Plstc. tbl., \$19.95, 6GM, ac-dc, BPS bands, aut. tun., 5DYN, 455kc.
 5Q55 Plstc. tbl., \$29.95, 5GM, ac, BPS bands, 5DYN, 455kc., P.
 96T4W Wood tbl., \$29.95, 6GM, ac-dc, BPS bands, aut. tun., 5DYN, 455kc.
 T-64 Wood tbl., \$39.95, 6GM, ac, BPS bands, aut. tun., 6DYN, 455kc., T.
 9772 Wood tbl., \$49.95, 7GM, ac, BPS bands, aut. tun., 6DYN, 455kc.
 T-80 Wood tbl., \$49.95, 8GM, ac, BPS bands, aut. tun., 6DYN, 455kc., T.
 K-60 Con., \$49.95, 6GM, ac, BPS bands, aut. tun., 12DYN, 455kc., T.
 K-80 Wood con., \$69.95, 8GM, ac, BPS, aut. tun., 12DYN, 455kc., T.
 96E2 Wood F., \$69.95, 6GM, ac, BPS, aut. tun., 12DYN, 455kc.
 U-8 Wood tbl., \$19.95, 5GM, ac, BP bands, 5DYN, 455kc.
 U-12 Wood tbl., \$39.95R., 5GM, ac, BP bands, 5DYN, 455kc.
 U-50 Tbl., \$69.95R., 5GM, ac, BPS, 8DYN, 455kc., portable
 U-121 Wood con., \$79.95R., 6GM, ac, BP bands, aut. tun., 12DYN, 455kc.
 U-123 Wood con., \$129.95R., 6GM, ac, BPS, aut. tun., 12DYN, 455kc.
 U-25 Wood con., \$149.95R., 8GM, ac, BPS bands, aut. tun., 12DYN, 455kc.
 U-26 Wood con., \$165.00R., 8GM, ac, BPS bands, aut. tun., 12DYN, 455kc.
 U-125 Wood con., \$175.00R., 8GM, ac, BPS, aut. tun., 12DYN, 455kc.
 U-129 Wood con., \$185.00R., 10GM, ac, BPS, aut. tun., 12DYN, 455kc.
 U-30 Wood con., \$185.00R., 10GM, ac, BPS bands, aut. tun., 12DYN, 455kc.
 O-10 Port. recd. plr., \$9.95R.
 O-14 Port. recd. plr., \$14.95R.
 O-16 Port. recd. plr., \$24.95R.
 O-19 Port. recd. plr., \$11.95R.
 O-50 Port. electric victrola, \$49.95, 3GM, ac, 8DYN
 R-98 Wood victrola tbl., \$79.95, 5GM, ac, 8DYN
 BT-40 Wood tbl., \$14.95 (less batt), 4G, batt, 8 band, 4PM, 455kc.
 94BP1 Port., \$16.45 (less batt), 4G, batt, 8 band, loop, 4PM, 455kc.
 94BP80 Port., \$26.45, 4G, batt, 8 band, loop, 5PM, 455kc.
 94BT1 Wood tbl., 4G, batt, 8 band, 5PM, 455kc.
 R-100 Plstc. tbl., recd. plr., \$14.95R, ac.
 R-94B Wood tbl., recd. plr., \$32.50, ac.
 VA-20 Plstc. tbl., wireless recd. plr., \$17.95, ac.
 VA-22 Wood con., automatic recd. plr., \$59.95, ac.
 M=Multiplex receiver.
 R=Records included.

SENTINEL

Sentinel Radio Corp., 2020 Ridge Ave., Evanston, Ill.

194UT Plstc. tbl., 5MG, ac-dc, 4DYN, 455kc.
 195UT Plstc. tbl., 5MG, ac-dc, loop, aut. tun., 5DYN, 455kc., T.
 195UT Tbl., 5MG, ac-dc, loop, aut. tun., 5DYN, 455kc., T.
 193UT Plstc. tbl., 6MG, ac-dc, BS bands, loop, 5DYN, 455kc., T.
 193UC Wood con., 6MG, ac-dc, BS bands, loop, 8DYN, 455kc., T.
 196AT Wood tbl., 6MG, ac, 6DYN, 455kc., T.
 198AT Wood tbl., 7MG, ac, BS, loop, aut. tun., 6DYN, 455kc., T.
 198AC Wood con., 7MG, ac, BS, loop, aut. tun., 10DYN, 455kc., T.
 199AC Wood con., 11MG, ac, BPS, loop, aut. tun., 12DYN, 455kc., T.
 175BT Plstc. tbl., walnut, 4G, batt or ac-dc, 5PM, 455kc.

BOGEN

David Bogen, Inc.
 663 Broadway, New York, N. Y.



RECORDERS — Complete line, priced from \$179.50 to \$445. Lowest priced is model 212 RP with 12-inch recessed dual-speed turntable, precision overhead lead screw assembly and cutting head carriage, "floating power" internal rim drive completely insulated, high-fidelity type symphonic induction playback, indicator for depth of cut, complete in carrying case. Intermediate model priced at \$345 has a 12-inch turntable. *Radio and Television Retailing, July, 1939.*

GTC

General Transformer Corp.
 1250 West Van Buren St., Chicago, Ill.



PORTA-POWER—Unit may be substituted for A and B batteries of 4 to 6-tube portable radios where 110-120 volt, 60-cycle a.c. is available. "A" section uses copper sulfide rectifier terminal voltage 1.5 with 200 ma. load, 1.1 with 300 ma. load. "B" section employs 76 tube as rectifier, provides 90 volts at 13 ma., 102 volts at 8.5 ma. Both sections adequately filtered, completely separate and insulated from each other as well as from case. Switch in line cord. *Radio and Television Retailing, July, 1939.*

WESTON

Weston Elect. Inst. Corp.
 Newark, N. J.



FILATROL—Model 767 unit can be used in conjunction with any early tube checker for testing Loktal, Octal and other tubes having high filament voltages. Leads provided on unit connect to 110 volt ac outlet, 4-prong socket of checker. Switch then permits adjustments from 35 to 100 volts. Compact enough to fit spare compartments of portable tube checkers or readily mounted on shop instrument panel. \$4.65. *Radio and Television Retailing, July, 1939.*

SUPREME

Supreme Instruments Corp.
 Greenwood, Miss.

TESTER — "Audolyzer" dynamic test instrument employs audible signal tracing technique for diagnosing receiver trouble. Finds dead portion of any receiver, checks all d.c. operating voltages up to 1000 volts without interfering with receiver's operation. Built-in center scale V.T.V.M. with 15 meg. input resistance. Checks oscillator, rf., if., detector and a.f. stages for intermittents, measures unknown signal frequency, checks a.f.c. and a.v.c. voltages. *Radio and Television Retailing, July, 1939.*



THORDARSON

AMPLIFIERS — Representative of new line in wooden enclosures is model T-25W30, illustrated, in matched burl walnut with sloping front and featuring "edge glow" illumination. Amplifiers of this style available in 20, 30 and 45 watt models. Others in metal enclosures from 8 to 75 watts including a 28 watt mobile type. Adequate input and mixing facilities and output impedances. *Radio and Television Retailing, July, 1939.*



Thordarson Elec. Mfg. Co.
500 W. Huron St., Chicago, Ill.

TRIUMPH

TUBE TESTER—Model 440, tests all newest types of radio and television tubes including 35, 50, 75, 85 and 117 volt filament types, Loktals, bantam juniors, gas rectifiers, ballast resistors, electric rays, thyratrons, cathode-rays and pilots. Available for counter or portable use. Price \$32.95. *Radio and Television Retailing, July, 1939.*



Triumph Mfg. Co.
4017-19 W. Lake St., Chicago, Ill.

MERIT

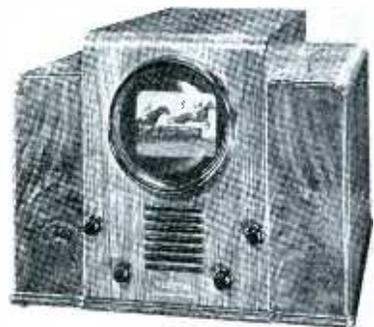
DIATHERMY — Complete short wave diathermy unit for home use. Compact and light, may be used by doctors as a portable machine. Ready for operation. \$75. *Radio and Television Retailing, July, 1939.*



Merit Health Appliance Co.
Los Angeles, Calif.

ATC

VIDEOR—A table model sight and sound receiver. Houses 20 tubes plus a 5 inch kinescope. Picture size enlarged to 5 x 6 1/2 inches by special lens. Four knobs, 2 pre-tuned channels, \$185 complete. *Radio and Television Retailing, July, 1939.*



American Television Corp.
130 W. 56 St., New York, N. Y.

SENTINEL—Continued

175BTW Wood tbl., walnut, 4G, batt, 6PM, 455kc.
175BCT Consolette, 4G, batt or ac-dc, 8PM, 455kc.
168BT Wood tbl., 5G, batt or ac-dc, BS bands, 6PM, 455kc.
168BC Wood con., 5G, batt or ac-dc, BS bands, 10PM, 455kc.
176BT Tbl., 6G, batt or ac-dc, BS bands, aut. tun., 6PM, 455kc.
176BC Con., 6G, batt or ac-dc, BS bands, aut. tun., 10PM, 455kc.
200XT Wood tbl., 5G, batt or ac-dc, 6PM, 455kc.
186BT Wood tbl., 5GM, batt, BS bands, 6PM, 455kc., T.
186BC Con., 5MG, batt or ac-dc, BS bands, 10PM, 455kc., T.
189LT Wood tbl., 6MG, 32 volt, BS bands, 6PM, 455kc., T.
189LC Wood con., 6GM, 32 volt, BS bands, 10PM, 455kc., T.
178BL Port., 4G, batt, loop, 5PM, 455kc.
180XL Port., 5G, batt or ac-dc, loop, 5PM, 455kc.
175BTCB Tbl. comb., 4G, batt, 6PM, 455kc.
175BC-CB Con. comb., 4G, batt, 10PM, 455kc.
196AT-CB Tbl., comb., 6GM, ac, 6DYN, 455kc., T.
196AC-CB Con. comb., 6GM, ac, 10DYN, 455kc., T.
199AC-CB Con. comb., 11GM, ac, BPS, loop, aut. tun., 12DYN, 455kc., T.

SETCHELL CARLSON

Setchell Carlson, Inc., St. Paul, Minn.

23 Wood tbl., 4G, batt, BPS bands, 6PM, 456kc.
63 Wood tbl., 5G, batt, BPS bands, 6PM, 456kc.
621 Wood tbl., \$37.50, 5G, ac and batt, BPS bands, 6 1/2 PM, 456kc.
29 Wood tbl., \$29.95, 5G, batt, BPS bands, 6 1/2 PM, 456kc.
331 Wood tbl., \$37.50, 6G, 32volt, BPS bands, 6DYN, 456kc.
221 Tbl., \$52.50, 7G, batt, and ac, BPS, aut. tun., 8PM, 456kc.
333 Tbl., \$52.50, 9G, 32volt, BPS bands, aut. tun., 8DYN, 456kc.
225 Con., \$89.50, 7G, batt, and ac, BPS, aut. tun., 10PM, 456kc.
335 Con., \$89.50, 9G, 32volt, BPS bands, aut. tun., 10DYN, 456kc.
55 Port., 5G-GT, batt and 110-volt, BPS bands, 5PM, 465kc.

SKYRIDER

The Hallicrafters, Inc., 2611 Indiana Ave., Chicago, Ill.

SX24 Tbl., \$69.50 net, 9GM, BS, rf, 455kc., expand. if, cryst. filter
SX23 Tbl., \$115.50 net, 11GM, BS, rf, 455kc., expand. if, cryst. filter.

SONORA

Sonora Radio and Television Corp., Chicago, Ill.

TP108 Plstc. tbl., walnut, \$7.99, 4GT, ac-dc, B band, 3 1/2 PM, trf.
TK-44 Wood tbl., \$12.95, 4GT, ac-dc, B band, 3 1/2 PM, trf.
TV-48 Plstc. tbl., walnut, \$9.95, 4GT, ac-dc, B band, 3 1/2 PM, 456kc.
TSA-105 Plstc. tbl., walnut, \$11.95, 5GT, ac-dc, B, loop, 4PM, 456kc.
TN-45 Wood tbl., \$16.95, 5GT, ac-dc, B band, loop, 4PM, 456kc.
TW-49 Plstc. tbl., \$14.95, 5GT, ac-dc, B, loop, aut. tun, 5PM, 456kc.
TJ-62 Plstc. tbl., walnut, \$17.95, 5GT, ac-dc, B band, 5PM, 456kc.
TJ-63 Wood tbl., \$20.95, 5GT, ac-dc, B band, 5PM, 456kc.
TR-51 Wood tbl., \$31.95, 6GT, ac-dc, BS, loop, aut. tun., 6DYN, 456kc.
TT-52 Wood tbl., \$24.95, 5G, ac, B loop, aut. tun., 6DYN, 456kc.
TX-51 Wood tbl., \$33.95, 6G, ac, BS bands, loop, 6DYN, 456kc.
TY-54 Wood tbl., \$44.95, 7G, ac, BPS, loop aut. tun., 8DYN, 456kc.
TX-58 Wood con., \$54.95, 6G, ac, BS, loop, aut. tun., 11DYN, 456kc.
TZ-56 Wood con., \$89.95, 12G, ac, BPS loop, aut. tun., 12DYN, 456kc.
XL-28 Port., \$24.95, 4GT, batt, B band, loop, 5PM, 456kc.
PL-37 Port., \$19.95, 4GT, batt, B band, loop, 5PM, 456kc.
TH-46 Wood tbl., \$27.95, 4GT, batt, B band, 5PM 456kc.

SPARTAN

Sparks Withington Co., Jackson, Mich.

510BW Plstc., Walnut, \$9.95, 5GT, ac-dc, B band, 4DYN, 456kc.
510BV Plstc., Ivory, \$12.95, 5GT, ac-dc, B band, 4DYN, 456kc.
510W Wood tbl., \$14.95, 5GT, ac-dc, B band, 4DYN, 456kc.
510DG Wood tbl., \$17.95, 5GT, ac-dc, B band, 4DYN, 456kc.
510DR Rosewood tbl., \$19.95, 5GT, ac-dc, B band, 4DYN, 456kc.
520M Wood tbl., \$24.95, 5G, ac, B band, aut. tun., 5DYN, 456kc.
550M Wood tbl., \$34.95, 5G, ac, BS bands, aut. tun., 5DYN, 456kc.
570M Wood tbl., \$29.95, 5G, ac, BS bands, aut. tun., 5DYN, 456kc.
590-1 Cloth Port., \$21.95, 5G, ac-dc-batt, B band, 5PM, 456kc.
620M Wood tbl., \$39.95, 6G, ac, BS bands, aut. tun., 6DYN, 456kc.
660M Con., \$59.95, 6G, ac, BS bands, aut. tun., 8DYN, 456kc.
880 Con., \$79.95, 8G, ac, BPS bands, aut. tun., 10DYN, rf., 456kc.
1160 Con., \$99.95, 11G, ac, all wave, aut. tun., 10DYN, rf., 456kc.

STEWART-WARNER

Stewart-Warner Corp., Chicago, Ill.

07-321 Plstc., walnut, ac-dc.
07-323 Plstc., ivory, ac-dc.
07-323-1 Plstc., ac-dc.
03-5A1 Plstc., walnut, ac-dc, loop, aut. tun.
03-5A2 Plstc., ivory, ac-dc, loop, aut. tun.
03-5A3 Plstc., ivory, ac-dc, loop, aut. tun.
03-5A3-1 Plstc., ac-dc, loop, aut. tun.
03-5B1 Plstc., walnut, ac-dc, aut. tun.
03-5B2 Plstc., ivory, ac-dc, aut. tun.
03-5B3 Plstc., ivory, ac-dc, aut. tun.
03-5B3-1 Plstc., ac-dc, aut. tun.
07-5B1 Plstc., walnut, ac-dc, aut. tun.
07-5B2 Plstc., ivory, ac-dc, aut. tun.
07-5B3 Plstc., ivory, ac-dc, aut. tun.
07-5B3-1 Plstc., ac-dc, aut. tun.
07-511 Plstc., walnut, ac-dc.
07-512 Plstc., ivory, ac-dc.
07-513 Plstc., ivory, ac-dc.
07-513-1 Plstc., ac-dc.
07-551 Plstc., walnut, ac-dc.
07-552 Plstc., ivory, ac-dc.
07-553 Plstc., ivory, ac-dc.
07-553-1 Plstc., ac-dc.
07-514 Wood tbl., ac-dc.
07-554 Wood tbl., ac-dc.
03-5K1 Plstc., walnut, ac-dc, remote tuner.
03-5K3 Plstc., ivory, ac-dc, remote tuner.
03-5E1 Plstc., tbl., ac-dc, aut. tun.
03-5J1 Plstc., tbl., ac-dc, loop, aut. tun.
03-5C1 Wood tbl., ac-dc.
07-516 walnut or maple armchair, ac-dc.
07-556 Walnut or maple armchair, ac-dc.
01-521 Wood tbl., ac, aut. tun., T.
01-531 Wood tbl., ac, aut. tun., T.
01-611 Wood tbl., ac, aut. tun., T.
01-5D9 Wood tbl., comb., ac, T.

STEWART-WARNER—Continued

- 91-648 Wood tbl., comb., ac, aut. tun., T.
- 01-5H7 Wood con., ac, aut. tun., T.
- 01-6A7 Wood con., ac, aut. tun., T.
- 01-817 Wood con., ac, aut. tun., T.
- 01-689 Wood con., comb., ac, aut. tun., T.
- 01-6C9 Wood con. A. comb., ac, aut. tun., T.
- 02-411 Port., batt, loop.
- 02-421 Wood tbl., batt.
- 02-427 Wood con., batt.
- 01-6D4-1 F., ac, aut. tun., T.
- 01-6D4-2 F., ac, aut. tun., T.
- 01-6D4-3 F., ac, aut. tun., T.
- 01-6D4-4 F., ac, aut. tun., T.

STROMBERG-CARLSON

Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y.

- 400-H Walnut tbl., \$29.95, 5 tubes, ac, B band, 5/2DYN, 455kc.
- 400-N Mahog., F., \$69.95, 5 tubes, ac, B band, 5/2DYN, 455kc.
- 400-S Maple F., \$59.50, 5 tubes, ac, B band, 5/2DYN, 455kc.
- 410-H Walnut tbl., \$42.50, 5 tubes, ac, BS bands, 5/2DYN, 455kc.
- 410-J Maple tbl., \$39.95, 5 tubes, ac, BS bands, 5/2DYN, 455kc.
- 410-T Mahog. F., \$79.95, 5 tubes, ac, BS bands, 5/2DYN, 455kc.
- 411-PF Walnut tbl., \$69.50, 5 tubes, ac, BS bands, 5/2DYN, 455kc., T.
- 411-PF F., \$99.50, 5 tubes, ac, BS, aut. tun., 5/2DYN, 455kc., T.
- 420-L Con., \$69.95, 7 tubes, ac, BS, aut. tun., 12DYN, 455kc., T.
- 430-H Tbl., \$84.95, 9 tubes, ac, BS, aut. tun., 10DYN, 455kc., T.
- 430-L Con., \$99.95, 9 tubes, ac, BS, aut. tun., 12DYN, 455kc., T.
- 430-M Con., \$99.95, 9 tubes, ac, BS, aut. tun., 8/4DYN, 455kc., T.
- 440-M Con., \$149.50, 10 tubes, ac, BPS, aut. tun., 10/4 DYN, 455kc., T.
- 450-M Con., \$175.00, 11 tubes, ac, BPS, aut. tun., 10/4DYN, rf., 455kc., T.
- 470-PF Con., \$475.00, 14 tubes, ac, BPS, aut. tun., 10/4DYN, rf., 455kc., T.
- 405-H Walnut tbl., \$39.95, 5 tubes, ac-dc, B band, loop, 6PM, 455kc.
- 430-PF Con., \$225.00, 9 tubes, ac, BS bands, aut. tun., 8/4DYN, T.
- 420-H Tbl., \$64.95, 7 tubes, ac, BS, aut. tun., 8/4DYN, 455kc., T.
- 430-PL Con., \$199.50, 9 tubes, ac, BS, aut. tun., 10/2DYN, 455kc., T.
- 420-PL Con., \$139.50, 7 tubes, ac, BS, aut. tun., 12DYN, 455kc., T.
- 420-PR Walnut arm chair, \$125.00, 7 tubes, ac, BS bands, aut. tun., 10DYN, 455kc., T.
- 480-M Con., \$375.00, 17 tubes, ac, BS, aut. tun., DYN, rf., 456kc., T.
- 402-H Port., \$29.95, 4 tubes, batt, B band, loop, 5PM, 455kc.

TRAV-LER

Trav-ler Radio and Television Corp., Chicago, Ill.

- 315 Wood tbl., 5GT, ac-dc, B band, loop, 4DYN, 456kc.
- 325 Wood tbl., 5GT, ac-dc, B, loop, 4DYN, 456kc., with elec. clock
- 720 Wood tbl., 6G, ac-dc, B band, loop, 5DYN, 456kc.
- 555 Port., 5GT, batt, BS bands, loop, 5/2PM, 456kc.
- 1555 Port., 5GT, batt, B band, loop, 5/2PM, 456kc.
- 556 Port., 5GT, batt or ac-dc, BS bands, loop, 5/2PM, 456kc.
- 1556 Port., 5GT, batt or ac-dc, B band, loop, 5/2PM, 456kc.

HICKOK

Hickok Elect. Inst. Co.
Dupont Ave., Cleveland, O.



ZERO CURRENT VM—
Model 210X reads ac or dc volts at 1,000 ohms per volt to 2500 volts, up to 250 volts dc. at infinite ohms per volt, 1,000 or 10,000 volts at 88,888 ohms per volt, depending upon circuit and scale selected. Includes provision for panel-metering power consumption of units under test, has dc milliampere scales, 2.5 and 25 amp. scales, resistance scales to 50 megohms, capacity scales to 200 microfarads and decibel ranges. Features 9/4-in. rectangular meter with 8 3/4-in. scale length. *Radio and Television Retailing, July, 1939.*

RADIO CITY

Radio City Products Corp.
88 Park Place, New York, N. Y.



MULTITESTER—Model 660
Electronic Multitester is a vacuum-tube volt-ohmmeter. Voltage readings as low as 0.1, high as 6,000; ohmmeter readings low as 0.1 ohm, high as 1,000,000-000 ohms. Maximum voltage used in ohmmeter is 7 1/2 volts. Input resistance 200 million ohms on all ranges above 6 volts and 40 million on 6 volts. Total of 12 ranges, double-fuses and other protection, complete in walnut case. *Radio and Television Retailing, July, 1939.*

RSA Membership is as Necessary to You as Your Test Equipment

RSA is the only organization of Servicemen that has the sponsorship of the Radio Manufacturers' Association and the Sales Managers' Clubs, as well as the endorsement of the entire industry.

RSA has sponsored over 200 service meetings the past year in cooperation with manufacturers and engineers.

RSA has members in every state in the union—and in most foreign countries.

RSA provides service diagrams, advanced circuit notes for members each month, technical help on service problems, access to its National Speakers Bureau, advanced service courses to members at slight cost, a monthly RSA publication, and many other benefits.

RSA is constantly developing New Ideas—New Services—and expanding old services.

RSA will soon announce a plan to help members get more business.

Help yourself by joining RSA—Do It Now!

Let's Grow Together in 1939!

MAIL THIS COUPON NOW!

RADIO SERVICEMEN OF AMERICA, Inc.
304 S. Dearborn St., Chicago, Ill.

Name

Address

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

I am interested in RSA Membership. Tell me about it.....

I am enclosing \$4.00 for National dues and initiation.....

(Does not include Local Chapter dues where Local Chapters are organized.)
RR-739



RADIO SERVICEMEN OF AMERICA, INC.

JOE MARTY, Jr., Executive Secretary
304 S. Dearborn St., Chicago, U.S.A.

TREBOR

Trebor Radio Co., Pasadena, Calif.

D44 Plstc. tbl., \$12.95, 5M, ac-dc, BP bands, loop, 5DYN, 455kc.
 D46 Wood tbl., \$24.95, 6GM, ac-dc, BS bands, aut. tun., 5DYN, 455kc., T.
 D49 Tbl., \$22.95, 6GM, ac-dc, BP, loop, aut. tun., 5DYN, 455kc., T.

WESTINGHOUSE Westinghouse Electric Supply Co., New York, N. Y.

WR-166 Plstc. tbl., 5GM, ac-dc, B band, 4PM, 455kc.
 WR-168 Plstc. tbl., walnut, 5GM, ac-dc, B band, loop, 5PM, 455kc.
 WR-169 Plstc. tbl., 5GM, ac-dc, B band, loop, aut. tun., 5PM, 455kc.
 WR-170 Plstc. tbl., 5GM, ac-dc, B band, loop, aut. tun., 6PM, 455kc., T.
 WR-172 Plstc. tbl., 6GM, ac-dc, BS bands, aut. tun., 6PM, 455kc., T.
 WR-270 Plstc. tbl., 5GM, ac, B band, aut. tun., 6DYN, 455kc., T.
 WR-272 Plstc. tbl. walnut, 6GM, ac, BS, aut. tun., 6DYN, 455kc., T.
 WR-274 Plstc. tbl. walnut, 7GM, ac, BPS, aut. tun., 6DYN, 455kc., T.
 WR-372 Con., 6 tubes, ac, BS bands, aut. tun., 10DYN, 455kc., T.
 WR-373 Con., 7 tubes, ac, BS bands, aut. tun., 12DYN, 455kc., T.
 WR-373Y Con., 6 tubes, ac-dc, BS bands, aut. tun., 12PM, 455 kc., T.
 WR-374 Con., 8 tubes, ac, BPS bands, aut. tun., 12DYN, 455kc., T.
 WR-468 Tbl. comb., 5 tubes, ac, B bands, 5PM, 455kc.
 WR-470 Tbl. comb., 5 tubes, ac, B bands, aut. tun., 5DYN, 455kc.
 WR-473 Con. comb., 7 tubes, ac, BS bands, aut. tun., 12DYN, 455kc.
 WR-474 Con. aut. comb., 8 tubes, ac, BS bands, aut. tun., 12DYN, 455kc.
 WR-675A Port., batt, B band, loop, 5PM, 455kc.

WILCOX-GAY

Wilcox-Gay Corp., Charlotte, Mich.

A-51 Plstc. tbl., \$12.95, 4GT, ac-dc, B band, 4DYN, rf.
 A-51 Plstc. tbl., black, \$11.95, 4GT, ac-dc, B band, 4DYN, rf.
 A-52 Plstc. tbl., \$19.95, 5G, ac, BP bands, 6½DYN, 456kc.
 A-53 Plstc. tbl., \$19.95, 5GT, ac-dc, BP bands, 5DYN, 456kc.
 A-54 Plstc. tbl., \$17.95, 5GT, ac-dc, BP bands, 5DYN, 456kc.
 A-54 Walnut tbl., \$36.95, 7G, ac, BS bands, aut. tun., 6½DYN, 456kc., T.
 A-55 Walnut con., \$59.95, 7G, ac, BS, aut. tun., 12DYN, 456kc., T.
 A-56 Metal recd. plr., \$19.95, 2GT, ac.
 A-60 Walnut recd. plr., \$29.95, 2GT, ac.
 A-61 Metal recd. plr., \$14.95, 2GT, ac.
 A-62 Metal recd. plr., \$9.95, ac.
 A-63 Metal recd. plr., \$24.95, 3GT, ac, 4½PM.
 A-64 Recd. plr., \$29.95, 3GT, ac, 4½PM.
 A-66 Walnut tbl. phono, \$14.95, 1GT, ac, 4½PM.
 A-69 Walnut comb., \$49.95, 5GT, ac, BP bands, 8DYN, 456kc.
 A-70 Walnut con., \$129.95, 9GT, ac, BPS bands, 12DYN, 456kc., U.
 A-71 Port., \$67.50, 5GT, ac, 5½DYN.
 A-68 Port., \$19.95, 4GT, batt, B band, loop, 4PM, 456kc.
 A-53 TF. models in 16 types, \$37.95, 5GT, ac-dc, BP, 5DYN, 456kc.
 U=Automatic recording.

ZENITH

Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, Ill.

6-D-410 Plstc. tbl., \$12.95, 5GM, ac-dc, loop, 4DYN, 455kc.
 6-D-411 Plstc. tbl., \$14.95, 5GM, ac-dc, loop, 4DYN, 455kc.

ZENITH—Continued

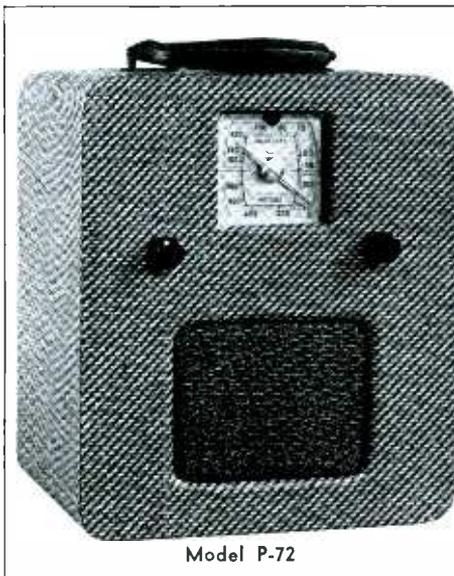
6-D-412 Tbl., \$17.95, 5GM, ac-dc, loop, 4DYN, 455kc.
 6-D-413 Plstc. tbl., \$17.95, 5GM, ac-dc, loop, aut. tun., 4DYN, 455kc.
 6-D-414 Plstc. tbl., \$19.95, 5GM, ac-dc, loop, aut. tun., 4DYN, 455kc.
 6-P-416 Plstc. tbl., \$17.95, 5GM, ac, loop, 5DYN, 455kc.
 6-P-417 Plstc. tbl., \$19.95, 5GM, ac, loop, 5DYN, 455kc.
 6-D-425 Wood tbl., \$24.95, 5GM, ac-dc, loop, 4DYN, 455kc.
 6-D-426 Wood tbl., \$29.95, 5GM, ac-dc, loop, aut. tun., 4DYN, 455kc.
 6-D-427 Wood tbl., \$34.95, 5GM, ac-dc, loop, aut. tun., 4DYN, 455kc.
 6-P-428 Wood tbl., \$29.95, 5GM, ac, loop, 5DYN, 455kc.
 6-P-429 Wood tbl., \$34.95, 5GM, ac, loop, aut. tun., 5DYN, 455kc.
 6-P-430 Wood tbl., \$39.95, 5GM, ac, loop, aut. tun., 5DYN, 455kc.
 7-S-432 Wood tbl., \$39.95, 7GM, ac, loop, aut. tun., 6DYN, 455kc., T.
 7-S-433 Wood tbl., \$44.95, 7GM, ac, loop, aut. tun., 6DYN, 455kc., T.
 6-D-456 Wood con., \$39.95, 5GM, ac-dc, loop, aut. tun., 8DYN, 455kc.
 6-P-457 Wood con., \$49.95, 5GM, ac, loop, aut. tun., 10DYN, 455kc.
 7-S-458 Wood con., \$59.95, 7GM, ac, loop, aut. tun., 10DYN, 455kc., T.
 7-S-461 Wood con., \$89.95, 7GM, ac, loop, aut. tun., 12DYN, 455kc., T.
 7-S-434 Wood tbl., \$49.95, 7GM, ac, loop, aut. tun., 6DYN, 455kc., T.
 6-D-455 Wood F., \$39.95, 5GM, ac-dc, loop, aut. tun., 4DYN, 455kc.
 7-S-460 Wood F., \$59.95, 7GM, ac, loop, aut. tun., 8DYN, 455kc., T.
 7-S-460 Wood F., \$79.95, 7GM, ac, loop, aut. tun., 10DYN, 455kc., T.
 7-S-462 Wood F., \$89.95, 7GM, ac, loop, aut. tun., 10DYN, 455kc., T.
 6-D-446 Wood Ch., \$29.95, 5GM, ac-dc, loop, aut. tun., 5DYN, 455kc.
 6-P-447 Wood Ch., \$39.95, 5GM, ac, loop, aut. tun., 5DYN, 455kc.
 6-P-448 Wood Ch., \$49.95, 5GM, ac, loop, aut. tun., 5DYN, 455kc.
 7-S-449 Wood Ch., \$59.95, 7GM, ac, loop, aut. tun., 6DYN, 455kc., T.
 7-S-450 Wood ch. comb., \$69.95, 7GM, ac, loop, aut. tun., 8DYN, 455kc., T.
 6D-480 Wood tbl. comb., \$19.95, 5GM, ac-dc, loop, 4DYN, 455kc.
 6D-481 Wood tbl. comb., \$29.95, 5GM, ac-dc, loop, 4DYN, 455kc.
 7S-490 Wood ch. comb., \$79.95, 7GM, ac, loop, aut. tun., 8DYN, 455kc., T.
 6D-485 Wood con. comb., \$69.95, 5GM, ac-dc, loop, aut. tun., 8DYN, 455kc.
 7S-487 Wood con. comb., \$99.95, 7GM, ac, loop, aut. tun., 10DYN, T.
 7S-488 Wood con. comb., \$139.95, 7GM, ac, loop, aut. tun., 12DYN, T.
 4K-402D Cloth port., \$19.95, 4GM, batt, loop, 4PM, 455kc.
 4K-402M Cloth port., \$23.45, 4GM, batt, loop, 4PM, 455kc.
 4K-402Y Cloth port., \$23.45, 4GM, batt, loop, 4PM, 455kc.
 4K-402L Lthr. port., \$29.95, 4GM, batt, loop, 4PM, 455kc.
 4K-400M Cloth port., \$29.95, 4GM, batt, loop, 5½PM, 455kc.
 4K-400D Cloth port., \$29.95, 4GM, batt, loop, 5½PM, 455kc.
 4K-400Y Cloth port., \$29.95, 4GM, batt, loop, 5½PM, 455kc.
 4K-400L Port., \$44.95, 4GM, batt, loop, 5½PM, 455kc.
 4K-400S Port., \$34.95, 4GM, batt, loop, 5½PM, 455kc.
 4K-400S Port., \$34.95, 4GM, batt, loop, 5½PM, 455kc.
 5G-401D Port., \$29.95, 5GM, ac-dc or batt, loop, 5½PM, 455kc.
 5G-401M Port., \$29.95, 5GM, ac-dc or batt, loop, 5½PM, 455kc.
 5G-401Y Port., \$29.95, 5GM, ac-dc or batt, loop, 5½PM, 455kc.
 5G-401L Port., \$39.95, 5GM, ac-dc or batt, loop, 5½PM, 455kc.
 5G-484M Port., \$49.95, 5GM, batt, ac-dc, loop, 5½PM, 455kc.
 4K-310 Plstc. tbl., \$22.95, 4GM, batt, 5PM, 455 kc.
 4K-331 Wood tbl., \$27.95, 4GM, batt, 5PM, 455kc.
 5G-441 Wood tbl., \$49.95, 5GM, ac-dc batt, aut. tun., 8PM, 455kc.
 5G-442 Wood tbl., \$59.95, 5GM, ac-dc batt, aut. tun., 10PM, 455kc.
 5G-461 Wood con., \$69.95, 5GM, ac-dc batt, aut. tun., 10PM, 455kc.
 4B 314 Plstc. tbl., \$24.95, 4GM, batt, aut. tun., 5PM, 455kc.
 Ch = Chairside

"AUTOMATIC" Rings the Bell!

with a

NEW 3 in 1 Electric & Battery Portable

Complete with
**AUTOMATIC BATTERY
 REJUVENATOR**
 which adds many
 extra hours to
 the BATTERIES—
 at NO EXTRA COST



Model P-72

An unequalled
TRAFFIC BUILDER

AT LIST **\$15.95**
 LESS BATTERIES

OPERATES ON AC CURRENT—
 DC CURRENT OR BATTERIES

5 TUBES — SUPERHETERODYNE
 — P M SPEAKER — AUTOMATI-
 SCOPE AERIAL — ELECTRIC IN-
 DICATOR — POWERFUL —
 SELECTIVE — SENSITIVE —
 — AEROPLANE LUGGAGE MA-
 TERIAL COVERED CASE

AUTOMATIC — NO SWITCHING
 NECESSARY • AUTOMATIC — FROM
 BATTERY TO ELECTRIC • AUTO-
 MATIC — DRAFT VENTILATION FOR
 AIR CONDITIONING CHASSIS AND
 BATTERIES.

ORDER NOW—Available for immediate delivery—ORDER NOW.

Wire—write—or phone for attractive discounts and sensational sales plan.

AUTOMATIC RADIO MFG. CO., Inc., 122 Brookline Ave., Boston, Mass.

On the Newsfront



RSA PRESIDENT—George F. Duvall of Brooklyn, N. Y., just elected president of the Radio Servicemen of America

Show, Conventions Marked Success

Parts exhibit, RMA, Sales Managers Club, RSA, NRPDA, Rep and IRE meetings attract 10,000 to mid-west.

CHICAGO—Called most successful ever staged was the Radio Parts National Trade Show held last month at the Hotel Stevens—jobber attendance recorded in the first two days set aside for this group exceeding even the most optimistic pre-show estimates, exhausting registration badges and keeping demonstration rooms elsewhere in the hotel crowded to capacity—servicemen, amateurs and the general trade pouring into the exhibit hall on the last two days set aside for technicians in satisfactory number. Establishment of separate days for jobbers, tried this year for the first time, proved highly advantageous to the transaction of business between exhibitors and visitors, will be continued next year.

At the annual meeting of member-exhibitors of the Radio Parts National Trade Show four directors were elected for the coming season: S. N. Shure, representing the Western Division of the Sales Managers Club, A. A. Berard, representing the Club's Eastern Division, H. E. Osmun and Jerome J. Kahn, representing the Radio Manufacturers Association. Ken Hathaway was re-appointed to the managing directorship of the show.

Unanimously voted was a motion to hold next year's show once again at the Hotel Stevens in Chicago. Exact dates had not been decided at presstime.

Equally successful during Radio's big week were meetings held by the Sales Managers Club, The Representatives, the National Association of Parts Distributors, an IRE Chapter and the Radio Servicemen of America. At the RSA's

annual board meeting George Duvall of New York was named president. Other officers simultaneously elected were Kenneth Vaughan of Johnstown to the vice-presidency, Donald Stover of Freeport as secretary, Lee Taylor of Chicago, treasurer. Joe Marty, Jr. was re-appointed executive secretary.

Staged just before and during the Parts Show, also in Chicago, was the RMA's fifteenth annual convention, including the group's heavily attended "RMA Cabaret" and industry dinner held at the Hotel Morrison. Officers elected were: A. S. Wells, president; James S. Knowlson, vice president and chairman of the set division; B. G. Erskine, vice president and chairman of the tube division; H. E. Osmun, vice president and chairman of the parts and accessories division; J. McWilliams Stone, vice president and chairman of the amplifier and sound division; Leslie F. Muter, treasurer; Bond Geddes, executive vice president and secretary and John W. Van Allen, general counsel.

Three new appointments to the RMA board included: James T. Buckley and Ernest Searing of Philadelphia, Ray F. Sparrow of Indianapolis. Directors re-elected included Ben Abrams, Powel Crosley, Jr., James S. Knowlson, Commander E. F. McDonald, Jr., Glenn W. Thompson, B. G. Erskine, H. E. Osmun, Octave Blake, J. J. Kahn, James C. Daley and J. McWilliams Stone.

Radio men attending the many meetings held in Chicago during the week were estimated to number 10,000 or more.

Three Talk Television

Farnsworth's Vogel, FCC's Craven, RMA's Wells make important statements

NEW YORK—News highlight of the month from the standpoint of industry interest were three statements concerning television, one by Farnsworth Television & Radio Corporation's vice president Ernest H. Vogel, another by the Federal Communication Commission's T. A. M. Craven and still another by the Radio Manufacturers Association president A. S. Wells.

Said Farnsworth's Vogel during a 7,000 word speech before the National Electrical Wholesaler's Association in Hot Springs:

About stations . . . "We will probably have in operation before the end of the year three stations providing programs in the metropolitan New York area. I think, further, that we might anticipate that there will be program material available at Schenectady, Bridgeport, Los Angeles, San Francisco, Cincinnati, Philadelphia, Kansas City, Chicago and Milwaukee. . . . I think that during 1940 we will see at least 36



FARNSWORTH'S NEW GSM—Pierre Boucheron, just appointed general sales manager of the Farnsworth Television & Radio Corp., will direct sales and merchandising activities of the Farnsworth and Capelhart divisions. For the past four years general merchandising manager of Remington Arms, Boucheron has been in radio since 1912, has held important posts with Montgomery-Ward, Radio News, RCA



FARNSWORTH'S ADMAN—John S. Garceau, just appointed advertising and sales promotion manager for Farnsworth Television & Radio, both Farnsworth and Capelhart divisions, has been in the business 15 years, most recently with Crosley

to 40 additional stations, so that we might anticipate by January 1, 1941, programs being available from fifty transmitters."

About programs . . . "The type of program that is Number One in interest is, of course, the immediate transmission of current happenings . . . I believe I can predict that the program next from the point of interest will be the studio play."

About changes . . . "I express an opinion which is only personal that there will be no major developments in the television art for the next year and that the technicians in laboratories will devote their time, first, to creating better performance within the standards that have been recommended and, second, to the more important problem of reducing the cost of receivers, which will enable us to greatly increase the base of sale to the public."

About prices . . . I believe there is adequate data available to indicate that with greater production, greater technical advancement, cost studies and cost reductions, that an American-built receiver can be made at a price low enough to interest many hundreds of thousands of potential television set owners in the United States.

About finance . . . "It is estimated that \$13,000,000 has already been invested in bringing this new art through laboratory developments and creating a new service for the American home . . . I believe that television broadcasting will offer the advertiser the greatest medium that ever has been placed at his disposal. He will want it, and I believe will get it. And I think he will be willing to pay for it."

About time . . . "I think our problem inside a year will be, not that of finding the capital to finance broadcasting stations, but the problem of finding manufacturers

who are technically and physically equipped to provide the transmitting equipment. That, I think, will be the bottle-neck of the business."

About future . . . "I see in television the next great American industry, one which will have an influence as great as that of the automobile."

Said FCC's Craven; in part, addressing the convention of the Radio Manufacturers Association in Chicago June 13:

"Radio business has always been a business which is successful only when organized to accommodate and foster a fast-changing technical base. . . . The industry is now confronted with the necessity of making what some have termed a fateful decision. . . . It must recognize the necessity for maintaining an existing business as well as providing progressive increases in the employment of labor. . . . It is surprising that the RMA should request the Commission to approve standards (television) at such an early stage of development. Personally I have always felt that in this country private enterprise should be given the utmost freedom consistent with the interest of the public as a whole. Standardization at any time has a tendency to thwart progress and throttle inventive genius. Certainly premature standardization in this case would kill the goose which we hope will lay the golden egg. . . ."

"Yet the further development of television requires not only courage on the part of this industry but also the will to proceed. It is necessary for this industry to

foster the development of television. Unless they do this they will be in no position to cry for protection when someone else undertakes the job."

Said RMA's Wells, authorized by unanimous action of the association's board of directors to release a statement:

The membership of the Radio Manufacturers Association includes practically all of the U. S. makers of television sets.

No group has so great a stake in the development of television. No group has a greater faith in the future of this art, or a firmer belief in its eventual growth from its experimental stage to that of one of the country's great services.

They would like to present television to the whole country, but because of the many problems involved it will be a long time before such a reality can be achieved.

They feel that this statement is necessary because of the nation-wide interest in this matter; because television has suffered from over-statements; and because the inauguration of television in New York may arouse false and ungrounded hopes in the minds of the people throughout the country.

As a matter of fact, television is something that those living in New York may now have in a limited way, and a few additional stations are in prospect at the present time, while others will probably develop when a solution to the financial side of such broadcasting can be found. In all probability, however, over 90% of the geographical area of the United States will not be served for some time to come, for the economic questions are serious ones and

PHILCO OPENS UP ITS BIG BAG OF TRICKS AT FRENCH LICK



ON THE PLATFORM—Photo at left . . . Bombshell for television was the perfectly "flat-faced" cathode-ray tube incorporating an "ion trap" to eradicate picture blemishes, introduced by *Al Murray* and *F. J. Bingley*. Center . . . Extremely interesting to distributors anxious to develop new arguments to stop consumer radio "hold-outs" was this sign highlighted by president *Larry Gubb*. Right . . . Enthusiasm was obvious when radio phonograph divisionman *John Krause* demonstrated this wireless controlled model



OFF THE PLATFORM—Photo at left . . . Meeting incoming cars were *Philcomen Carpenter* and *L'Hommedieu*, batteryman *Brooks*. Center . . . Exec *Loveman* (at right) met many incoming trains. Right . . . *Philcomen Ramsdell, Murray*, spent a quiet half-hour with Commercial Credit's *Matthews*

will have to be solved by broadcasters in the future.

Even where television is available, it must be remembered that for technical reasons it can only be received to the optical horizon. The average useful reception distance from the antenna on top of the Empire State Building in New York (the world's tallest building) is only fifty miles. This means that the horizon, or useful distance from any building or mast less in height than the Empire State Building will be considerably less than that available in New York.

It must also be remembered that television broadcasting is on an experimental basis. The experimental character of such broadcasting, or telecasting, as it is properly called in television, means that the program will be on a trial basis, and until experience has been gained in the kind of programs that are of real service to the public, they cannot be broadly duplicated over many stations. Therefore, these programs for some time to come will, of necessity, be limited at best to a few hours a day.

Even where television is available, or may become available, it must be considered as a supplemental service to radio broadcasting, and for that reason will not render the modern radio receiving set obsolete any more than an aeroplane renders the modern automobile obsolete. They are and will be different types of services.

Art Moss NRPDA Exec

Well known parts man becomes secretary of jobber association. Group holds important officer election

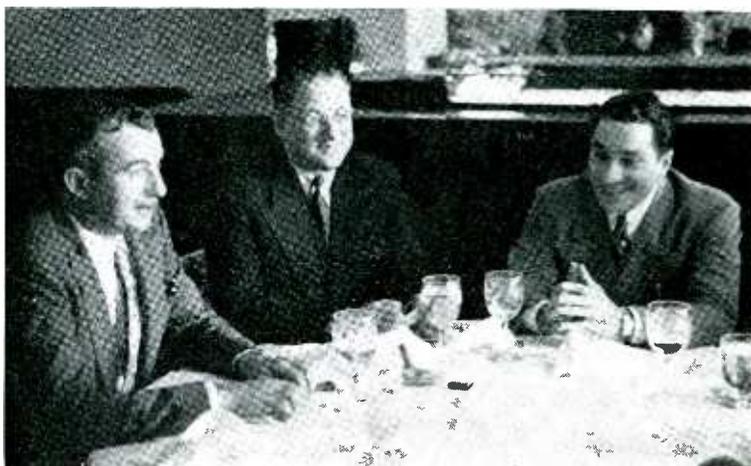
NEW YORK—Arthur Moss, best known to the industry as president of Electrad, Inc. prior to acquisition of this company by P. R. Mallory, more recently jobber division sales manager for Solar, has accepted a post as executive secretary of the National Radio Parts Distributors Association. Moss has been an important figure in radio industry affairs since 1923.

Officers of the NRPDA, elected for the coming year during the organization's convention at Chicago last month are: Walter C. Braun, president; Elliot Wilkinson, first vice president; A. D. Davis, second vice president; Alex Hirsch, third vice president; Aaron Lippman, fourth; George D. Barbey, secretary and William Schoning, treasurer. Directors include: Don W. Clark, Henry Jappe, J. C. Jordan, Abe Pletman, Don Norton, Morris Willis, William Schoning, J. A. Burstein, H. M. Carpenter, David S. Goode, Alex Hirsch, A. C. Stallman, John Stern, Ray Stott, George D. Barbey, Walter C. Braun, A. D. Davis, Aaron Lippman, William Shuler, Emmett Tydings and Elliot Wilkinson.

Wilcox-Gay Meetings Held

CHARLOTTE, MICH.—During the week of June 20 distributors of the new "Recordio" models made by the Wilcox-Gay Corp. of this city held well-attended dealer showings. Elliott-Lewis Electrical Company featured the line in the Benjamin Franklin Hotel at Philadelphia and the Goldhamer Company of Cleveland staged it at the Carter Hotel.

On July 6, 7 and 8 still another Wilcox-Gay distributor, Milhender-Afes Electrical Company, presented the line at the Hotel Statler, in Boston, aided by the factory's D. E. McGaw.



ADMIRALMEN AT THE BLACKSTONE—Finished with food, pulling their thoughts together preparatory to addressing Admiral distributors assembled in Chicago last month. . . . Continental's Harry Clippinger (left) and Ross Siragusa (right). In the middle: Herbert H. Horn of California

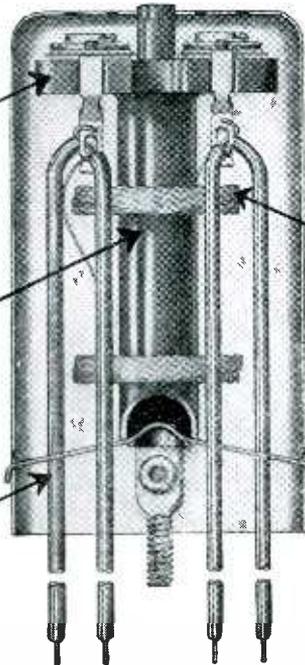


CHAIN MEN VISIT MAJESTIC—Representatives of the National Manufacturing Stores, radio firm's execs, left to right: Dick Breger, G. Rossitger, Majestic's Ass't. GSM Lou Stutz, George Teague, O. A. McKerthen, L. H. Van Ripen, Ralph K. Uley, C. C. Corey, William Probst, L. Kahn, Majestic's GSM W. B. E. Norrins



MEN WHO SELL MEISSNER—In the Meissner Manufacturing Company's Mt. Carmel plant just before the Parts Show met representatives, company execs. (Left to right, front row) Bill Purdy, B. J. Fitzner, H. A. Lasure, John E. Sheperd, G. V. Rocky, Walter F. Marsh, J. T. Watson, Ed. Braun, J. E. McKinley, J. Earl Smith. (Back row) M. E. Foster, John O. Olsen, Jim Kay, Jim Millar, W. L. McWood, M. A. Dobbin, Bert W. Huevelman, Bill Carduner, Jack Clawson, Ernest Scott, Chas. G. Pointon, Geo. H. Timmings, Mr. Eiseman, J. J. O'Callaghan, Chas. W. Pointon

Try this New and Improved I. F. TRANSFORMER



\$1.00
LIST

Molded low-loss plastic trimmer—drift guaranteed less than ceramic.

Molded low-loss plastic coil form—more uniform coils—impervious to humidity—less corrosion.

Leads—new underwriters approved live rubber covered—heat resistant to 167° F.

High-Q litz-wound coils impregnated in Meissner Hi-Q Cement.

Aluminum can-size 1¼" square x 2½" long, small enough to fit in any set.

Coupon below and only 25¢ brings you sample by return mail

Most sensational development in the radio parts industry! A real *midget* I. F. Transformer designed for superior performance in any type of receiver. High-dielectric winding form, integral with the trimmer base, provides a simplified construction that permits maximum space efficiency and a lower cost. Aluminum shield is only 1¼" square and 2½" long.

This new transformer is the result of years of engineering experience in the design of similar units for the manufacturer, serviceman and experimenter. It incorporates only the best materials from the high-quality molded coil form and trimmer base to the specially-served litz wire used for the windings. Manufacturing savings resulting from fewer parts and

simplified construction are passed on to you in the form of lowest possible prices.

Available in a complete range of operating frequencies and for input, inter-stage or output operation.

SPECIAL SAMPLE OFFER

See and try this new transformer for yourself. Send only 25¢ with the coupon below and we will send you a sample 456-kc input transformer for your examination and test.

Only one unit to each customer; no orders accepted on this basis without coupon. This offer is good for a limited time only so send in your coupon today.

NEW CATALOG FREE

Get your FREE copy of our New 1939-40 48 Page Catalog featuring 28 Radio Kits (1 to 14 tubes) and over 800 Meissner Products for Set Builders, Amateurs, and Experimenters.

NOTE: NO ORDERS FOR THIS SAMPLE WILL BE ACCEPTED WITHOUT THIS COUPON

ONLY ONE I. F. to a customer

Cable Address "Meisnrcoil"



MEISSNER MANUFACTURING COMPANY
Mt. Carmel, Illinois, Dept. R-7

Enclosed find 25c for which please send me sample (456-KC INPUT) of your NEW IMPROVED I. F. TRANSFORMER (list \$1.00).

Name.....

Street.....

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

Company.....

My Jobber is.....



TOLD ABOUT TRANSFORMERS—For his entire sales staff June 12 at the Hotel Stevens, Chicago, Thordarson's *W. S. Hartford*, new merchandising chief (behind desk) painted a rosy picture, based optimistic predictions for the 1940 business on the punch behind new transformers, amplifiers

RCA Gets Chanalyst, VoltOhmyst

Acquires manufacturing and sales rights from Rider's Service Instruments, Inc.

CAMDEN—Manufacturing and sales rights to the "Chanalyst" and the "Volt-Ohmyst", two important items of test equipment which have attracted widespread interest among radio technicians, have been acquired by the RCA Manufacturing Company from Service Instruments, Inc., according to a joint announcement by John F. Rider, president of the latter company, and L. A. Goodwin, Jr., accessories and test equipment sales manager for the former.

Said Rider: "Selection of RCA as the organization to manufacture and sell these service instruments was motivated



ROOSEVELT AND SPONSOR—Snapped by a staff photographer in Chicago was this exclusive shot of *Elliott and Mrs. Roosevelt* with Emerson's *Ben Abrams* who, pleased with the response to tri-weekly news comment by Roosevelt over the Texas State Network has renewed his sponsorship and expanded the broadcasts to include Mutual's network

by recognition of its progressive leadership in technical resources and manufacturing facilities. No group of men representing so world-wide an organization is more capable of assuming leadership in the servicing instrument field."

Announced simultaneously by RCA was a new policy of "minimized obsolescence" in the design and production of service test equipment.

Stewart-Warner Signs Up Famous Dionnes

Taps juvenile set market with compacts bearing photo of Quints. Rest of line extensive

Father Dionne's progeny, remote control, trick plastic cabinets, repeat record players, arm chair models, all tumbled out of the cornucopia held by Radio Sales Manager L. L. Kelsey at the Stewart-Warner summer distributors show held at the Edgewater Beach Hotel in Chicago June 19 and 20.

As a hint of what constituted successful 1939 distributing technique Kelsey related two successful promotional ideas: 1. For a dealer to ship a varsity model to each dealer whose credit was O. K. and ask him to play with it three days. Playing did the trick, he declared.

2. A Pacific Coast distributor sent out a fleet of trucks filled with table models. Salesman's job was to see that dealer display stands were kept filled, with delivery instant.

Shown was new Stewart-Warner merchandise, from Air Pals at \$9.95 and \$10.95 list, to Campus models ranging from \$10.95 to \$12.95, Magician models with remote control from \$16.95 to \$18.95, autographed Dionne quint sets from \$11.95 to \$19.95, fireside arm chair models at \$24.95, combinations at \$79.95, winding up with a record changer at \$119.95. Custom built radio will also be made on non-cancellable orders in Sheraton and Swedish Modern.

Four types of campaigns are to be run and the drive is on to get 10,000 dealers in the 3,000 counties in the United States.

New Admiral Package Deal

Elaborate display stand, other aids, go with ten-set selection

CHICAGO—Continental Radio and Television Corporation has just announced a special package deal designed to swell distribution of newly introduced Admiral radios.

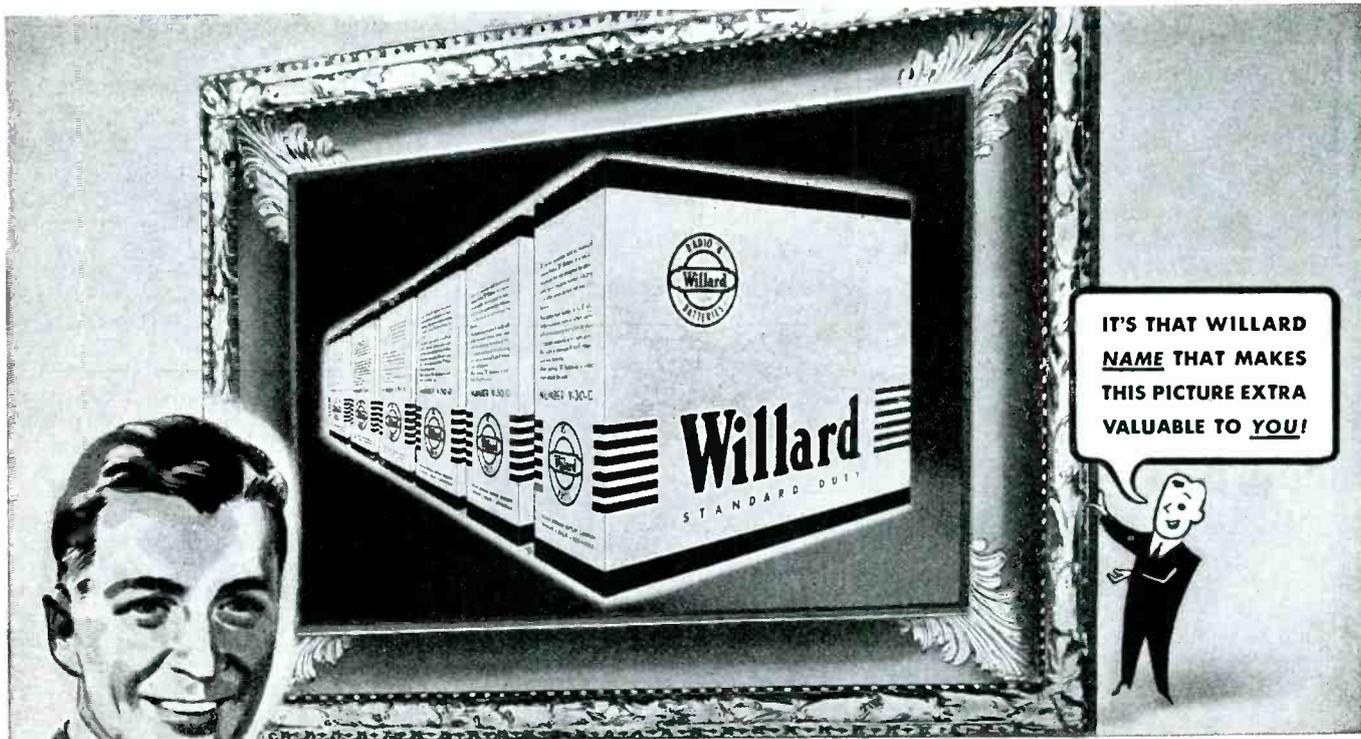
The package consists of 10 table models plus one console, the latter to be left to the choice of the dealer who has 7 consoles from which to take his pick. Included is a large floor display stand designed to feature 8 of the table types and the featured console, an assortment of other promotional aids including an attractive counter card, electric flasher sign, two colored window banners, illustrated booklets.

DuMont Ups Hall

PASSAIC—Norman C. Hall, long affiliated with the Allen B. DuMont Labs., has just been appointed service manager.



AT STEWART-WARNER'S SHINDIG—Top photo . . . No mean hand at hollering his attractive wares is radio sales manager *L. L. Kelsey*. Center photo . . . Exec *John F. Ditzell* (left) lunches with *Fred Wiebe* of St. Louis' Brown Supply. Bottom photo . . . About to make a speech, v.p. *F. A. Hiter* (left) exhibits nervous tension. With him is Kelsey's assistant, *C. P. Galloway*



"Here's a picture of THE radio-battery line for YOU!"

● Take a good look at this *new* Willard radio battery proposition. It's worth real money because that name WILLARD means easier sales and more of them! Your customers will buy without hesitation because they know that WILLARD means "the best there is" in batteries.

And those outstanding selling advantages you've been looking for, you'll find right here. Willard gives you EVERYTHING you need—

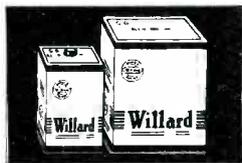
- A COMPLETE LINE of smartly-designed dry batteries, power packs and radio storage batteries for all types of sets, including the new portables.
- TOP PERFORMANCE that will please your customers—bring them back for repeat sales. With a high percentage of active materials, and construction advantages that prolong its life, every Willard meets or exceeds U. S. Bureau of Standards specifications!
- SELLING HELPS that will *move* merchandise—that will do a real job of speeding up your battery turn-over.
- AND A SWEET PROFIT—You owe it to yourself to get the "low-down" on this Willard deal.



An attractively designed line of "A", "B" and "C" Dry Batteries



Power Packs finished in a shade to harmonize with the radio cabinet



New 1 1/2 volt "A" Dry Batteries for portable sets using 1.4 volt tubes



2 and 6 volt "A" Storage Batteries for greater capacity



Dry cells for ignition, door bells, flashlights, all general purposes

The swing to battery-operated sets makes this *new* radio battery proposition a "NATURAL" for up-to-date dealers. Besides Willard has some interesting facts on how to increase *your* sales. Just write your name and address across the corner of this advertisement, tear off on the dotted line and mail TODAY to . . .

WILLARD STORAGE BATTERY COMPANY, CLEVELAND, OHIO

WRITE TODAY FOR WILLARD'S RADIO-DEALER PROPOSITION

Connecticut Tele Reorganized

Radio men prominent in new executive staff setup

MERIDEN—Following reorganization of its parent company, Air Devices Corporation, Connecticut Telephone and Electric Corporation of this city announces a new executive staff.

Harold W. Harwell, former v.p. and g.m. of the Cinaudagraph Corporation of Stamford has been appointed president of CTEC. Charles A. Cunneen, with the firm since 1922, becomes secretary-treasurer. Sales will be directed by Frank Holmstrom, newly appointed v.p. and g.s.m., who began his career with Automatic Electric of Chicago, later was with International Telephone and Telegraph, Federal Telegraph and Kolster Radio. Joseph A. Sullivan and George Lundquist, CTEC salesmen, will assist Holmstrom. Sales promotion and advertising are to be handled by Charles H. Gilette, who formerly served in a similar capacity with American Bosch.

CTEC's new board of directors includes Messrs. Harwell and Cunneen, Edward V. Otis and Curtis Franklin, respectively president and treasurer of Automatic Products Corporation of New York. Two additional directors are to be announced shortly.

\$3,000,000 Worth of Emersons

Distributors place biggest convention orders in firm's history. Minimum 40% dealer discount announced. Quota prizes awarded.

NEW YORK—Emerson Radio & Phonograph Corporation staged its annual distributor convention at the Hotel New Yorker June 19-20, told men from



HEADS CTEC—Harold W. Harwell, former v.p. and g.m. for Cinaudagraph, who has just been made president of the Connecticut Telephone and Electric Corporation

every State, 15 foreign countries minimum dealer discount of 40 per cent had been established on all standard models of the 1940 set line, showed 63 ranging in price from \$7.95 to \$99.95, accepted distributor orders on the spot for \$3,000,000 worth of business.

At the firm's annual distributor dinner 12 distributors received trophies for achieving the highest percentage of sales quotas for the past twelve months. Recipients were: Hub Cycle & Radio of Boston, Franklin Electric of Philadelphia, Hopkins Equipment of Atlanta, Lew Bonn of Minneapolis, Coast Radio Supply of San Francisco and Fey & Krause of Los Angeles.

Announced was a consumer advertising program virtually double that used last year.



FOREIGN AGENTS—Ben Abrams of Emerson (left) greets them during his firm's June convention. They're the people who put his merchandise over in other lands

Zenith Line Comprehensive

"Phonorgan" important new feature name. Period and farm designs round out complete line

CHICAGO—In the Edgewater Beach hotel here the Zenith Radio Corporation lined up its forces for the coming radio season when the firm's executive staff acted as hosts to midwestern distributors at a series of meetings, unveiled an "advance section" of the 1940 set line.

Most comprehensive line the company has ever offered, sets seen by distributors totalled 62, with more coming. Featured were chairside radio types to which casters have been added for mobility, a complete group of radio-phonograph combinations with a new low volume tone compensation device called "Phonorgan", period furniture models covering a wide selection of designs, table and compact models in a liberal range of colors and styling, a representative group of console models, a group of portable radios designed like fine luggage and a full selection of battery radios for unwired homes.

Eastern list prices range from \$12.95 for a five-tube plus ballast unit compact ac-dc model to \$139.95 for an automatic record-changing console phonograph combination with the Phonorgan device included. All models are superhets, incorporate Wavemagnets, require no aerial installation.

Addressing assembled distributors were executives E. F. McDonald, Jr., H. Robertson, E. A. Tracey, J. H. Rasmussen, R. F. Weinig, Edgar G. Herrmann, N. H. Terwilliger and Frank Smolek.

Cabinets By Ansley

NEW YORK—In a position to take orders for special, high-grade cabinets suitable for both radios and radio-combinations is the Ansley Radio Corporation, now settled in its lavish new plant in the Bronx.

Ansley Dynaphones and DynaTones, incidentally, are to be seen at the New York World's Fair in the Gimbel Bros. House, Village of Tomorrow, Wanamaker House and the studios of radio station WNYC.

W-DeC Elects Officers

ST. PAUL—D. W. DeCoster has been elected president-treasurer of Wright-DeCoster, Inc., succeeding D. H. Wright, resigned.

R. R. DuPuy is vice president and L. L. Erickson secretary of the firm.

Kuritar Joins Dual

DETROIT—George A. Kuritar, formerly with the Palladium Publishing Company, has joined the Dual Remote Control Company of this city in the capacity of sales manager.



SAY IT WITH FLOWERS—Flowers, a welcoming sign prepared and posted by employees, greeted Automatic Radio's president *Dave Housman* upon his return from a recent European trip

GE Ups Andrews

BRIDGEPORT—H. L. Andrews, vice president of the General Electric Company in charge of transportation activities since 1934, has been placed in charge of the company's appliance and merchandise department, with headquarters here. For the past three years Andrews has been vice chairman of GE's sales committee.

Sentinel In Production

EVANSTON—Accomplishing the difficult job of moving machinery from several different plants located 14 miles or more away in Chicago without a hitch, the Sentinel Radio Corporation is already in production at its new 4-floor factory here, well settled for the season's business. The new plant provides increased production facilities, operating economies.

GE's Cordiner Joins Shick

STAMFORD—Ralph J. Cordiner has resigned as manager of the General Electric Company's appliance and merchandise department, effective August 1 becomes president of Schick Dry Shaver, Inc.

Cordiner is a director of the Monowatt Corp. of Providence, the Warren Telechron Co., the GE Supply Corp. of Bridgeport and the GE Contracts Corp. of New York.

Jones Heads RCA Service

CAMDEN—W. L. Jones has been appointed national service manager for the RCA Manufacturing Company, was formerly in charge of Photophone service activities.

**ALL YOU'VE
EVER ASKED FOR
in a sound recorder
—YOU'LL FIND in
the NEW PRESTO
MODEL Y**



NEW 16" TURNTABLE

Completely new rim drive mechanism. *Uses no idler wheels.* Changes from 78 to 33 $\frac{1}{3}$ rpm. instantaneously.

Shift a lever—cut outside-in or inside-out.

New cutter feed mechanism. *Makes eccentric trip groove at finish of record . . . makes starting and runout spiral grooves . . . cuts 112 lines per inch.*

Presto high fidelity cutting head. Range 50 to 6500 cycles.

Cuts record up to 17 $\frac{1}{4}$ " size.



NEW RECORDING AMPLIFIER

Output ten watts—gain 125 db.

Equipped with two-microphone mixer, high and low frequency equalizers, playback volume control, volume indicator, and selector switch for recording and playing records and for public address operation.

LIGHTEST 16" RECORDER ON THE MARKET

Turntable mounts in one case weighing 44 lbs. Amplifier and loudspeaker combine in second case weighing 47 lbs.

PRICE COMPLETE EXCEPT
FOR MICROPHONE AND
STAND . . . \$595.00



Write for descriptive folder giving complete data

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.

Fada Predicts Big Year

Presents most complete line at well-attended convention

NEW YORK—To the Park Central Hotel late last month trekked the many distributors of the Fada Radio & Electric Company. Seen was the most extensive radio equipment line produced by the firm in its 20 years of experience in the business. Announced was an extensive advertising campaign featuring space in newspapers, magazines, on the air and via billboards.

Anticipated by the management, interviewed during the meeting, was the best year in the firm's history.

American Tele Elects

NEW YORK—Dewey Bullock, a member of the American Television Corporation's board of directors, has been elected vice-president. Bullock is president of Roger Verseput & Co., Grand Rapids investment brokers.

Directors recently named to American Tele's board include Adolph W. Tahaney of Holland, Mich., Raymond Starr, former Michigan Attorney-General and Maxwell Landsman, theatrical producer.

DISTRIBUTION NEWS

AUTOMATIC—Representing this set maker in Oklahoma, Iowa, Missouri, Kansas and Nebraska is *B. Glassman*, 1800 Fidelity Bldg., Kansas City, Mo. *L. J. Madans* of 1521 Commerce St., Dallas has just been appointed rep for Texas. *Ward Francis Company*, Terminal Sales Bldg., Seattle, has the line for Washington, Oregon and California. *A. J. Farkas*, 620 N. Michigan Ave., Chicago, reps in Illinois and Wisconsin. *Pitt Appliance Co.*, 17th and Pike, Pittsburgh, is a new representative for western Pennsylvania and the State of West Virginia.

SETCHELL CARLSON — *Robert Milsik* of 2964 Gladstone Ave., Detroit, is this firm's new representative for Michigan and Indiana.



HIS HORSE WON—One thousand Detrola employees cheered from the Michigan State Fairgrounds grandstand June 24 when president *John J. Ross*' "Our Willie" romped home with a purse



TASTE FOR KANSAS CITY—On June 6 Stromberg-Carlson's distributor, *Jenkins Music*, presented this demonstration of a radio-television console, *First National Television, Inc.* supplying pictures via camera equipment and a transmitter in the next room

GIRARD-HOPKINS — Representation in the Ohio territory goes to *Henger-Fairfield*, Cleveland.

DU MONT—Six sales reps have just been appointed to cover metropolitan New York and New Jersey with this firm's television and allied equipment: *Fred Kugel* in Manhattan, *Arthur Lax* in Brooklyn, *William F. Walker* on Long Island, *Sidney Lane* in Westchester, *M. Burkam Meyers* in the Bronx and *Mark B. Lajoie* in Jersey.

STROMBERG-CARLSON — *Elliott-Lewis* of Philadelphia has this firm's line for distribution in that city, New Jersey, Delaware and Maryland. *Henry O. Beriman* in the Baltimore area. *The Joseph Hornberger Company* of Reading and *J. R. S. Distributors* of York also have the line in Pennsylvania.

ILLINOIS CONDENSER — *Simmons and Southers Sales* of Fort Wayne has this line in Indiana, Ohio, Michigan and Kentucky.

FADA—From "Duke" Wellington, sales manager, comes word that among many new distributors taking this line is the *Keller Distributing Company* of Springfield, Mass.

ADMIRAL—New Continental Radio and Television Corp. jobbers include: *Lappin Electric* of Milwaukee, *U. S. Jewelry* of Baltimore, *Peden Iron & Steel* of Houston, *N.C.S. Distributing* of Charlotte, *May Hardware* of Washington, *F. C. Dahnken* of Salt Lake, *Brown Camp Hardware* of Des Moines.

KENYON—Stocking the line, according to sales manager *Gene Turney*, are: *Montgomery-Ward*, *Allied Radio*, *Newark Electric* of Chicago, *Burnstein-Applebee*, *Wholesale Radio Service* and *Aaron Lippman*.

AUTOMATIC—New reps include: *David D. Wallace* of Baltimore, covering Philadelphia, Eastern Pennsylvania, his headquarters town and Washington.

STROMBERG-CARLSON — *M. P. Fitzpatrick*, with the firm for many years, becomes sales rep in the Los Angeles area.

DEALER HELPS

COMPLETE LINE AIDS—*Stromberg-Carlson* offers the following elaborate pieces: Full-line circular containing pictures and descriptions of every model, pocket size. New backgrounds for showing tables types and night-table radios. Special display cards for table type and "gem" model sets. Another card showing a radio-phonograph in actual use, record going into place. New green valances for backdrop and window work. A revised Labyrinth "Proving" display. A new background display for the 402H portable. And a counter or window card for the company's new television sets.

LIFESIZE LADY—*Majestic* has a new lifesize cardboard cutout bathing girl



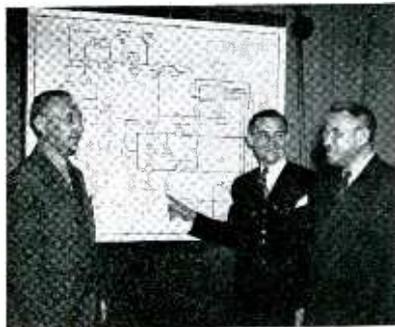
HO FOR HAVANA—Captain *Van Hemert* of the "SS Veendam" discusses navigation during the Bendix cruise with (left to right) *M. B. Isaacs* of New Haven, advertising and sales promotion manager *Parker H. Erickson* and vice president in charge of sales *Jud Sayre*

display lithographed in eight colors, upon which a full size reproduction of any portable made by the firm may be superimposed.

NEW TABLOID—New tabloid type newspaper published by *Sprague Products*, called "Condenser News" contains many articles helpful to dealers, servicemen, amateurs and experimenters. Write factory at North Adams, Mass., or see local jobber for copy.

THUMBNAIL TUBE SOCKETS—*Tung-Sol* has just produced a clever little booklet (25¢ noted on cover) 2½ by 3½ inches overall, loose-leaf, spiral-wire bound. Tube base diagrams are included, just one to a page. An extremely handy gadget when working on a set as connections can be looked up by turning pages with one free hand.

BULLETIN 225—*Crowe Name Plate* has a brand new bulletin picturing and describing and pricing its complete line.



BROUGHT HIS GANG—To a second television meeting in New York staged by *Andrea Radio* for servicemen who couldn't find room at the crowded first came Philadelphia distributor *Dave Trilling* (right) with a crowd. *Andrea's Dave Spector* (left) and *M. B. Sleeper* gave him a chart talk

TRANSFORMERS A TO Z—Listing transformers for all amateur and replacement purposes, including many special units is a new and complete catalog just released by *Standard Transformer*. Included are many charts, other reference material prepared by *Stancor* engineers.

CONDENSERS, TESTERS — *Solar* announces catalog #10, illustrating and describing its complete line of radio and television condensers, new and popular testing instruments. Write direct to factory at Bayonne, N. J. for copies.

CATALOG, VIBRATOR GUIDE—Just off the presses are two new *Meissner* booklets, for 1939-40, one a complete illustrated catalog of all company products and the other an up-to-the-minute vibrator guide. Available either through distributors or the factory.

NEW SET LINE—A pictorial review of the complete *Stewart-Warner* 1940 radio line may be displayed before the consumer through the medium of a new and cleverly executed condensed

PROFITABLE SERVICING! *Faster!*

John F. Rider Announces!

Complete!

Easy TO USE!

ANSWER TO A NEED

The great number of receiver models being produced by the manufacturers—have combined to create such a need—such a demand for servicing data that Volume X will be made available 4 months ahead of the usual date.

NEW SERVICE DATA

Complete servicing data you need on the receivers now in your shop . . . The data you would ordinarily get in November, ready for you this year on August 19th. The information you have asked us for—in the form you asked for it—all in *Rider's Volume X*.

LATEST DEVELOPMENTS

Television—Facsimile—Wireless Record Players—the servicing information on these important new developments for the servicemen will be found complete in Volume X. You must have the manufacturer's instructions when you install or service any of these new sets.

NEW "HOW IT WORKS"

Easy-to-understand explanations on the theory of Television—Facsimile—Wireless Record Players, etc., are in the new, 64-page "HOW IT WORKS" section which is included at no extra cost. This is the type information you have always found so helpful. Volume X index covers all 10 *Rider* Manuals.

"SERVICING BY SIGNAL TRACING"

by John F. Rider

Use the system of servicing which is proved and endorsed. The fast-modern system you can apply to all receivers regardless of age, type or make—independent of every limiting factor heretofore encountered. In this new book you learn what happens to the signal currents—the development of control voltages—and how all receivers are brought to a common servicing level. There is one thing which is common to every radio set—the signal. Read this book and you will be able to service the most complicated set with greater speed and less effort.
300 pages \$2.00

Out Soon! VOLUME II THE CATHODE-RAY TUBE AT WORK

by John F. Rider

New applications of the cathode-ray tube require that the 1939 serviceman know more about its operation, characteristics and performance. The cathode-ray tube as the principal factor in television receiving sets is but one of the applications with which you will soon be faced. Use of the Oscillograph in industry is increasing every day in testing vibration, strength, engine pressure, etc. Industrial users need servicemen to maintain their oscillographs. Be up-to-date on this vital subject.

Volume X RIDER MANUAL OUT

AUGUST 19th
1650 PAGES—\$10.00

CHECK THIS LIST

Volume	Price	Covering
IX	\$10.00	1938-39
VIII	10.00	1937-38
VII	10.00	1936-37
VI	7.50	1935-36
V	7.50	1934-35
IV	7.50	1933-34
III	7.50	1932-33
II	7.50	1931-32
I	7.50	1920-31

ORDER TODAY

YOU NEED ALL 10 RIDER MANUALS



John F. Rider Publisher
404 Fourth Ave., New York City

manual now being supplied through the firm's distributors. Measures 9 by 3 $\frac{1}{4}$ -inches overall, printed in two colors, includes photos, a comprehensive check-chart of features.

INTERFERENCE DATA—*Cornell-Dubilier* has just released catalog 166-A, describing and listing in detail the entire line of Quietone radio interference filters. Contains many photographic illustrations and useful diagrams. Available by writing on business stationery to South Plainfield, N. J. plant.

CONDENSER CATALOG—*H.R.S. Products*, 703 North Cicero Ave., Chicago, has just prepared a brand-new catalog sheet describing its complete line

of condensers for both radio and automotive use. Featured are types representing 80 per cent of the average serviceman's business. Mention *Radio and Television Retailing* when applying for copies.

TUBE DISPLAYS—*Arcturus* has a new series of consumer display pieces printed in four colors, tying up closely with current events. Large and small cards included in the firm's new display matter suit windows or counters of all stores, feature metal, glass and G type Arcturus tubes.

CAPACITOR ANALYZER—Complete description of *Cornell-Dubilier's*



MAN IN WHITE—*Mac Garber* of Waterbury, Connecticut's *Mac Radio*, finds it comfortable, impresses even *Charlie Golenpaul* of *Aerovox*

capacitor analyzer, bridge and decodes is contained in a new eight-page folder describing the firm's entire condenser testing equipment line. Address requests for catalog 167-A to manufacturer at South Plainfield, N. J.

COLLEGE POSTERS—Novel idea by *Aerovox* is preparation of posters dramatizing racket produced by electric razors and suggesting proper filters for its cure, distributed to colleges by local jobbers or dealers whose name may be inserted in provided space to insure that resulting inquiries "come home."

TUBE PRICE LIST—A six-page folder giving characteristics of Hytronic products, including transmitting tubes, diathermy types, high-frequency "Bantams" and other important tubes is available through the factory, includes net prices. Write Hytron Corporation, 76 Lafayette St., Salem, Mass.

CAMERA CATALOG—A 40-page catalog on still and movie cameras, photographic equipment, accessories and supplies of all kinds, has just been prepared by the *Lafayette Camera Corporation* of 100 Sixth Ave., New York. A postcard will bring it to you, without charge.

DRY BATTERY DATA—The *United States Electric Mfg. Corp.* of 222-228 West 14th St., New York, has prepared a punched catalog sheet giving complete data on its line of dry batteries for radio use, including special kits. On request to dealers.

RECORD MERCHANDISER—*RCA-Victor* is making available to authorized dealers at \$17.25 a new all-steel combination counter and storage bin and merchandiser which is virtually a complete record department in itself. Displays three Masterpiece albums, holds 400 records and 35 standard-size albums, provides space for needle stock and cards for promoting new discs.

Audolyzer

Model 562



Are you holding back because you think that real DYNAMIC TESTING EQUIPMENT is too expensive for you? If so, you'll welcome the new SUPREME 562 AUDOLYZER because it will make all the important tests of equipment selling for twice the price, do it more quickly and easily, yet is easy on your pocketbook!

You will like this instrument because of its amazing simplicity. Every stage in a radio receiver can be DYNAMICALLY tested with just one probe. With the SUPREME AUDOLYZER you hear the signal from a built-in speaker with controlled volume—its presence or absence—its strength or weakness—its distortion or purity, WITHOUT LOOKING AT ANY METER, MAGIC EYE or other indicating device! You can start at the antenna post of the receiver and work back. You can rapidly determine the exact point of intermittent reception in any receiver section or part. Most amazing, you can determine, without a manual, the use for which every tube is placed in any radio! You can measure the frequency of an unknown R.F., I.F., or oscillator signal. You can measure comparative gain or loss in R.F. and I.F. tubes

and transformers. You can find the location, compare amount and frequency of receiver's hum. With the high resistance 15 megohm input Vacuum Tube Volt meter built in the Audolyzer, you can measure A.V.C., A.F.C., D.C.Grid, D.C. Screen Grid, D.C.Plate, power supply voltage—in fact, any D.C. voltage without disturbing the receiver's operation! What is more, you can use your present Cathode Ray Oscilloscope in conjunction with the Audolyzer in viewing the demodulated signal for distortion, overloading, etc.

The AUDOLYZER can be used to check the audio-amplifier in a receiver or a P.A. installation, check speakers, etc. The AUDOLYZER can be electrically divided into two sections so that you can use two probes at a time for checking intermittents, working from the second detector's input and output toward the loudspeaker and antenna or vice versa. In fact, more down-right profitable, quick diagnosing can be done with the SUPREME AUDOLYZER than any other competitive system. Your radio jobber is stocking the SUPREME AUDOLYZER. Use it on SUPREME'S FIVE DAY FREE TRIAL OFFER. Buy it on the S.I.C. Easy Payment Plan—just a few pennies a day. Let it prove itself right on your own work-bench because you can operate it profitably after only a few minutes study.

SUPREME

SUPREME INSTRUMENTS CORP.
GREENWOOD, MISSISSIPPI, U. S. A.

EXPORT DEPT. Associated Exporters Co., 115 W. 43rd Street, New York
Cable Address: LOPREN. N. Y.

MAIL COUPON TODAY!

SUPREME INSTRUMENTS CORP., Dept. R.S.
Greenwood, Miss.
Please RUSH me newest information on SUPREME AUDOLYZER and other completely new SUPREME 1939 Models.
Name _____
Address _____
City _____ State _____

110 VOLTS AC ANYWHERE!

With KATOLIGHT. Furnish standard 60-cycle AC for operating sound truck equipment, AC radios, transmitters, flood lights, motors, moving picture projectors, etc.



A complete line of light and power plants ranging up to 10,000 watts capacity. Also 6, 12 and 32 volt battery charging plants, Diesel plants, rotary converters, and frequency changers.

List prices \$50.00 and up.

Jobbers and Dealers Write For Latest Catalog
Dept. A

Kato Engineering Company
MANKATO, MINN., U.S.A.

New... SMALLER 15c SIZE IN FLASHY BOX

In every family where records are enjoyed, you'll find a demand for the sensational RECOTON liquid Record Renewer that cleanses, lubricates and protects—2-oz. bottle 50c, or this handy 15c bottle, powerfully displayed as illustrated at left.

Ask for samples of
SUPERIOR and ACOUSTIC
hi-fidelity needles

RECOTON

CORPORATION
178 Prince St., New York City



6 New FEATURES LIFETIME "P.M." TRUMPET UNIT

1. NEW Replaceable Cartridge Head Assembly
2. NEW High Permeability
3. NEW Non Deteriorating Nipermag Field
4. NEW Realism of Reproduction
5. NEW Ability to withstand overload
6. NEW Modern Appearance

Lifetime's new P.M. Unit is truly a sensation! You must try one to appreciate it. LIST PRICE ONLY \$40.00—Liberal Discounts to P.A. and Sound Men.



Write for new catalog listing America's Outstanding Values in Microphones and Sound Equipment.

LIFETIME CORPORATION

1821 ADAMS ST.

TOLEDO, OHIO

"The Service Man's Favorite Test Instrument"



SOLAR

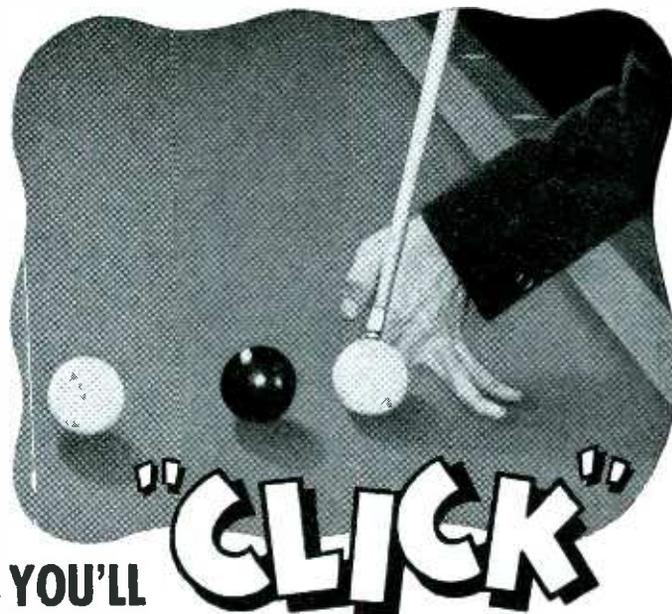
Model CC

CAPACITOR ANALYZER

Quick as a wink! Measures power factor, capacity, resistance; detects leakage and intermittents; great time—and money-saver!

Write for complete details

SOLAR MFG. CORP. • Bayonne, New Jersey



YOU'LL

"CLICK"

WITH TUNG-SOL

If you operate an established radio service business... can turn over a price-protected tube stock at least three or four times a year... have the setup to cash in on helpful advertising displays... and a reputation for maintaining standard prices... you'll "CLICK" with Tung-Sol.

This means a *profitable* franchise—selling to a market free from conflict with already established Tung-Sol dealers—plus an adequate supply of tubes without buying them.

* * *

IF YOUR BUSINESS FITS THIS "PICTURE" WRITE US TODAY

TUNG-SOL LAMP WORKS, INC.
Dept. B Radio Tube Division

TUNG-SOL
VIBRATION - TESTED
RADIO TUBES

SALES OFFICES: Atlanta • Chicago • Dallas • Denver • Detroit
Kansas City • Los Angeles • New York. General Offices: Newark, N. J.

the speaker unit by Universal Labs shown here claims high fidelity.

The outer bell is the air column for the low frequency speaker located in the same housing as the high frequency unit. The low frequency cone and bell are designed to reproduce in the vicinity of 60 to 1,000 cycles. The high frequency unit covers a range from 300 to 10,000 cycles.

The sound paths are shown by the arrows in the drawing. Low frequency sounds are projected from the large outer bell. High frequency tones go through a reflexed air column horn as shown, and are split in two circular beams by the cellular deflector to insure more uniform distribution.

Due to the fact that the two main sound beams do not meet until they are at the mouth of horn there is little possibility of interference due to phase cancellation.

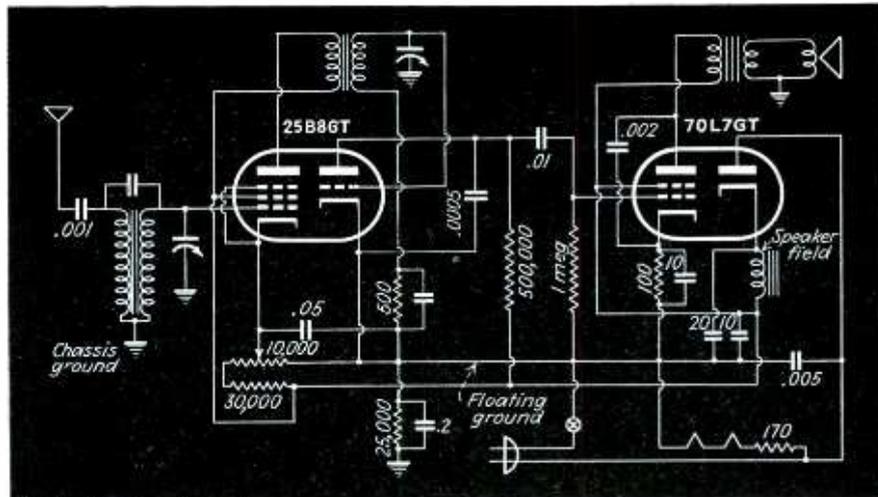
To reduce resonance or "ring" of the metal housings, the three main bells are rubber-tired. This dampens out spurious vibrations effectively.

Auto Tuner Unit

Compactness is a virtue to any auto radio as space in modern cars is fast diminishing with the advent of other appliances. A two piece auto set by RCA houses the tuner unit in a small under-dash cabinet, while the power supply and output tubes are contained in the speaker cabinet. This makes for a compact control unit, with no mechanical control cables, that may be placed anywhere convenient to easy operation. The heavier and more bulky equipment can then be installed out of the way.

The schematic of the set is quite conventional except for a 6 wire shielded cable connecting the r.f. unit to the power, output and speaker unit.

The tuner unit comprises an r.f. stage, converter, i.f. and combination diode detector and first audio. A spe-



cial antenna circuit, designed to work with an antenna having a total capacity of not more than 150 mmf, includes shielded lead-in. When antennas of larger capacities are used it will be necessary to insert a condenser in series with the antenna lead. Where "double" under the running board types are used a .0005 mfd series condenser should be inserted. For insulated running board and insulated steel top types connect a .00015 mfd condenser in series. Fishpole and whip types may be direct connected.

Five push-buttons of the mechanical type are provided along with a slide-rule manual tuning dial. Total battery drain is 8.7 amperes. The portion of the circuit inclosed in the broken line is contained in the speaker cabinet.

serves as a tuned r.f. amplifier. This feeds a grid-bias detector, which in turn is coupled to the pentode output of the 70L7GT. A half-wave rectifier supplies plate voltage. Filtering is accomplished by the speaker field and a 10 and 20 mfd filter section. Volume is controlled by varying the bias on the r.f. stage.

By using 25 and 70 volt heaters in the tubes, the series filament resistance required is reduced, in this case 140 ohms supplies the necessary voltage drop.

Two-Tube Receiver

Using two new dual-type tubes, a 25B8GT r.f. pentode-triode and a 70L7GT output pentode—rectifier, a t.r.f. receiver by Arvin boasts unusual compactness. Since it is housed in a stamped metal cabinet, increased shielding results.

The pentode section of the 25B8GT

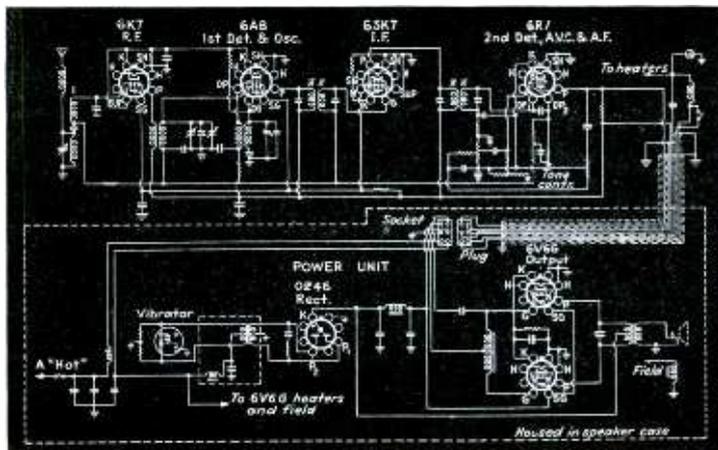
Audio Frequency

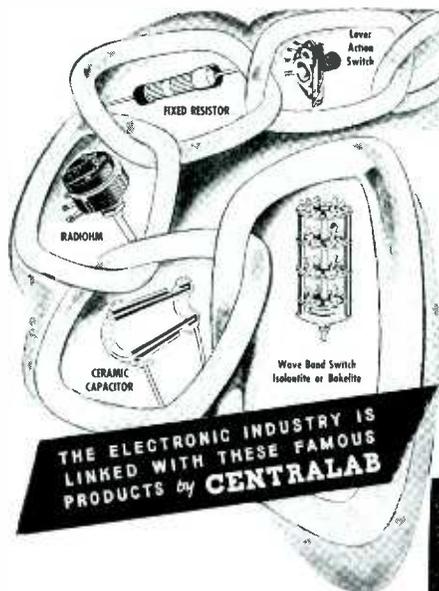
CHARGING BATTERIES near the radio test bench often has serious draw backs. According to Lee C. Sprague, Star City, Arkansas, his 2 volt 6 amp. charger kicked up plenty of fuss with the set on the bench.

Everybody was happy when a 12 mfd 150 volt condenser was connected across the charging leads.

BUGGY WHIP AND SIDE COWL aerials sometimes develop peculiar swishing static at high speeds. The cause is an imperfectly formed metal ball tip. If not perfectly smooth, or having a rough burr, this condition will result. To cure: Smooth out ball, or replace with colored jewel type.

GROUNDING SHIELDED AUTO lead-ins goes by no ohmmeter rules. One ground usually clears noise pick up, but sometimes does not. It is a good policy to ground to the chassis in several places,—near the aerial connection, at or near the receiver, and one or two places between.





Centralab plays an important part in the electronic industry . . . among set manufacturers as well as on the benches of experimenters—in the service man's kit and in ham shacks . . . for wherever Quality, Dependability and Reliability count—there Centralab serves supreme.

LEVER ACTION SWITCH: Available in various combinations—with or without special mounting plates.

FIXED RESISTORS: Insulating and conducting area baked together into one . . . copper sprayed end connection.

RADIOHM: In standard or midget . . . non-rubbing contact . . . low noise level . . . long life.

CERAMIC CAPACITORS: Where permanence or temperature compensation is important.

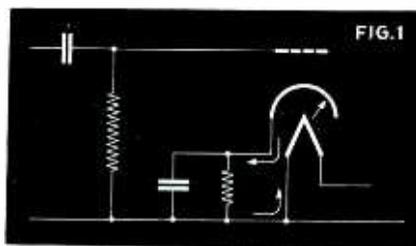
WAVE BAND SWITCHES: In Isolantite or Bakelite . . . available in various combinations.

Centralab

DIVISION OF

Globe Union Inc.

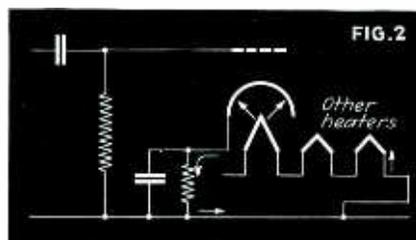
900 E. KEEFE AVE.
MILWAUKEE, WIS.



Heater-Cathode Hum

Electrical leakage between an ac operated heater and cathode of a vacuum tube can introduce low frequency voltage into audio amplifier circuits and cause objectionable hum when considerable gain follows this part of the circuit. High frequency circuits are also subject to hum, if they allow the low frequency voltage to modulate the signal.

The principal cause of this hum is a minute leakage current which flows between heater and cathode as outlined by Tung-Sol. The flow of this current through the self-biasing resistor or the parallel combination of resistor and by-pass condenser applies



a hum voltage between the grid and cathode of the tube. The path taken by the leakage current when one end of the heater is grounded is shown in Fig. 1. Here, the voltage across the heater, especially that between the high voltage end and ground, causes the current to flow. Series operating conditions, with the heater not at ground, are shown in Fig. 2. The voltage across the other heaters between the tube and ground adds to the voltage causing leakage current to flow.

It was found that heater cathode leakage current is essentially a thermionic emission phenomenon and that the flow of current is due to the emission of negative charges (electrons) and positive charges (positive ions) from the insulation coating on the heater to the cathode sleeve. The capacitance between heater and cathode, being of the order of 10 uuf, is too small to constitute a leakage path.

If the heater varies in potential with respect to the other electrodes, the same phenomenon can cause hum, by emission of charges to these electrodes. Hum from this effect occurs most frequently in a.f. amplifiers having a grid bias that is less than the highest voltage between heater and ground.

To overcome hum troubles heaters should not be operated above rated voltage, as hum doubles with only a 6 per cent increase in heater voltage.

If self-biasing circuits are used, the 60 cycle impedance should be as low as possible. This is attained by the use of low cathode resistance and high capacity by-pass condensers and is particularly important in the early stages of a high gain a.f. amplifier. Use of fixed-bias avoids this source of hum.

Tubes having comparatively small leakage, used as biased detectors, frequently hum as the cathode resistor is necessarily high and practical conditions require a small by-pass condenser. The most satisfactory method of avoiding this difficulty is to arrange the circuit to ground the cathode of the detector.

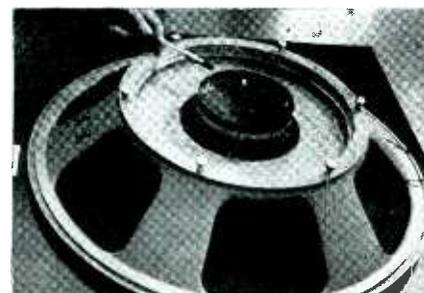
In series heater operation, the tube most critical to hum should be placed nearest ground. This is usually the detector tube in ac-dc receivers. The next tube to be given the preferred position near ground is the converter, as this avoids modulation hum (not caused by heater cathode leakage).

When a transformer is used, hum will be reduced by grounding the center of the heater winding.

Hum can be reduced to a negligible value by use of sufficient bias between heater and cathode to prevent the net voltage reversing. This condition occurs in infinite impedance detectors and certain cathode loaded circuits.

Hum, resulting from emission of charges from the heater to other electrodes, is reduced by decreasing heater temperature, by keeping the impedance of the electrode circuits low and by keeping the electrodes constantly biased with respect to the heater.

Balancing or bucking hum in a radio receiver is sometimes resorted to in minimizing total hum. Heater cathode leakage should not be given a part in hum balancing systems as it is too variable.



SPEAKING OF SPEAKERS—Giant 27 inch electro dynamic by Cinaudagraph handles up to 85 watts of audio. Look at the size of that voice coil compared to the pencil

PICK THE RIGHT CHANGERS FOR BUILDING YOUR SALES



The Popular General Industries Model "M" Record Changer Unit

SELL more changer-equipped radio-phonographs and phonographs, with better profit. Adopt General Industries record changer units. Whether in instruments you handle or in your own installations, they give you: *Right* high-fidelity playing and dependable operation. *Right* price range to meet popular demand and really go places in sales volume.

Up-to-the Minute Model "M"

Model "M" unit, shown above, plays seven 12" or eight 10" records. Induction type self-starting Flyer Motor—dependable for uniform speed, cool operation and long service; complete with turntable. High-fidelity Pickup of modern tangent-tracking type, with volume control. Silent and sure Changer of single-shift type, simple, deft and reliable. Ready assembled on mounting plate, for easy installation at low labor cost. Order a Model "M" unit today, for testing. Please mention turntable size and frequency of current you use.



The GENERAL INDUSTRIES CO.

3937 Taylor Street

Elyria, Ohio

"PINCOR"

LONG LIFE

SMOOTH

SILENT

DYNAMOTORS and CONVERTERS

For Every Purpose

Radio engineers have learned from experience that Pioneer Gen-E-Motor Corporation's dynamotors, gen-e-motors and converters provide the last word in dependable power supply units for air craft, police, marine and auto radios and public address systems. They are available in a wide range of capacities for every requirement. Designed and constructed to give maximum long life and service. Light weight and compact. For complete information fill out and mail coupon below.

PIONEER GEN-E-MOTOR CORPORATION
Dept. R-1G, 466 W. Superior Street, Chicago, Illinois
Please send me "Pincor" Silver Band Dynamotor Catalog and Data Sheets.

Name

Address

City State

AERIALS. STANDARD OF COMPARISON

SEE YOUR RADIART JOBBER

Get Your Copy of

R • V • M

(RADIART VIBRATOR MANUAL)

ONLY 25c

RADIART

A GOOD NAME GOES A LONG WAY

One of the outstanding superiorities of Ken-Rad Radio Tubes lies in the unusual skill in assembly, which makes for dependability in use.

Ken-Rad Tube & Lamp Corp.
Owensboro, Ky.

KEN • RAD

DEPENDABLE RADIO TUBES

If he sells

RADIO

and other modern home equipment, he's the

LIVEST DEALER IN TOWN!

And **RADIO RETAILING** is his preferred trade paper

New Tubes

1232—A single-ended triple grid amplifier of loktal construction similar to the 1231 but with additional shielding. Characteristics are:

Heater Voltage.....7 volts
 Heater Current.....0.48 amp.
 Input Capacity......9 uuf
 Output Capacity......7 uuf
 Plate Voltage......250 volts
 Screen Voltage......100 volts
 Suppressor Voltage......tied to cathode
 Grid Voltage.....-2 volts
 Plate Current......6 ma.
 Screen Current......2 ma.
 Mutual Conductance.....4500 umhos

NO07-T4—A 7 inch high vacuum cathode ray tube by Northern with

white fluorescent screen and electrostatic deflection. Characteristics are:

Heater Voltage.....6.3 volts
 Heater Current......0.6 amp.
 Overall Length......16 $\frac{3}{4}$ inches
 Overall Diameter......7 $\frac{1}{8}$ inches
 Base......11 pin
 High Voltage Electrode Voltage (A2) 3000 volts
 Focusing Electrode Voltage (A1).....1000 volts
 Control Grid Voltage.....never positive
 Peak Voltage Between A2 and Any
 Other Electrode.....500 volts

NO05-T4—A 5 inch high vacuum cathode ray tube with white fluorescent screen and electrostatic deflection. Characteristics are:

Heater Voltage.....6.3 volts
 Heater Current......6 amp.
 Overall Length......16 $\frac{3}{4}$ inches
 Overall Diameter......5 $\frac{5}{16}$ inches
 Base......11 pin
 High Voltage Electrode (A2).....2000 volts

Focusing Electrode (A1).....1000 volts
 Control Grid Voltage.....never positive
 Peak Voltage Between A2 and Any
 Other Electrode.....500 volts

2050-2051—Sensitive, gas-filled tet-rodes by RCA of the indirectly-heated hot-cathode type designed for grid controlled rectifier service. Both types have a steep control characteristic which is independent of ambient temperature over a wide range.

Because of special construction gas leakage currents are small. Grid current is less than 0.1 microampere so that high resistance may be used in the grid circuit. Characteristics are:

	Type 2050	Type 2051
Heater Voltage.....	6.3	6.3 volts
Heater Current.....	0.6	0.6 amp.
Heating Time.....	10	10 sec.
Peak Forward Plate Voltage.....	650	350 volts
Peak Inverse Plate Voltage.....	1300	700 volts
Shield Grid Voltage..	0	0 volts
Peak Plate Current..	500	375 ma.
Average Plate Current	100	75 ma.
Internal Voltage Drop	8	14 volts

6AF5G—Triode voltage amplifier by Sylvania primarily intended as a driver tube for the 25AC5G direct-coupled amplifier.

In such a circuit the positive bias for the output tube and negative bias for the driver are automatically provided by the dynamic-coupled connection of the cathode of the 6A5G to the grid of the 25AC5G.

The total resistance in the grid circuit of the 6AF5G should not exceed 1 megohm. A 25,000 ohm resistor should be connected between the grid and cathode of the output tube to prevent current surges while the 25AC5G is warming up.

Heater voltage.....	6.3 volts
Heater Current.....	.3 amp.
Plate Voltage.....	180 volts
Grid Voltage.....	-18 volts
Plate Current.....	7 ma.
Mutual Conductance.....	1500 umhos
Amplification Factor.....	7.4
Plate Resistance.....	4900 ohms



PHOTOTUBES—One of the 4 new tubes by RCA adapted to light-controlled relays, colorimetry and sound reproduction. Type numbers are 924, 925, 926 and 927.

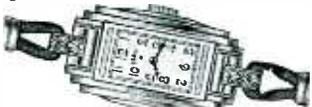
Gift Merchandise added to FREE EQUIPMENT



**86 PIECE
ROGERS SILVER SERVICE**
 RETAIL VALUE, \$60.00

86-Piece Embassy Chest Rogers Extra Silverware . . . made and guaranteed by Simon L. and George H. Rogers, famous Oneida Silversmiths. Retail value, \$60.00. . . Dealer Deposit, \$12.00. . . Immediate delivery.

Full merchandise credit on purchase of 600 tubes (points), two years' time.



ELGIN WRIST WATCH
 RETAIL VALUE, \$37.50

Elgin wrist watch, Keystone Model, Ladies' or Men's Style. Retail Value, \$37.50. . . Dealer Deposit, \$11.00. . . Immediate Delivery.

Full merchandise credit on 550 tubes (points), two years' time.

. . . **AND MANY
OTHER ITEMS!**

**More reasons why it pays to
handle NATIONAL UNION
TUBES and CONDENSERS
NEW LOKTAL TYPES**



SERVICE DEALERS

Do you want to increase your volume, give better satisfaction to your customers, protect yourself from cut price competition . . . THEN WHY NOT WORK WITH N. U. . . All our policies and sales promotions are aimed to build up the service dealer and his business.

National Union offers a complete line of all (320) types of tubes. Quality is the finest that research skill and engineering can produce; backed by the most liberal replacement policy in the industry. The choice of leading service engineers everywhere . . . it's got to be good.

CERAMITE CONDENSERS

The only midget electrolytic encased in ceramic insulation. Can't short when jammed in tight places. Competitively priced. Available in all popular capacities and voltages.



What National Union is doing for others it can do for you. Thousands upon thousands of completed premium agreements prove the fairness of our proposition. Equipment or premium is obtained immediately on a small down deposit, no time payments to meet or exhorbitant interest rates to pay. National Union can afford to do it because our selling costs are lower. Just try it for yourself and you'll see why it pays you to buy your tubes and condensers the National Union Way.

Both Tubes and Condensers Count on N. U. Premiums

NATIONAL UNION RADIO CORPORATION
 57 State St., Newark, N. J.

—Please send me more information on your Gift Merchandise. I am interested in the following Free Test Equipment . . .

Name

Address

City State

**ASK YOUR
JOBBER
OR WRITE** →

6AD6G—Small tuning indicator by Sylvania with two ray-control electrodes. Designed to operate in conjunction with a separate d.c. amplifier.

Heater Voltage.....	6.3	6.3	volts
Heater Current.....	0.15	0.15	amp.
Target Voltage.....	100	150	volts
Control Voltage (zero shadow angle)....	45	75	volts
Control Voltage (90 degree angle).....	0	8	volts
Control Voltage (135 degree angle).....	-23	-50	volts
Target Current.....	1.5	3	ma.

12J7-GT—Triple grid detector amplifier by RCA. Base connections are: 1-shield, 2-heater, 3-plate; 4-screen, 5-suppressor, 6-open, 7-heater, 8-cathode, cap-grid.

Heater Voltage.....	12.6	12.6	volts
Heater Current.....	0.15	0.15	amp.
Plate Voltage.....	100	250	volts
Screen Voltage.....	100	100	volts
Grid Voltage.....	-3	.03	volts
Suppressor.....	Connected to cathode		
Plate Current.....	2	2	ma.
Screen Current.....	0.5	0.5	ma.
Amplification Factor.....	1185	1500 approx.	
Plate Resistance.....	1	1.5	meg approx
Transconductance.....	1185	1225	umhos

25C6G—Beam power amplifier by Sylvania with electrical characteristics similar to the 6Y6G.

Heater Voltage.....	25	volts
Heater Current.....	0.3	amp.
Plate Voltage.....	200	volts
Screen Voltage.....	135	volts
Grid Voltage.....	-14	volts
Peak A.F. Voltage.....	14	volts
Plate Current (no signal).....	61	ma.
Plate Current (max. signal).....	66	ma.
Screen Current (no signal).....	2.2	ma.
Screen Current (max. signal).....	9	ma.
Mutual Conductance.....	7100	umhos
Plate Resistance.....	18300	ohms
Load Resistance.....	2600	ohms
Power Output.....	6.0	watts
Total Harmonic Distortion.....	10	per cent

25AC5G—Power amplifier triode by Sylvania designed for Class A dynamic-coupled circuits using the 6AF5G as a driver.

Heater Voltage.....	25	volts
Heater Current.....	0.3	amp.
Plate Voltage.....	180	volts
Plate Dissipation.....	10	watts
Plate Current.....	45	ma.
Load Resistance.....	3500	ohms
Power Output.....	3.3	watts
Total Harmonic Distortion.....	10	per cent

1D8-GT—Diode triode power amplifier pentode by RCA for battery use. Characteristics are:

Heater Voltage.....	1.4	volts
Heater Current.....	0.1	amp.
Plate Voltage (pentode).....	90	volts
Screen Voltage (pentode).....	90	volts
Grid Voltage (pentode).....	-9	volts
Plate Current (pentode).....	0.5	ma.
Screen Current (pentode).....	0.1	ma.
Plate Resistance (pentode).....	2	meg.
Transconductance (pentode).....	925	umhos
Load Resistance (pentode).....	12000	ohms
Total Distortion (pentode).....	10	per cent
Power Output (pentode).....	200	mw.
Plate Voltage (triode).....	90	volts
Grid Voltage (triode).....	0	volts
Amplification Factor (triode).....	25	
Plate Resistance (triode).....	43500	ohms
Transconductance (triode).....	575	umhos
Plate Current (triode).....	1.1	ma.

CAN YOU PRESS A BUTTON?

Then You Can Take Action Shots Like This!

NO longer need you envy the owners of expensive foreign super-speed cameras. Now, you too can take thrilling prize-winning pictures. By night, as well as by day, in color, as well as in black and white! This sensational new UniveX Mercury embodies every important feature of the most expensive foreign-made cameras. No wonder it's America's fastest-selling super-speed!

LOOK AT THESE FEATURES! 1000's second (local) plane shutter! Built-in flash synchronizer! Automatic film transport! Quick action simplified controls! Most economical UniveX with 1000's second! 1000's second! 1000's second! 1000's second! 1000's second!

\$25

Universal Camera Corp. Dept. 14-16 West 17th Street New York City, N. Y.

"CAN YOU PRESS A BUTTON?" This dramatic theme emphasizes that anybody can now take candid shots by night as well as by day—in color as well as black and white.

America's Greatest Movie Value!

New! Faster f4.5 lens

New Built-In View-Finder

\$15 Uses 69 Film!

Think of it! At only \$15 this sensational new 1939 UniveX gives you the precision performance... the simplicity of operation... the brilliant, true-to-life results you'd expect only from high-priced movie cameras. New, faster f4.5 lens! New, built-in optical viewfinder! New, quick-loading, snap-lock cover! New, powerful, quiet motor! And it's the only movie camera that takes movies at less cost than snapshots! (Uses economical 69 UniveX cine film.)

This summer, take your own thrilling, theater-quality movies! See the new 1939 UniveX at your dealer's, under many feature it in easy-payment terms. Or send coupon for free illustrated booklet.

INSURED RESULTS! Only UniveX makes this sensational guarantee—satisfactory movies or a new roll of film free!

UNIVEX MOVIE CAMERA PRICES START AT \$9.95

It's Smart To Own The NEW 1939 UniveX

Universal Camera Corp. Dept. 14-16 West 17th Street New York City, N. Y.

Millions are being told and retold that it's smart to own a movie camera—that only UniveX takes movies at less cost than snapshots.

Your WINNING COMBINATION

Big Values Plus Dynamic Consistent Advertising

Smart merchandisers know there's nothing like cameras to open up new accounts... increase store traffic... create new sales records! They concentrate on UniveX because they know UniveX cameras are the fastest-sellers—the biggest values—that they're aggressively and consistently advertised to millions!

Be wise! Jump your sales and make more money the same way! Cash in on this sensational campaign by putting UniveX cameras in your windows... on your counters... in your advertising! Write for FREE self-selling display material and literature!

Current UniveX advertising reaches millions through national magazines like:

LIFE • COLLIER'S • BLUE BOOK
SATURDAY EVENING POST
POPULAR PHOTOGRAPHY
POPULAR SCIENCE • LIBERTY
POPULAR AVIATION • LOOK
KEN • POPULAR MECHANICS
MODERN MECHANIX • ETC.

UNIVERSAL CAMERA CORPORATION
NEW YORK • CHICAGO • HOLLYWOOD
FAIR TRADE PROTECTED IN 43 STATES

UniveX AMERICA'S No.1 CAMERA VALUES

TWO WAY COMMUNICATION

FEATURE TOKFONE Jr., AT A PRICE ANYONE and EVERYONE CAN AFFORD

Hitherto many potential users have refrained from installing inter-communication systems because of price. Now you can sell TOKFONE Jr.—high price performance at very low cost. \$26.95 complete with remote station and 50 feet of wire, ready to operate.

Here's a tip—in addition to offices, hospitals, stores, gas stations and hotels, consider the uses for TOKFONE by those who are ailing. Your doctor will recommend various applications of TOKFONE for cardiacs and tuberculars in addition to many other invalids and convalescents. TOKFONE eliminates unnecessary bed-rising and stair-climbing. Talk it over—think it over, and be one of the first to profit by serving this tremendous market.

Write for free catalogue of latest models.

REGAL AMPLIFIER MFG. CORP.
14-16 West 17th Street
New York City, N. Y.

\$26.95 COMPLETE

Just ask
for it..



Hot off the press. Right up to the minute. Lists control replacements for all standard sets under respective brand and model. Convenient, Accurate, Dependable. And backed by CLAROSTAT line of standard and exact-duplicate controls. Ask local CLAROSTAT jobber for your copy.

CLAROSTAT
MANUFACTURING CO.
Incorporated
285 North Sixth St.
Brooklyn, N. Y.

FOR TUBES of TODAY
and TOMORROW . . .

Readrite
RANGER

Model
432-A

RED • DOT

Lifetime Guar-
anteed Triplett
Meter



Only
\$17.85
Net

- Sockets for All Tubes.
- Filament Voltages from 1 to 110—A Safeguard Against Obsolescence.
- Precision Indicating Instrument With Two Highest Quality Sapphire Jewel Bearings.
- Separate Line Control Meter.
- Neon Shorts Test.
- Etched Panel of outstanding New Design.
- Approved RMA Circuit.
- Portable Rich Black Leatherette Covered Case — Professional in Appearance.

TODAY'S outstanding tube tester value—a guaranteed quality portable tester at a price you can afford to pay. Checks Locals, Single Ends, Bantam, Jr., Gaseous Rectifier, Ballast, the New High Voltage Series (including 117Z6G and others recently announced). Direct Reading GOOD-BAD Meter scale. Positively will not deactivate 1.4 volt or other type tubes.

Model 432-A-742—a combination Tube Tester and Volt-Ohm-Milliammeter, in similar case, but slightly larger. Dealer Net Price.....\$26.85

WRITE FOR INFORMATION — Section 720

READRITE METER WORKS, Bluffton, Ohio

TRICKS

A.K. 46

Distortion . . . replace .5 mfd condenser from B plus end of first audio plate resistor. The original condenser is in a pack.

AK 60C

(First production with single volume control.) Loses volume after warm up . . . replace 65,000 ohm resistor between B plus and r.f. screens.

ARBORPHONE 45

Noisy when set is jarred . . . Check cap of 1300 ohm resistor in resistor block next to 80 socket.

AUTOMATIC MODEL B

Oscillation with volume set at mid-point . . . Control grid lead of 6Q7G too close to 25L6G.

DE WALD 521

Audio oscillation . . . connect .1 mfd condenser from r.f. coil B plus to chassis.

DELCO 644

Fading . . . look for short of secondary trimmer lugs on second i.f.

DELCO 1117

Poor tone . . . readjust speaker by drilling out riveted washer which holds spider in place. Adjust cone with spacers as usual; fasten with self tapping screw and same washer.

DELCO R1117

No tuning eye action, frequent 6G5 replacement, no pep . . . ground brown lead coming from tuning eye socket.

DELCO R1126

Oscillation . . . Replace 8-8 mfd filter. If a high pitched whistle still persists connect a .002 mfd unit from plate of output tube to ground.

GE A75

Fade-out after 15 minute warmup . . . Check .01 mfd condenser in avc lead of i.f.

G.E. B52

Weak . . . Check control grid of 6B7 for short to ground. This lead enters the i.f. shield can at the bottom and often the insulation gets cut.

GE F74

Intermittent low frequency motor-boating . . . tighten all i.f. cans.

MOTO-MASTER DELUX

No reception . . . Check .008 mfd 2000 volt condensers from one rectifier plate.

MOTOROLA 60

Intermittent fading . . . inspect mica in antenna and r.f. trimmers.

MOTOROLA 77

Vibrator hash . . . Cut a piece of tin to fit top of power pack. Fasten this by the two screws which hold the power transformer in place.

If any hash still persists solder a flexible lead to the top side of the first r.f. section frame of the gang condenser and bond to chassis.

SENSATIONAL! NEW! PROFITS!
PORTABLE SET OWNERS WANT

GTC A+B PORTA-POWER

Shipping Weight 5 Lbs.

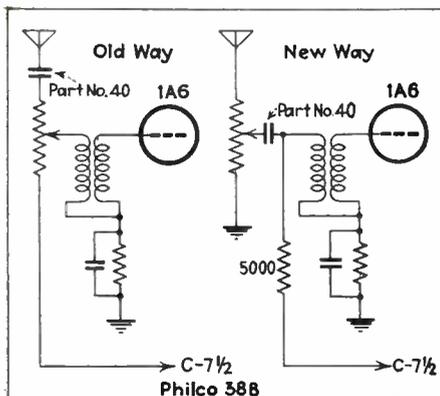
Replaces batteries in sets using 1½ volt tubes. Operates on 110 v. 60 c. Current • As easily installed and removed as batteries • Fits all battery compartments. List \$7.50 ea. Your cost \$4.50 ea. F.O.B. Chicago 2% Cash Discount

ATTENTION SERVICE MEN
Use GTC PORTA-POWER for testing and cut battery cost. Representatives Wanted—Specify territory desired and trade contacts.

GENERAL TRANSFORMER CORP. 1254 W. VAN BUREN ST. CHICAGO, ILLINOIS

PHILCO 388

Noisy volume control . . . bias voltage flows through control causing noise. Change circuit as shown below.



PHILCO 39-35

If pushbuttons will not stay in remove chassis and take out the two small blocks at the front inside. This permits the chassis to go 1/4 inch further forward.

PHILCO 39-36

Set plays but builds up to a bad hum at times. . . . Check primary of power transformer for leak to ground.

PHILCO 45

Weak . . . check cathode resistor of 6A7 for increase in resistance. Replace with 1/2-watt 500 ohm unit.

PHILCO 70

Dead except on strong stations. . . . Check coupling condenser between second detector and 47 grid for open.

PHILCO 90, 90A

No reception, set smokes . . . filter choke coil shorts to core due to absence of paper insulation between two components. As short usually damages coil badly, install new choke having needed insulation.

PHILCO 90

Noisy. . . . Check for loose oscillator coil shield. Crimp edge to make tight fit or solder to chassis.

PHILCO 118

R.F. hash repeats at twice i.f. frequency over entire dial . . . one side of dual filter (30-2045) open.

PHILCO 144

Shadowmeter varies in accordance with loud signals . . . Replace triple section electrolytic condenser.



Now Utah TRANSFORMERS for EVERY home or auto set replacement

You obtain the benefit of Utah's 10 years of experience in transformer engineering and manufacturing when you standardize on Utah transformers for all home and automobile replacement requirements. Because Utah designs and produces speakers, vibrators and transformers. Utah engineers have a decided advantage in "matching" the characteristics and in developing maximum performance features.

Utah Transformers, standard equipment in millions of receivers throughout the world, have proved the high safety factor of their insulation. Precision manufacturing and the use of scientifically selected materials such as; the high

silicon content steel used in all laminations, assure complete satisfaction. Because Utah Transformers are subjected to every conceivable test before shipment, they are uniformly dependable. These fully guaranteed transformers are individually boxed, with complete instruction sheets.

If you do not have your copy of the new Utah illustrated catalog containing complete information about the transformer line and other Utah products — write for it today — no obligation.



SPEAKERS • VIBRATORS • UTAH-CARTER PARTS



BUILT LIKE A WATCH

it's time you knew

GARRARD

AUTOMATIC RECORD PLAYING EQUIPMENT

SEND FOR NEW CATALOG 67G

GARRARD SALES CORP. 296 BROADWAY • N. Y.

**A TRIPLE VALUE
TUBE TESTER for
\$22.00 NET**

**1 Exclusive
Handy Hinged
Post Card
Reference
Tube Chart**



**2
MODEL
1213
TESTER**

Filament
Voltages
from 1 to 110

with

**3 RED • DOT
Lifetime Guaranteed
Instrument**

The Sensation of the Season

• Model 1213 contains all the sockets to test present-day tubes, including Loctals, the new Bantam Jr., the High Voltage series recently announced (including the 117Z6G), Single End types, all regular Octal and Non-Octal, Magic Eye tubes, Pilot Lamps, Ballast tubes, Plain Glass, Spray Shield tubes and Gaseous Rectifiers.

Will not de-activate 1.4 volt or other type tubes—a positive assurance with any current Triplett Tube Tester.

Model 1213 Tube Tester in black baked enamel suede finish case, silver grey, black and red trimmed rich appearing etched panel with snapon cover containing elastic band for holding attachment cords and the new improved tube chart....Dealer Net Price....\$22.00.



The Triplett Electrical Instrument Co.
207 Harmon Ave., Bluffton, Ohio

Please send me more information on Model 1213; I am also interested in

Name
Address
City State

RCA 811 K

Dead, no voltage on plates of 6N7 phase inverter . . . Check 1100 ohm section of candohm resistor.

RCA 811 K, 812 K, 816 K

A.f.c. pulls-in on one side of resonance only, cannot be adjusted normally . . . Replace 22,000 ohm bleeder from candohm resistor to cathode of oscillator control tube 100,000 or 150,000 ohms. Realign r.f. circuits after this is done.

RCA 1939 AUTOMATIC PHONO

Will not complete record after playing several . . . bend clutch pressure fingers out slightly. See that cabinet is level.

RCA 1939 AUTOMATIC TUNING MODELS

Dial rocks back and forth when buttons are depressed . . . Insert small spring behind the flywheel between motor and washer so that motor will disengage when current is removed.

ABOUT MERCHANDISE

(Continued from page 17)

necessarily be the family's only set, leaving the road wide open for the sale of consoles boasting a maximum of reproductive qualities.

Functional furniture design has not only attracted the attention of several factories hitherto concentrating on more standardized cabinets but has also been applied to small sets, obviously a means of jacking up average sales by giving the man who dislikes stereotyped style in his furnishings something special for which he is apparently willing to pay. Pushbutton tuning has been improved, particularly in the ease and speed with which installation men who have long been complaining about time consumed can now "set 'em up". The improvement is important to the consumer, aside from the fact that it will make the trade more enthusiastic about the feature, because it means that users so minded may now in most instances change controlled stations themselves with little difficulty. RF stages seen in increased number in many new superhets and used in every model of at least one important

line may primarily be used in order to further improve the performance of loop-equipped sets but they will, also, reduce interference from other services and we like to think that our March-April-May articles urging the industry to adopt such quality-improving features is at least partially responsible.

These are just a few of the many features which can reduce replacement resistance and take the consumer's eye off mere price this season. The trade, it is hoped, will "go to town" with them.

**\$75.00 RETAIL.
.. Quick Sales...
Volume Profits**



for Home Use

**Simple — Safe — Ample Power
Design Perfected through Trial
of Hundreds of Sets in Actual Use**

**Trouble Free —
Eliminating Service Calls**

**Volume Production
Makes This Low Price Possible**

3 Year Guarantee

Every MERIT Short Wave Diathermy is licensed by Electrical Research Products, Inc., under U. S. patents of American Telephone and Telegraph Company and Western Electric Company, Inc.

Here is your opportunity to get started in the lucrative health appliance field. Everybody is interested in health. Nearly every home a possible buyer.

DIATHERMY is not a fad, but a medically proved method. Used and recommended by thousands of physicians. The MERIT is practical—proven in actual service. Hundreds of satisfied customers.

Full profit is yours. No trade-ins to cut your margin. Rentals very profitable—many result in sales.

Health equipment provides a great field for profit. Build up your "off" season with this new item. Write at once for Special Introductory Offer. You will find the MERIT sells readily at this low price. Hundreds of buyers waiting. Proven Selling Plan Furnished. Costs nothing to investigate. Address

MERIT HEALTH APPLIANCE CO.
Manufacturers and Distributors
1301 S. Lorena Street, Los Angeles, Calif.

JIM QUAM Says



QUAM PERMANIC MICROPHONE



We're pleased to offer a new item that will be a hot seller for any parts jobber or dealer. Here's a sturdy, practical mike with performance that compares favorably with many selling at four and five times its price. It's radically different in construction, requires no batteries or transformers, and connects directly to the grid circuit. It's perfect for connection to a standard receiving set for home broadcasting, sales meetings, call systems, truck balloons and for the hundred and one uses that can be found for a reasonably priced, sturdy mike. It will be a real profit-builder for you. We'll be glad to tell you more about it, if you'll write us

QUAM-NICHOLS CO.
33rd Place & Cottage Grove CHICAGO 1674 Broadway NEW YORK



QUAM SPEAKERS

TEN MEN ON 1480

(Continued from page 19)

observed. Not one radio in ten is working satisfactorily! Tubes, aerial, dial calibration, reproduction, noisy volume controls, and raspy speakers can be criticized. The customer is urged to have the set put in good shape. Often estimates can be made on the spot for a complete overhauling job. Thus the free noise filters are converted to service jobs, new set sales, new aerial installations and if the set is working good, a second set for the kitchen is proposed.

The Corporation is creating for W-H-I-P an assured listening audience and W-H-I-P is bringing business into ten aggressive radio service laboratories.

Proof of the value of the tie-up with the broadcasting station is the increased business these ten shops are obtaining. In the several weeks the plan has been in full operation the individual shops report increases in business amounting to 50 to 90% over their average for the same months for the past several years. As one shop owner phrased it, "Work is coming in like it did when the Chicago Cubs were playing the World Series."

RECORDS IN REVIEW

(Continued from page 20)

ular with the general music-loving public, the record dealer fresh in the business will learn about compositions and artists most likely to be called for over his counter.

At any rate, Columbia promises to be a real factor in the record business. Dealers can now depend on the support necessary to call wide public attention to a catalog of many superlative items. And these recordings, made both here and abroad, are now available in a record material that permits their inherently fine qualities to emerge at the very first hearing. No longer are the superb recordings of the great pianist Walter Gieseking, the equally great violinist Joseph Smetana, and the always inspired conductor Sir Thomas Beecham, as well as those of numerous other topnotch artists and organizations, being hidden under a bushel.

Columbia has issued an attractive brochure called "The Best Seller List from Columbia's Library of Recorded Music." This informative

They Stay QUIET!

Three great engineering features make IRC Controls PERMANENTLY QUIET, DEPENDABLE, RUGGED. All three were pioneered and perfected by IRC. They are available ONLY in IRC Type CS Volume and Tone Controls. Each one involves more painstaking, more costly manufacture . . . yet you buy IRC Controls at ordinary control prices.

FREE: If you haven't already received your copy of the NEW IRC GUIDE (Edition No. 2) ask your jobber today. The finest, most complete GUIDE ever published. Includes the new IRC Wire Wound Controls, the new IRC Midget Controls and the new IRC universal shafts that save you time and money. Don't miss it!



METALLIZED RESISTANCE ELEMENT

The ideal surface for amazingly quiet contact. You can actually feel the difference when you turn the knob.



SILENT SPIRAL (POSITIVE) CONNECTOR

Metal-to-metal, sliding contact between rotor arm and end terminal is eliminated. Noise hasn't a chance.



5-FINGER "KNEE-ACTION" CONTACT

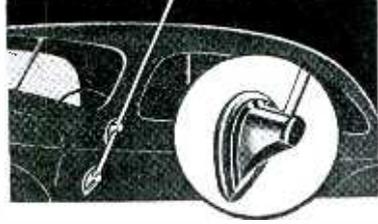
Each contactor acts independently. Each tracks smoothly and in perfect unison with a cushioned "knee action" effect.



"Metallized" CONTROLS

INTERNATIONAL RESISTANCE CO
401 N. Broad St., Phila., Pa.

BRACH COWL AERIAL



Radio's Smartest-

Made of Admiralty Brass, gleaming chrome plated. Handsome streamline design; smooth, noiseless action; permanently lubricated. Exclusive anti-rattle construction makes it vibrationless.

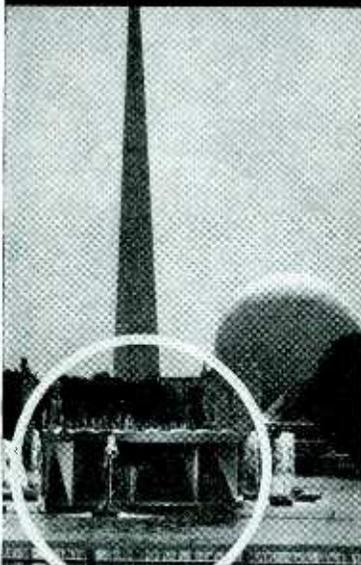
Approved and recommended by leading car manufacturers.

L. S. BRACH

MANUFACTURING CORPORATION

World's Largest Makers of Antenna Systems
55-67 DICKERSON STREET
NEWARK, N. J.

if you're going to sell speakers SELL CINAUDAGRAPH



If you're going to sell speakers sell Cinaudagraph. It's easier to make money the Cinaudagraph way. For one thing, you've got a complete line of quality-built indoor and outdoor speakers to offer. For another, Cinaudagraph speakers are priced economically. Finally, you've got the speaker line that was specified for 76 World's Fair installations, (including the Lagoon of the Nations and General Motors installations).

Make your next P. A. job a Cinaudagraph installation and watch your customer's reactions.

Description of the Cinaudagraph 27" electro-dynamic speaker installation at the New York World's Fair available on request. Also complete catalog describing the entire line of Cinaudagraph electro-dynamic and permanent magnet speakers from 5 1/2 to 27".

We cordially invite you to visit our plant when you come to see the New York World's Fair. Call or write for guide.

CINAUDAGRAPH CORPORATION
Stamford
Connecticut



IT'S EASIER TO MAKE MONEY
the CINAUDAGRAPH way

Repair radios expertly

This book gives the essentials of theory and technique that clarify radio troubles and help you make quick, accurate repairs.

Just Out!



Principles and Practice of RADIO SERVICING

By H. J. HICKS

Radio Instructor, Hadley Vocational School

300 pages, 6 x 9, 212 illustrations, \$3.00

INCLUDES CHAPTERS ON:

- selecting and using test equipment
- servicing public address systems
- getting and keeping service business

Shows how to install, test, and repair radio receivers, giving not only instructions in all the servicing procedures, but also plain treatment of the theory of electricity and radio needed for most effective approach to servicing problems. Written in excellent self-study style for servicemen who want to improve their skill and readers who want to learn this practical field from the ground up.

10 DAYS' EXAMINATION ON APPROVAL—SEND THIS COUPON

McGRAW-HILL BOOK CO., INC., 330 W. 42nd St., N. Y. C.

Send Hicks—Principles and Practice of Radio Servicing for 10 days' examination on approval. In 10 days I will send \$3.00, plus few cents postage, or return book postpaid. (We pay postage on orders accompanied by remittance.)

Name

Address City and State

Position Company RR. 7-39
(Books sent on approval in U. S. and Canada only.)

little booklet contains pictures of musicians and pertinent notes concerning their art and records. A stack of them on your counter will go far toward sales, especially of numerous items not obtainable from any other company. Keep a good supply on hand.

Victor-Bluebird Offerings

I have only space left to call your attention to three very important promotions of RCA Victor. First, "popular classics at popular prices." Two new orchestras, organized exclusively for Victor records and enlisting the cream of American symphony players, have recorded a number of the most popular symphonic works on both ten and twelve-inch discs which will retail at seventy-five cents and one dollar, respectively. First releases of the Victor Symphony Orchestra and Victor Concert Orchestra are thrillingly brilliant performances of Sibelius' *Finlandia* and *Valse Triste*, Wagner's *Ride of the Valkyries*, excerpts from Bizet's *Carmen* and the last mentioned composer's *Minuet*. Be sure to call these discs to the attention of your customers, especially those who have found the usual prices of symphonic records prohibitive.

The two other Victor promotions concern children's records and jazz of the hot variety. In the first category are two new Bluebird albums containing great entertainment for Juniors of from three to eight: *Little Black Sambo*, of storybook fame, and *The Magic Door*, created especially for the microphone. Each brightly colored album contains three ten-inch discs. A steady flow of records created especially for the kiddies is promised on Bluebird thirty-five-cent discs. There is a big market for this type of merchandise.

The hot jazz release is a special broadside of both old and new records, featuring the great white and negro performers of the past decade. Accompanying this veritable anthology of swing is a 44-page booklet by Hugues Panassié, noted critic and author of *Hot Jazz, the Guide to Swing Music*, in which he discusses 144 Victor and Bluebird records. Lavishly illustrated, the booklet is punctuated with information vital to every "Hot" collector and enthusiast. It should be featured on your counter, for it will prove an excellent silent salesman for many records of this type you already have in stock.

INDEX TO ADVERTISERS, July 1939

	Page		Page
Automatic Radio Mfg. Co.....	39	Meissner Mfg. Co.....	43
Brach & Co., L. S.....	61	Merit Health Appliance Co.....	60
Centralab: Div. Globe Union, Inc.....	54	National Union Radio Corp.....	56
Cinaudagraph Corp.	62	Philco Radio & Television Corp.....	8
Clarostat Mfg. Co.	58	Pioneer Gen-E-Motor Corp.....	55
Crosley CorporationInside Back Cover		Presto Recording Corp.....	47
Emerson Radio & Phonograph Corp.....	5	Quam-Nichols Co.	61
Farnsworth Television & Radio Corp.....	26, 27	Radiart Corp.	55
Garrard Sales Corp.	59	Radio Corporation of America.....	6
General Electric Co.	22	Raytheon Production Corp.	3
General Industries Co.	55	RCA Manufacturing Co.....	32, 33, 34
General Transformer Corp.	58	Readrite Meter Works.....	58
Hygrade-Sylvania Corp.	4	Recoton Corp.	51
International Resistance Co.....	61	Regal Amplifier Mfg. Corp.....	57
Kadette Radio Corp.....	21	Rider, Publisher, John F.	49
Kato Engineering Co.....	51	Sentinel Radio Corp.....	7
Ken-Rad Tube & Lamp Corp.....	55	Solar Manufacturing Corporation.....	51
Lifetime Corp., The	51	Stewart-Warner Corp.	Back Cover
Mallory & Co., Inc., P. R.....	Inside Front Cover, 11	Stromberg-Carlson Telephone Mfg. Co.....	2
McGraw-Hill Book Co.....	62	Supreme Instruments Corp.....	50
		Triplett Electrical Instrument Co.....	60
		Tung-Sol Lamp Works, Inc.....	51
		Universal Camera Corp.....	57
		Utah Radio Products Co.....	59
		Westinghouse Electric Supply Co.....	29
		Wilcox-Gay Corp.	12
		Willard Storage Battery Co.....	45

SEARCHLIGHT SECTION *Classified Advertising*

	Page
Classification	Page
CATALOGS	63
EMPLOYMENT	63
RADIO STOCKS	
Burststein-Applebee Co.	63
Midwest Appliance Parts Co.....	63
Victory Mfg. Co., Inc.....	63
Williams Philco, Inc.....	63

Although Radio & Television Retailing takes every precaution to insure accuracy, we cannot assume responsibility for an occasional change or omission in the above index.

McGRAW-HILL PUBLISHING COMPANY, INC. Publication Office: 99-129 North Broadway, Albany, N. Y. Editorial and Executive Offices: 330 West 42nd Street, New York, N. Y.

SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—RESALE MERCHANDISE

UNDISPLAYED RATE:
15 cents a word, minimum charge \$3.00
Positions Wanted (full or part-time salaried employment only) ½ the above rates, payable in advance.
(See 1 on Box Numbers)
Proposals, 50 cents a line an insertion.

INFORMATION:
Box Numbers in care of our New York, Chicago and San Francisco offices count 10 words additional in undisplayed ads. Replies forwarded without extra charge.
Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH:
The advertising rate is \$8.75 per inch for all advertising appearing on other than a contract basis. Contract rates quoted on request.
An advertising inch is measured ¾" vertically on one column, 3 columns—30 inches—to a page. Radio Retailing

(Copy for New Advertisements received until August 7th for the August Issue)

YOU ARE ONE

of more than 25,000 subscribers of RADIO RETAILING.

Your problems of selling radio sets, accessories and other home merchandise—whether business or individual—are duplicated with other readers, but—

Still OTHER readers can provide the solution of your problem IF THEY KNOW WHAT IT IS!

Tell them! Here!

Through classified advertising in the Searchlight Section of RADIO RETAILING—your business paper and theirs.

POSITION WANTED

RADIO ENGINEER 23 desires a position as serviceman or facsimile. Ambitious, salary unimportant. Nick Kisha, R.D. #1, Amsterdam, Ohio.

POSITIONS WANTED advertisements in "Searchlight" provide an excellent means of contacting the entire industry for those seeking employment or advanced positions.

EVERYTHING IN RADIO!

Our immense stock of radio sets, parts and supplies enables you to purchase your entire needs on one order. You will find all your Most Popular Favorites in this big book which is FREE for the asking. Practically every order is shipped the same day it is received. Write for Catalog

BURSTEIN-APPLEBEE CO.
1017 W. McGraw St. Chicago, Ill.

AUTO ANTENNA—CLOSE OUTS
Discontinuing manufacture. Less than ½ mfg. costs.
FLEX-ROD Hinge Type Ass't. Color Fittings
Per Dz. \$2.75
DELUXE RUNNING BOARD All rubber covered
Per Dz. \$6.50
Terms: F.O.B. Chicago. Net Cash with order or C.O.D.

VICTORY MANUFACTURING CO., INC.
2021 S Michigan Avenue Chicago, Ill.

1929 • CELEBRATE • 1939 WITH US OUR 10th ANNIVERSARY

Write for Our 8-Page Bulletin of 50 Grand Values on vacuum cleaner, washing machine, iron replacement parts and other electrical appliances. Quality Best Money Can Buy. A useful 6-inch ruler FREE with each bulletin. 1929 10 years of successful merchandising 1939

Midwest Appliance Parts Co.
Manufacturers-Factory Representatives and Distributors
2722 W. Division St. Chicago, Ill.

"R. M. S. SUPER" COMPACTS
Exclusive Radios for the Serviceman
Low List Prices—Big Discounts
ALSO PHILCO PARTS AND TUBES
SEND 10c IN STAMPS FOR "R.M.S. SUPER" BROADSIDE, PHILCO PART CATALOGUE AND WHOLESALE PRICES.

WILLIAMS PHILCO CO.
804 S. Adams St. Peoria, Ill.

Where You Tell Us...

On The Fence

Regarding your article on page 28 of the May issue, titled: "Electric Fences Enter Our Alley" . . .

In connection with the Wisconsin "General Orders on Electric Fences" the statement is made that a controller is illegal if the source of power exceeds 15 volts. Several controllers now approved for use in Wisconsin operate from the 110-volt power lines. The statement referred to was made in connection with *direct* connections between the fence and a battery or high-line. These are, of course, prohibited, but your article is misleading and would be detrimental to the business of those concerns selling approved 110-volt Controllers in Wisconsin.

You also use the term "vibrator" in describing electric fence circuit-breakers, and this is not the best usage because the average radio man thinks of vibrators in terms of auto power-supplies and spark-coils, and such devices do not constitute approved or satisfactory fence charger interrupters.

MUNCIE, IND. L. E. GREENLEE
The Electric Fencing Handbook

Sorry you considered some of our statements misleading as the article to which you refer represented a sincere effort on our part to interest more radiomen in the electric fencing field while at the same time inducing them to steer clear of questionable equipment which could easily give this extremely promising business a black-eye.

We certainly did not mean to imply that high-line connection of any kind was "out", but rather that *direct* connection to high-lines could no longer be used. Re-reading the article, we agree with you that this point might have been made clearer and we trust that your own supplementary remarks printed herewith will clear up any misunderstanding in the minds of our readers.

Wanted: More Little Johnnies

A woman called me the other day to see what was wrong with her old radio. She complained about a sort of static.

When I checked the installation I found that the antenna leadin, where it passed a water-pipe, had been scraped bare. A piece of fine black thread led from this place on the wire to a youngster's room.

Believe it or not, the kid wanted a new allwave set and twitched the wire to make a noise so that his family would get disgusted and buy one.

BEVERLY, MASS. L. A. LAGASSE

Hard Way Best?

The time has come when the radio serviceman must not be ashamed to charge for his knowledge. I am not

speaking of labor or material, but the *knowledge* itself.

If a checkup was made on the average man's bills it would be found that he expands material prices because he is afraid to charge what his labor is really worth. This, I say, is wrong and the sooner we quote list prices on material and add a fair labor charge the sooner our standards will be appreciated.

I say that a radio serviceman is in one of the most technical businesses in the world today. It's up to us all to convince the consumer that this is so.

SAN FRANCISCO LEE O. FASSETT
Lee's Radio Shop



"Seems to be an excerpt from 'Lohengrin'"

Sees Use For Chart

In your June issue we notice on page 57 an excellent picture and message on "Why Cheap Radio Service Does Not Pay."

We believe this entire page could be reprinted on handbills or in our local newspapers to the credit and benefit of our profession. In addition it would serve to educate and enlighten our customers. It is for this reason that we are asking if it would be possible to obtain a mat to enable us to reprint this message intact with the advantage of adding our shop name.

COOPER'S CASH RADIO SERVICE
MCALISTER, OKLA.

Glad to have you reprint it in any form you care to. Sorry, but we are not in a position to supply mats. We can, however, supply a few extra tear-sheets of this page if these will help you in any way.

We Can Dish It Out . . .

I have been a full time serviceman for about a year and *Radio Retailing* has been my assistant. For instance:

I wanted to put in a decent stock but,

through lack of experience, was afraid of stocking items I might not need. Then, your story relating "How to Maintain a Good Replacement Parts Stock" and your chart on "How Replacement Tubes Sell" solved everything. I now go to my wholesaler about once a month instead of almost daily.

Again, all my business is obtained through direct-mail. I sent my message throughout Queens County in the belief that the bigger the field was the larger the return would be. My returns average 3 per cent and I was satisfied. Then along came your story about playing the local business heavy and I cut my mailings to Jackson Heights exclusively, sent out a cheaper piece of mailing more often there and results doubled.

And just another example. I am already familiar with some of the problems to be found in servicing and selling television, thanks to your magazine, and I have not even seen a television set yet!

HARRY A. WAGNER
JACKSON HEIGHTS, L. I.

Every issue of *Radio and Television Retailing* is anxiously awaited and you have never disappointed me yet.

Honestly, I liked "Circuits You'll See Tomorrow," in the June issue, very much. But if I had to decide which of the contents would have to be omitted, if this had been necessary for some reason, it would put me in an awful quandary.

FOREST HILLS, N. Y. GEORGE J. BAUER
Bauer's Radio Service

The addition of television to your already well-edited magazine will make it further the most interesting retailing magazine. As with any other branch of radio, so must a magazine string along with television or be out of date.

I am a subscriber to several retail magazines and like yours more than any other, regardless of its field.

CLEVELAND STANLEY J. BIEDA

. . . And Also Take It!

I will say that I do not believe *Radio Retailing* is up to par on articles right now, as the two issues thus far received have caused me to make the remark to one of the gang that I wish I hadn't re-subscribed.

No doubt there will be improvement as very often a couple of copies will be at low ebb.

CHAUNCY HOOVER
MARSHALLTOWN, IOWA

Give us more technical data and less about where some official ate dinner.

CHRISTINE, N. D. JAMES A. JOHNSON

~~CROSLEY~~ DEALERS HAVE THE BEST AUTO RADIO POSITION IN THE INDUSTRY

1 THE LOWEST PRICED AUTO RADIO ON THE MARKET AT \$14⁹⁹



HERE IS VALUE! It's a sturdy, remarkably performing radio that owners will be as enthusiastic about as the original ROAMIO FIVER. This, too, is a five working tube set with a noise level to give good reception at all car speeds. The edge lighted dial provides sharp visibility. It's a Crosley achievement!

Used car dealers can move their used cars a lot faster when equipped with this inexpensive yet effective set. Experience on used car lots in many cities shows a BIG market if you'll go after it.

2 AN EXCITING IMPROVEMENT OVER THE OLD ROAMIO FIVER AT \$19⁹⁹



AUTOMATIC ELECTRIC TUNING.—"feather touch" we call it, is but one of the improvements in this masterpiece, the 5-tube MAGNETUNE FIVER ROAMIO, we offer just below \$20. Illuminated call letters is another. Greater sensitivity, more efficient performance and finer tone mark this a greater success than the FIVER it replaces of last season. It's an easy seller. Nothing like it on the market at its price level—and nothing like its instantaneous finger touch tuning AT ANY PRICE.

3 "TOPS" IN PERFORMANCE AND QUALITY AT . . . \$24⁹⁵



SIX TUBE MAGNETUNE SIXER—the best in auto radio. Oscillator coil sealed in glass eliminates mis-tuning from extreme temperature and humidity changes. 2-position tone control is another innovation, new to auto radios. To cap this sensitive "feather touch" automatic tuning offers the cleverest station selector yet devised for ANY radio. It's a Crosley triumph.

The CROSLEY auto radio position is better than last year—when we swept the country with the competition-stopping PUSH BUTTON ROAMIO FIVER. Not content to rest on that achievement the 3 models of the 1939 line offer improved engineering, added features and lowered prices for the BEST selling you have ever enjoyed in this field. See your Crosley distributor or write, wire or phone us

Prices slightly higher in South and West

THE CROSLEY CORPORATION

POWEL CROSLEY, Jr., *President* Home of "the Nation's Station"—WLW—70 on your dial CINCINNATI

See the Crosley Building at the New York World's Fair

EVERY SET A

SUPER-VALUE

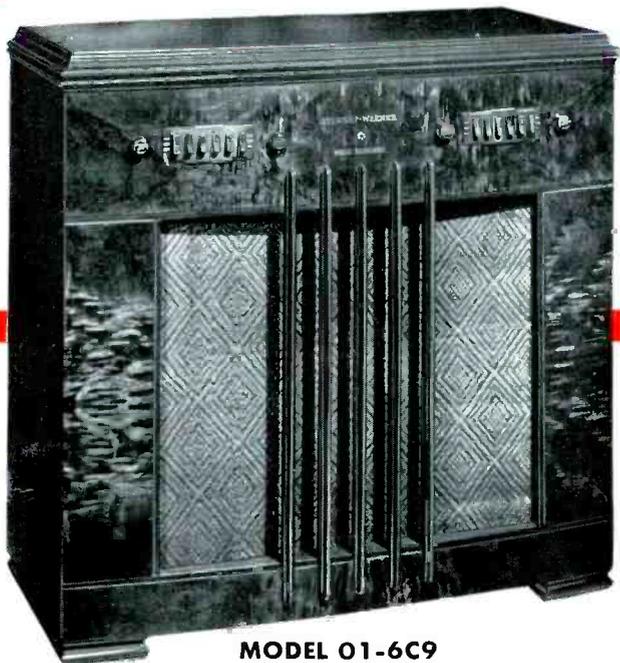
-with a Profit for you!

DOES your present line treat you as well as it does your prospects? Or is it priced low at your expense . . . with discounts cut to the point that it hardly pays you to make a sale?

Dealers everywhere are hailing the 1940 Stewart-Warner line as the biggest news of the year, not only because this line is "Radio's Biggest Dollar's Worth for 1940"—but because every model pays the dealer an honest profit!

Here's one line you can afford to push this season—sure that every sale will put real money in your pocket. One line not planned "to match So-and-So's hot models"—but to give you radios that are easy to sell and profitable too.

The models shown are typical of the super-value in every Stewart-Warner 1940 model. They're styled for extra eye appeal—are remarkably richer in tone—have super-sensitive built-in antenna—and all except the Plastics have television sound channel and improved Magic Keyboard automatic tuning. And every one is priced . . . at a profit for you!



MODEL 01-6C9

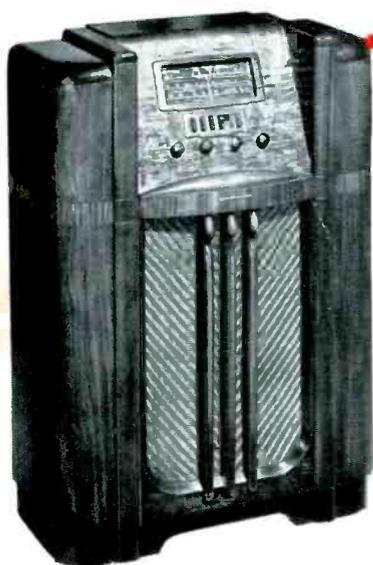
★ Automatic record-changer combination. Sharp-tuning 3-band, 8-tube performance superhet, with Magic Keyboard automatic tuning, tone-control keyboard with 9 possible variations, and on-and-off switch outside

of cabinet—manual tuning Magic dial inside. Automatic record changer handles both 10 and 12 inch records. Full 12" speaker. Built-in antenna. Television sound channel. Price . . . at a profit for you!



RADIO'S BIGGEST PLASTIC—Model 03-5E1

★ Styled in the modern manner, molded in plastic—then enriched with an exact reproduction of costly burl and sliced walnut! AC-DC superhet with 7-tube performance, Magic Keyboard Automatic Tuning, A.V.C., built-in antenna. Price . . . at a profit for you!



MODEL 01-6A7

★ A big, rich-looking radio that sets a new high in value. 8-tube performance—genuine superhet with 11 tuned circuits, Magic Keyboard automatic tuning, A.V.C., automatic bass compensation, 3-way tone control, built-in line antenna, full 10" speaker, television sound channel, record player connection. Covers 540-1725 kc., 2200-7000 kc., and 6.5-23 mc. Price . . . at a profit for you!



AIR PAL—The Mighty Mite of Radio!

★ Actually smaller than a phone! Goes from room to room in the palm of your hand—or tucks into a corner of your traveling bag. Operates on AC or DC with no hot cord—gives 6-tube performance—has built-in antenna, genuine superhet circuit with 2-condenser gang, A.V.C., and genuine dynamic speaker. Sprayed ivory with recessed coral controls. Also available in Walnut. Price . . . at a profit for you!

STEWART-WARNER

Magic Keyboard Radios • Sav-A-Step Refrigerators and Ranges

CHICAGO, ILLINOIS