FALL PLUS-BUSINESS HINTS
SPECIALTY SELLING TIPS
SELLING-UP SALES TALKS
PORTABLE BATTERY CHART
BUILT-IN SET PHOTOS
REFRIGERATION PROFITS
SOUND FOR NEW HOMES
RECORDS FOR CHILDREN
MOVING MOVIE CAMERAS
ADJUSTING TELEVISORS
CIRCUITS OF THE MONTH
TRICKS OF THE TRADE
and other features

NEW PORTABLES work on batteries outdoors, power lines indoors

A McGRAW-HILL Publication
Price 25c
The Biggest News of the Year

READY AUGUST 31st
THIRD EDITION
MALLORY-YAXLEY
RADIO SERVICE
ENCYCLOPEDIA

Order from your
Distributor NOW

Keeps Pace With Progress!
Includes Vital Changes
That Help You!

Changes That Obsolete the 1st and 2nd Editions
Everything you want to know about *23,000 makes and models. All the dope on each set in one book—on one page—in one line.
The startling special low net price of the 3rd Edition MYE is Mallory’s contribution to every Radio Service Engineer. Again in one handy book—is up-to-the-minute, split-second reference to vital information you need every day. Proven the biggest help service engineers ever had—it continues to pay for itself over and over on every job you handle.

*200 Pages of Listings Alone
The tremendous increase in the number of different sets manufactured and sold to the public since publication of the 2nd Edition MYE has made it necessary to devote *200 pages to listings in order to accommodate the *23,000 makes and models you will have to work on. Every set listing is complete and in addition even gives the correct Rider’s Manual Volume and page number for instant reference to specific schematics if needed.

Full particulars are in the 3rd Edition MYE. Get your copy today!

Keep Pace with Progress!
Vital changes have taken place in set design and particularly servicing, during the last eighteen months—so that no longer is it possible to use old-time servicing methods. Mallory—alert to every change—foremost in many “original equipment” developments—has kept pace with the industry’s progress. That’s why Mallory is first to bring you dope on these vital changes so you, too, may profit through their daily use.

Don’t Delay!—Get Your Copy Today
Only from authorized Mallory-Yaxley distributors can you buy your copy. Their supply is limited. To avoid disappointment, get your copy today. You’ll never regret it because not only will you profit from its daily use, but your ownership of the 3rd Edition MYE will entitle you to participate in a monthly service—the Mallory Supplementary Monthly Technical Service— a service you can’t do without—and at a cost (to owners of the 3rd Edition MYE) of less than a third of a cent a day.

*Approximation. Count indicated accurate as this advertisement was written.
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SALES STATIC . . . . My neighbor has the same kind of radio that I have and she never has any trouble!
ALREADY DEALERS REPORT

"Action"

WITH THESE NEW STROMBERG-CARLSON RADIO VALUES!

The STROMBERG-CARLSON LINE is geared to THE TIMES

"Console sales on increase," says Retailing. No manufacturer has a finer line of consoles.

"War or no war, business revival sure." says Sales Management.

Color ads in national weeklies start telling Stromberg-Carlson's value story August 19th.

Authentic Period furniture styles show sales gains in every single territory.

An Unprecedented Full Season Promotion Program is under way to help Stromberg-Carlson dealers build the greatest volume ever.

MAIL THIS COUPON
Stromberg-Carlson Telephone Mfg. Co.
239 Carlson Road, Rochester, N. Y.
Send full information on Radio's most timely line.

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

PAGE 2

Repeat orders from every section of the country keep pouring in for 420-PL's and 430-M's. The outstanding values of the industry, they keynote the entire new Stromberg-Carlson line.

With a public favoring consoles, the new Stromberg-Carlsons have been "sure-fire". Dealers have sold initial stocks and reordered in larger quantities to be ready to meet the even greater demand they know will come when the season opens.

Present conditions create a "set-up" for Stromberg-Carlson dealers. People want good radios; big radios; radios packed with value like the new Stromberg-Carlsons. They are fitted to today's market and, with them, you as a dealer can realize a worthwhile volume at a worthwhile profit.

There Is Nothing Finer than a Stromberg-Carlson

RADIO and Television RETAILING, AUGUST, 1939
Radio equipment has reduced crime in major cities as much as 58%. The new Two-Way installations are cutting it in half again!

And it is thanks to a RAYTHEON development that the new portable transmitters go on the air instantly with no time lag for heating.

Police receivers and transmitters in New York, Chicago and the more efficient police departments all over the country depend on RAYTHEONS for dependable operation!

You may not have the time to exhaustively test tubes the way the police do, but you can give your customers the same RAYTHEON tubes and the same steady performance at no extra cost. It makes satisfied customers and that is what builds a profitable service business for you.
SENSATIONAL HAILED BY THE

APPROXIMATELY 25 LEADING MANUFACTURERS ARE DESIGNING PORTABLE SETS AROUND THIS REVOLUTIONARY NEW "EVEREADY"

"MINI-MAX"

45-volt radio "B" battery

DOUBLE the listening hours of conventional batteries of equal size—(because of more active materials per unit of volume)—or, about the same service-life of a conventional battery TWICE the size!

MINI-MAX

"B" BATTERY FOR PORTABLE RADIOS

A NATIONAL CARBON COMPANY PRODUCT

(SEE REVERSE SIDE FOR IMPORTANT INFORMATION)

MADE IN U.S.A.
NEW BATTERY RADIO INDUSTRY!

AGAIN NATIONAL CARBON COMPANY MAKES BATTERY HISTORY!

In the startling new "Eveready" "Mini-Max" "B" battery, the leader of the battery industry again makes an outstanding contribution to radio. National Carbon Company, Inc. pioneered the change from antiquated round-cell to "Layer-Bite" construction of "B" batteries. And now the ultimate has been achieved by the development of a sensational new principle in battery manufacture—too technical and involved to explain here. It took years of research and experiment by engineers of the world's leading battery manufacturer to perfect this principle. The result is the "Eveready" "Mini-Max" 45-volt Radio "B" Battery, destined to have far-reaching effect on the portable radio field.

WHAT "EVEREADY" "MINI-MAX" MEANS TO THE PORTABLE INDUSTRY...AND WHY!

As the name suggests, "Mini-Max" means minimum space and maximum power! With this battery, portable sets can be lighter, smaller, more compact, and just as efficient. For the new "Eveready" "Mini-Max" battery occupies only about half as much space as the best comparable "B" battery. Yet it delivers the same number of service hours—an average of 250 or more—at no additional cost!

NOTE TO DEALERS

To make certain that these new batteries will be available for initial equipment of sets, it seems advisable for the time being to make our current output available to set manufacturers. However, the batteries will be available to the trade by the time the demand for replacements begins.

NATIONAL CARBON COMPANY, Inc.
General Offices: New York, N. Y. Branches: Chicago, San Francisco
Unit of Union Carbide BEE and Carbon Corporation

The words "Eveready" and "Mini-Max" are registered trade-marks identifying products of National Carbon Company, Inc.
MALLORY Condensers are Years Ahead of the Field—

Here's Why—

No other condenser manufacturer invests so much in development work! In the last 18 months, Mallory has expended over $100,000 just to perfect this completely modernized condenser line, so that you may benefit. For example—

New MALLORY Tubular Condensers cover your every replacement need

Once again, Mallory's constant marketing and engineering alertness provides you with an opportunity for speedier, more efficient condenser replacement—at better profits. The new line of Mallory Tubular Condensers has been developed out of an exhaustive study of all original equipment types. As a result, the line gives you complete replacement coverage on millions of condensers now in use—and the first adequate answer to the problem of replacements for inexpensive compact receivers.

Over 50 ratings to choose from—with common anode—common cathode and separate sections too!

Mallory recognizes the universality of multiple separate section units and wherever sizes permit, has included them in the line. The complete line is furnished in attractive, neat, permanently marked tubes—definitely sealed against humidity and moisture. For your convenience, condensers are provided with 6 inch flexible leads.

Examine them—buy them—start today to use them.

Your Mallory-Yaxley distributor has a complete stock.
*FP (Fabricated Plate) CAPACITORS

have revolutionized condenser applications

Developed by Mallory, Fabricated Plate Capacitors offer smaller sizes without sacrificing safety or efficiency. Low R.F. Impedance, surge proof construction and improved sealing against humidity and heat are among the other many outstanding advantages.

No other manufacturer supplies

Fabricated Plate Capacitors for Replacement

Over a million Fabricated Plate Capacitors are now in use as original equipment and millions more are scheduled to be used this year. Look for them in all modern sets. Mallory FP Capacitors are being imitated in appearance but you can identify them by the number (1) or (3) in a circle. Remember... they may be imitated in appearance but they can't be imitated in construction and performance.

MALLORY Fabricated Plate Tubular Condensers (Type BB)

Mallory Type BB Condensers with Fabricated Plate in small, metal encased "tubulars" provide all the advantages of FP Construction. Made with a one-piece drawn aluminum can and insulated with an attractive cardboard cover clearly marked for rating identification. Strong internal construction eliminates troublesome open circuits.

Get your copy of the new Mallory Condenser Catalogue from your Mallory-Yaxley distributor today!

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

use YAXLEY REPLACEMENT VOLUME CONTROLS
Philco for 1940 has set the pace of radio progress again!

Aerial and ground wires are old-fashioned now. The modern radio needs no installation. You just place it wherever the customer prefers, plug it in to a wall socket...and play.

Philco’s Built-in Super Aerial System has brought about this revolutionary change in the use and enjoyment of radio. It was created and developed by Philco engineers and is found ONLY in the 1940 Philco.

The Built-in Super Aerial System is a combination of several vital features, working together to establish an entirely new standard of radio reception and convenience:

1. A specially shielded refined Loop Aerial
2. A newly developed Twin-Loop Aerial for American and Foreign Short-Wave Reception
3. The new Philco Loktal Tubes
4. The Costly R. F. Stage
5. The new, triple power 1232 Television Tube

This combination of features makes up the Built-in Super Aerial System. It’s more, far more, than a mere “built-in aerial”. And every feature is NEEDED to deliver to your customers the PERFORMANCE you must offer in addition to the new convenience.

For convenience and noise reduction without performance is not enough. Performance without freedom from the annoyance of power line noises and man-made static is not enough.

You need all three—convenience, noise reduction and performance. And you need it not only on standard broadcasts but on short-wave reception as well! Only then do you deliver genuine value to your customer, genuine advantages over any radio of the past. And only Philco offers you the Built-in Super Aerial System which enables you to deliver that full satisfaction.

From all parts of the country comes the confirmation of this superior performance. Amazing noise reduction plus sensitivity in localities that have never known enjoyable radio reception before. Good floor demonstrations in stores where power line noises made clear, noise-free tone impossible until now—and all without that intolerable, expensive fuss with aerial and ground.

Yes, Philco for 1940—the only complete new line on the radio market today—is a sensation! And it’s selling, beyond all early season records of the past!

Put PROFIT in your business NOW. Display Philco—advertise it—promote it NOW!
The RADIO MONTH

AUGUST 1939

RMA Rules Trade practice rules for the Radio Receiving Set Manufacturing Industry finally were released by the Federal Trade Commission on July 22nd.

Although some of its phases are known to be objectionable to certain factors of the industry, as a whole this "code" might well be used as the foundation upon which to build a sounder and more profitable merchandising policy.

Spiffs, push money, other forms of commercial bribery plus a large number of special "sales" at fantastic discounts from presumably fair list prices have given radio merchandising policies unsavory aspect, broken down public confidence in our pricing system.

If dealers and distributors will display genuine interest in having these new rules enforced, they will find manufacturers most willing to oblige, and the whole industry will profit from such cooperation.

Portable Phase Fast-selling combination battery-electric light line carry-abouts have given portable radio business still another lift, taking the public by storm in a season which might otherwise have been painfully arid. They have caught on so quickly, in fact, that some dealers report difficulty in moving straight battery type portables.

Admitting that the combination type portables are obviously more flexible, hence will have many adherents who value a wide range of usefulness above all other things, dealers should point out that the straight battery types offer certain definite advantages. They are, for example, more compact. And they are somewhat lighter in weight. Obviously, both portable types have their places.

Battery Boom We've been watching the battery market closely, anticipating a jump when the many thousands of portables sold since the beginning of the season started to come in for dry-cell replacements.

The replacement market is here, started to deplete dealer stocks about the third week of July, cleaned out many of stocks entirely—almost overnight. In fact, in many areas the battery business looks like it did in the old days when there was no such thing as line-powered radios!

With more than a month of vacation time still ahead as we go to press, this is good news for battery sales, will bring into the dealer's till a "plus business" profit that few could have predicted last year.

Unfair Sales New York became the 28th state to enact a so-called "Unfair Sales" law, which covers the retail sales of all personal or tangible property.

Under such law, any retail store is prohibited from selling merchandise at less than replacement cost, plus an added percentage to cover part of the cost of doing business. This obviously discourages the practice of many department and chain stores offering goods at cost or less, as "loss leaders" to serve as bait for the unsuspecting public.

Retailers who have suffered from that type of competition now will be able to compete on a more equitable basis, provided they will take an interest in seeing that Unfair Sales laws are enforced wherever they are on the statute book.

Objective Lesson The sales record of video receivers in the New York areas, where most of the important dealers have been demonstrating for three months or more to an obviously intrigued public, furnishes an object lesson that audio receiver salespeople could re-learn with profit. Television sets thus far have failed to move in anticipated quantities because program service is considered inadequate and prospects do not hesitate to say so.

The lesson to be re-learned is that audio programs, although now largely taken for granted by both the trade and by the public, yet comprise precisely the same sort of mainspring for radio sales. With television programs under fire, this, then, seems the appointed time for the radio industry to remind the man in the street that available radio programs are really priceless. Obtainable virtually every hour of the day and night, they provide the least expensive type of high class entertainment for every member of the average American home.

Program consciousness often will make the public buy when the mere plugging of set appearance, "gadgets," and price fails to hold up sales.
HERE'S THE NEXT GROUP OF 1940 WESTINGHOUSE SERIES RADIOS

20th Anniversary JUST OFF THE PRODUCTION LINE

MODEL WR-473
Seven tube radio-phonograph console combination with edge-lighted slide-rule dial and push-button tuning for six stations.

MODEL WR-169
Five tube table model with five inch dynamic speaker and push-button tuning for five stations.

MODEL WR-373
A seven tube console with edge-lighted slide-rule dial, 12 inch dynamic speaker, precision eye, automatic volume control, and push-button tuning for six stations.

MODEL WR-368
Five tube radio-phonograph table model combination with five inch dynamic speaker and edge-lighted slide-rule dial.

YOU TOO CAN MAKE MONEY IN 1940 WITH WESTINGHOUSE

You're invited to join in a radio celebration that opens new profit opportunities for you!

This is the year Westinghouse celebrates the 20th Anniversary of the first radio broadcast from Westinghouse Station KDKA by offering a remarkable radio line... the 20th Anniversary Series! In every respect these new 1940 radios are superior instruments... superior in appearance, performance and dollar value! This line enables you to celebrate with unprecedented Westinghouse sales! Here's why—

Instantly Visible is the distinctive beauty of these 20th Anniversary Radios. Styles have been created by America's leading radio designers. Cabinets have been constructed of choice, finely grained, carefully matched woods. They offer eye-appeal no end!

Their Outstanding Performance is demonstrable! High quality, precision-built parts, improved chassis design, and exacting manufacture give you exceptional tone, selectivity and sensitivity. Here are radio results that help you close sales and build repeat business!

And, prices on the 20th Anniversary Series will help you celebrate. They enable you to offer top-dollar values yet give you an ample margin of profit. Get the de luxe Sales Book and complete details from your distributor—now!
No Car Too Old

Cleverly knocked on the head by Crest, Incorporated of St Louis was the idea that auto-radio is for new cars alone. Into a 1909 Ford went a 1940 receiver. And out into both commercial and residential districts went the car, attracting crowds by the very contrast between its own ancient appearance and the ultra-modern styling and performance of its accessory.

An attentive audience was assured each time the car parked to make a demonstration.

Cost: Ten dollars per day rented the car complete with driver-demonstrator. Another tenspot paid for the canvas signs shown plainly in the accompanying pictures. Crest’s own men made the radio installation, fastened the advertising banners in place. The car’s owner paid for gas and oil.

Slogan suggested for use by radio dealers in competition with car showrooms: “If it’s good enough to drive it’s good enough for radio!” Here’s one way to dramatize the idea.
VISITORS GET SAMPLES, TOO
Through the Schlitz brewery in Milwaukee each week go 5,000 tourists. A "travelogue" recording, played through Atlas Marine Horns (above) makes itself heard above the din in the brew house, Brown Bottle guest hall, racking house, engine room and bottling house.

TELE DEMO SELLS RADIOS
At the close of each day's business Marshall-Field's A. O. Casey (right) stepped in front of a pickup camera with a sheaf of radio orders, told customers "looking in" elsewhere in the store during a television demonstration that there was no need to wait as new radios had television jacks.

WELL-DRESSED RECORD DEPARTMENT
Department stores and other large operators will find this photo (above) a fertile source of layout ideas. It's a shot of the new Schusters record department in Milwaukee.

www.americanradiohistory.com
INSTALLATION MEN, NOTE

Pleasing to installation men who hate to spend time setting up pushbuttons is the news that most new sets have been designed with speed in mind. Admiral's A. W. Leline (above) demonstrates, sets up four stations in 50 seconds.

DISPLAY PLUGS PORTABLES

Built around a Westinghouse receiver by New York’s Haynes-Griffin was this effective yet inexpensive window display. Simple backdrops, artificial grass, two summer hats and a bag, give it human interest (right).

NO JOB TOO TOUCH

Amazed by the sensitivity of new portables are many consumers who found those of several years ago lacking in pickup. New types work virtually anywhere, even in all-metal Pullman cars, where this Zenith (above) with its detachable antenna is shown at work.

BOOTH FOR EACH MAKE

Seattle’s Grunbaum Brothers displays various radio makes in separate booths, keeps one of each just outside, says it’s easier to concentrate prospect’s attention (left).
Suggested sales-talk, composite of systems used successfully by leading radio salesmen in east and mid-west, induces people to buy what they really need instead of what they casually ask for.

Since radio prices started rolling into the valley there has been no time when the dealer who stepped squarely into the path of declining unit sales had a better chance than he has now of reversing the trend and selling up.

The public is reading about and seeing television sets. Console models will sell for $200 to $600. By establishing the lowest price of television receivers in the upper brackets of radio prices radio values have been made to appear greater. People also realize that one logical step toward television is to buy radios which are convertible to carry sound for television receivers, and they will readily accept the idea that those receivers are in the upper price brackets. Booming sales of portables pointed the way to a new market, showed that $10 is not necessarily the level for mass buying. Appealing accessories such as remote controls or wireless record players, when lumped into a sale, raise its value and add to the sugar it will yield.

Sell What They Need

Any true selling job means selling into as high a price bracket as the traffic will bear for the kind of model the customer wanted in the first place. “Selling Up” calls for added skill in convincing the buyer that he is looking for something even better. But first a caution. Before starting to sell up, make sure that in pushing a more expensive model you aren’t trying to sell a console into the space below the kitchen shelves. Once you know that there are spaces where a radio would be useful and desirable other than the niche in the kitchen, it’s time to decide just what technique will be most effective in switching your sale into the higher price brackets.

Important in your campaign are three widely different methods of attack. You will point out things that even the densest of them can see and feel and hear; you will give them certain definite facts which are logical, judged by their own

By J. H. AVELING

RADIO and Television RETAILING, AUGUST, 1939
Selling DOWN?

PUZZLE for Your PROFIT

The solution seems simple, yet many can’t see it: If the need is actually for a small set, portability or rock-bottom price of course recommend a compact. But it won’t fill this kind of a gap to the lasting satisfaction of either you or the customer.

experience; and you will use suggestion to make your prospect feel that he can do nothing but buy higher.

Suggestion Bows Them Over

Suggestion is perhaps the most effective of the three, but calls for skillful use. For instance Mrs. A obviously has spent most of her time, a considerable amount of her energy and much of her husband’s money “keeping up with the Jones.” She may not know anything more about radio than that set performance is influenced by the number of tubes, and that the cabinet is either “charming” or “impossible”, but you may be sure she will be a sucker for such a suggestion as, “Of course with a set five years old (if you know exactly how old her set is, all the better) you are definitely ‘dated’ because so much has been done to improve radios since then.” When you come out with “Now here’s what people are buying—people who appreciate the better things, of course—she will generally be impressed. If the town is of moderate size, mention that one of the prominent citizens has one or, better, mention that one of the prominent socialites is about to buy this particular model. Just watch how fast she decides that it would be nice to say, “I understand Mrs. So-and-So is getting one like ours.”

“The girls” are out shopping today, and your next customer is interested in the “finer things of life”. Find out fast in about what price class her present radio rates. If it’s only moderately good, suggest that of course she will want an even finer instrument. If it rates at the top, of course she won’t want anything below its class. That would be doing herself and her family a great injustice. She’ll go up in smoke at the idea of lowering the musical tastes of her family with anything but the best. Sell her the idea of a phono combination as a musical instrument—superior to a radio or a phonograph alone.

Quite a different type of selling by suggestion can be used on the men. They rarely will admit they don’t know what you are talking about when you mention high fidelity circuits, beam power output, selectivity, permanent alignment, t.r.f. stage, low distortion output stage, but they’ll be duly impressed by it. Appeal to them as expert to expert, and they’ll accept your evaluation of the important features of a (properly high priced) set. Do it in front of the “little woman” and it’s twice as effective.

But some people are gun shy and you have to give them something more concrete than mere suggestion. The answer to that is to give them something they can see, touch, hear, something concrete.

Don’t display a group of bottom-priced midgets. They gain in value and appeal from each other and look more impressive. That’s 10¢ store sales technique. Instead, put a couple of midgets next to two or three $20 table models. Don’t let the customer get out of the store without playing both kinds for him. Let him tune the larger model, use suggestion again and tell him the smaller set does a good enough job for its class, but of course you can’t expect it to deliver the goods like one that costs only a little more. The same “see and hear” idea holds good for consoles. Group a lower priced console with several medium priced and one top-flight receiver. Let him listen to all three. Don’t let him escape until he has. Show him the refinements of the higher priced model, and the chances are that his eye will begin to wander toward the attractions of the medium, rather than the low priced set which he came in to see.

When matters get as far as a home demonstration, if there’s any doubt in your mind as to whether or not your customer will get foxy on you and will let another store place a demonstration set in his home, provide a little competition for yourself. Pick out two models he liked best, give him a day or two to try them out, then stop in and pin him neatly over a barrel with something like this approach. “Well, have you had a chance to try out the sets we left with you?” When he says “Yes” ask him which one he liked best. Unless he is wiser than most, he will think that the least he can do to repay you for lending him your nice radios is to indicate a preference. Once he’s commited himself, it’s up to you, and if the sale pans out there’s only one person to blame.

Facts Turn the Trick

Sometimes there’s nothing as effective as a few hard cold facts for nailing down a sale. When “Dubbing Thomas” wonders whether or not he is actually getting a good buy, you may give him something to (Continued on page 52)
One Way to
HIGHER
UNIT
SALES

T HE gospel of large unit sales needs no more preaching here. The midget set may still be the lifeblood of the radio industry; for it does have its place, an important one, in the scheme of things for the average dealer and distributor and manufacturer. But the emphasis should be on its use as an auxiliary source of entertainment in the home, for the children's bedroom, or anywhere a second or third radio is needed.

The radio mainstay of the average home should be a large set for the living room. This we know. But how to sell the idea to a public whose tone quality consciousness has too often degenerated almost to the hurdy-gurdy level?

There is no one cure-all for this sales problem. But the accompanying illustrations will be of interest to the trade because they represent one possible solution, developed by Radio Wire Television, Inc., of New York in the merchandising of its Lafayette line.

Recognizing the fact that there are many homes which represent large buying power, but into the decorative scheme of which standard cabinets just will not ordinarily fit, this firm features a high-quality, 15-tube chassis and speaker for incorporation in the prospect's own existing furniture or custom-built cabinet. Or, if preferred, a choice of special stock consoles, sufficiently different from the general run of such equipment to rate a semi custom-built classification.

This whole idea of matching the radio to its surroundings is promoted not only among home owners, but among architects and interior decorators as well. Both professions are keenly alive to the added possibilities which it offers them.

The result is that many homes, which would otherwise boast only a table type radio in some obscure corner, are developed into active prospects for elaborate installations involving a chassis, speakers, in almost every instance an automatic record-player and usually a service charge for acoustically matching the equipment to the cabinet.

MIDGET MODEL SALES MAKE
THE CASH-REGISTER TINKLE

CONSOLE AND
COMBINATION
CHECKS RING
THE BELL
SPECIAL BUILT-IN RADIO JOBS REALLY MAKE THE TILL CLANG!

DECORATOR MARTIN OSTRICKER designed this streamlined cabinet for Albert Mayer, used Lafayette’s chassis, speakers, automatic record-player and acoustic matching service.

ARCHITECT J. LAURA STEINHARDT had a set custom-built into a cabinet matching the furnishings designed for Dr. Joseph Laval.

ARCHITECT WALTHER PROKOSCH, in this installation, does not attempt to conceal the radio but, instead, fits it into the surroundings by means of a custom-built cabinet.

DESIGNER JOHN KANELOUS provided one section of this long wall cabinet in a swank New York apartment to accommodate not only a modern all-wave radio chassis but an automatic record-player as well.
SOUND for New Homes

Here's an idea, you men who sell inter-communicators, that makes every builder a prospect

By

TOM BLACKBURN

The echo of hammers is ringing in every neighborhood these days. Architectural Forum, the magazine, recently put out a small-home number, big enough to choke a horse. Government financing permits a man to get the easiest kind of money, up to 80 per cent of the total investment in his home.

What can a radio dealer do to cash in on this pageant of building proceeds before his eyes?

"I'll tell you one thing he can do," says Henry Lamar Reid of Atlanta, Ga. "He can approach the owner or speculative builder and explain that sooner or later an annunciator sound system will be in every home. The time to provide for them is now, before the entrance is installed. Half the time the builder can be easily sold on such a job, particularly as he is shooting the works.

Women Will Insist

"Few of the citizenry of Atlanta know what the heck you're talking about when you breeze in and tell them they should have an annunciator system. But when you explain to a household that has a lone, lorn woman in its midst that such a device permits her to carry on a conversation with someone at the front door without opening said door, the idea takes on new coloring. Fear is one of the mightiest human emotions and the South, with its large negro population, promptly catches the flicker of the idea.

"One built-in inter-communicator sale went over when I explained to the wife of an owner whose husband travels that from her bedside she could promptly rouse the servants in their faraway quarters whenever the chirp of a cricket or the creak of something unknown made her timorous."

New Radios Follow

Henry Lamar Reid is possibly the oldest radio man in Atlanta, and an ex-president of the electric dealers association. As a radio man in the Army, he received his training and step by step has grown with the business. In its service work the Reid organization has an unique wrinkle.

The firm offers repairs at two prices. It will quote you, say, $5 or a higher priced and more complete job with a guarantee. The lower price is yours without the guarantee. This always piques the curiosity of the customer and leads to an explanation which generally results in a better price.

In radio sales, Reid laments that the public is educated to believe that even the cheapest radios are good. He thinks that all sets should be tagged as to what frequencies they will respond to.

"The good Lord lets you hear from 40 to 10,000 cycles," he explains to his customer. You come in here thinking that a little bit of a radio will cover this range just as well as a console. A little set will do certain things, but it has definite limits. Tell me what you are interested in getting perfectly and I will fit the radio to your wishes."

Any family that has a grand piano can be sold a good radio, Reid maintains. His principle is to see that the family has one high grade set in the home, and several little ones about the house for auxiliary use.

THE TIME-Selling is most effective when exterior walls are up but before interior trim begins
Practical way To
PUT THE PROFIT BACK
INTO THE RADIO BUSINESS

It's incredibly simple. That's why it works. Majestic demands no quotas. Majestic's job is to supply you with items that have real popular appeal. A few examples are shown here. You select the items you know will be "hot" in your community, in the volume you can handle. Majestic backs you with national advertising. Each ad puts a hard, direct sell on popular numbers. Finally, Majestic's production methods permit of discounts that give you a solid profit, while allowing Majestic a solid profit, too. Why not see how this same, horse-sense policy and the complete Majestic line can help put profit into your radio business? Write today!

Typical Majestic Scoop—A powerful portable weighing less than 4 lbs! One month's ahead of competition, at height of portable season. Of course it's a red-hot seller and traffic-builder. (Model 130)

Brilliant New Console Styling
—Powerful new receivers with strong new "talking point" features—in cabinets in line with what the public likes right now in furniture! (Model 3C60 illustrated)

Extra Value That Sells
—3-tube AC superheterodyne with wonderful tone, combined with fine electric clock in lovely ivory or nylon plastic case! They're eye-catchers and fast sellers. (Model 5T and 5TO)

Complete Line of Record Players—Includes radio-phone combinations, and this 4-tube oscillator "miniature broadcasting station." Cash in on the record craze! (Model 4 PDW)

Double-Value Portable—Powerful 200-hour battery pack for outdoor playing; AC plug-in makes it an attractive table model for the house. Looks like smart airplane-cloth luggage. (Model 1 BR 50 B)

"Zephyr" Beauty and Performance—Sell "no aerial, no ground," pushbutton tuning, true Majestic tone and its flawless designing—and this number will move fast (Model 250 MI)

8 Million Majestic Owners Are Red-Hot Prospects for New Majestics!

Majestic
Radio & Television Corp., 2604 W. 50th St., Chicago, Ill.
Cable Address, "Majestico, Chicago"

RADIO and Television RETAILING, AUGUST, 1939 PAGE 19

www.americanradiohistory.com
Suggestions for
SPECIALTY SELLING

Radio, refrigeration, major household items of many kinds respond to carefully planned efforts such as those described here

In the past year-and-a-half I have written a series of articles for Radio Retailing on the apparently interesting subject of specialty selling, getting down into the fine points specifically about radio and refrigeration merchandising (with my own experience serving as a guide) and with the thought in mind that the series would simultaneously prove of interest in connection with still other specialties for the home.

Many retailers have written me through the Editors, asking for further details concerning suggested sales plans and, after analyzing my mail, I have reached the conclusion that space in this issue should be devoted to a general “mopping up” and answering of most-often-asked questions. This has been done in the following paragraphs, which will explain the apparent “flitting from flower to flower” in the writing, under more or less unrelated subheads:

Wear and Tear

If you have never put radios in homes on trial—on a big scale—you may wonder if the item of wear and tear isn’t a cause for worry. It’s not. And it needn’t be.

When there are a lot of radios in “circulation” like this there is no need to get a set from the store each time you have a demonstration to make, and no need to take a “pull” back to the store each time a radio is taken out of a home. The supervisors simply take a set from one house, where it cannot be sold, and put it somewhere else where it is needed.

And any set that has been demonstrated should be considered new—unless the customer wants one in a carton. In that case, simply give her one in a carton. But by doing this only when asked, you will find that the item of wear and tear doesn’t amount to much.

Of course, no particular serial number should be demonstrated too many times before being sold.

Entree

“You Can’t Sell Radios at the Door.” You can’t sell a refrigerator at the door either.

I’ve already pointed out that a man, once he gets the right story down pat, can place radios on trial almost at will. He can even put them in where there is no hope of selling them. And while there is no sense to doing this as a general thing, this ability comes in very handy during the refrigerator season. It is sometimes wise to place a radio on trial (where there is admittedly no chance of selling it) simply to sell a box—simply to get that, in a decent position to sell the box.

For instance, the canvasser is talking to a lady at the door. He is canvassing for radios but, during the conversation, he discovers, to his own satisfaction, that the lady is a good prospect for a box. She is, in fact, not only a prospect but a good prospect (spends a lot for ice, admits she needs it) . . . but, alas, she is something else. She is that type of woman who just will not let you come into the house.

On the other hand, this lady most emphatically is not a prospect for a radio. But he has given her the story about getting a dollar from the distributor for each demonstration, and all the other hooey and he knows that if he forces the issue, she’ll take the set in, to help him along. So he puts a set in her home.

He explains the situation on the card he gives to the supervisor. When the supervisor calls some evening, he has no trouble getting into the house. He has to come in, to pull the set. But once he’s inside . . . well, the lady gets talked to about a box.

Trade-in vs. Commission

Every dealer finds himself, from time to time, with some very sluggish stock on hand. Maybe just one or two models; perhaps only a couple of sets each. And if he or the sales manager keeps a close watch on the inventory, as they should, they so often start thinking about allowing a big trade-in, to dispose of this stock (before some other store allows a still bigger one, or perhaps cuts these models to cost).

If, instead, you forget about the trade-in and raise the sales commission a little, you may be surprised at the results. My experience has been that this, in most cases, will not only dispose of such stock more quickly—but also to better financial advantage for the dealer.

It is surprising how some salesmen get in the habit of selling one particular model. And they go right on selling it—they don’t care anything about the inventory. But start to pay a slightly higher commission and the salesmen immediately become conscious of it, begin to concentrate.

An obvious fact? Yes, but what is, apparently, not so obvious is this: a higher commission often does the trick where a big trade-in doesn’t.

“We Sell Them All”

I’ve had quite a bit to say about what I like to term “pushing by innuendo”. This, you may remember, is leading your prospect to believe you can sell any make of radio, refrigerator or whatnot on the mar-

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CONVENIENCE—By opening the door with both hands full a Westinghouse salesman quickly illustrates the simplicity of a new latch.

DRAMATIC REFRIGERATOR DEMONSTRATION

APPEARANCE—Kicking the scuff-plate effectively highlights this feature designed to prevent injury to the refrigerator's finish.

STRENGTH—Powerful ice-tray lifts are proven by standing on a tray, having another salesman press a button and raise the entire weight.

By CASWELL ODEN

ket—thus, when you simply "suggest" that she should buy a certain make, which is the make you wish to sell, she actually believes she is getting some inside dope on the best.

This works out fine with radios, because they can be put in on trial. And it's the best way to sell boxes, too, when selling in the prospect's home. But suppose the lady wants to go in and look at the box? If you take her into the store, she will see only one make! (Or whatever you're selling). This doesn't make a bit of difference, really. We still sell them all. We keep this make on the floor because we sell so many of them. "When we have a call for another make, we sell it through another store."

Of course, most boxes that are sold (this doesn't include the ones which are bought) are sold in the home, from pictures. Just make sure the prospect sees the one you want to sell LAST, and that's where you'll make the sale.

About Expansion

I had a letter some time ago from a reader of Radio Retailing, the sales manager of a refrigeration distributor in West Virginia. He had increased his outside sales force. He had put a number of men to work by paying them a salary of two dollars a day and a small commission, where he hadn't been able to get men before on a strictly commission basis no matter what he offered. It had all been quite successful. But now he wanted to expand his force still further; and he wanted to know how or where he could get supervisors.

This gentleman's success was due, if I may refresh your memory,
Catch Them Young

Department store installs unique Little Record Shop on radio floor, moves many juvenile discs. Grown-up platter sales step up too.

By W. M. Hollis

Taking a tip from cereal manufacturers who have boosted their sales volume by appealing to parents through their children, the Boston Store, Milwaukee, has established a unique record department for kids.

"The Little Record Shop," as it is known to platter fans in the city, is located on the fourth floor of the department store and is managed by Mrs. Lela Hansen, record librarian, who conceived the idea for this unique musical merchandising venture. Mrs. Hansen utilized every possible method of sales promotion, built up a "brain child" that is today selling hundreds of discs where none were sold only a few months ago.

From Two to Ten

The Shop is designed to appeal to all children between the ages of two and ten years. Parents are encouraged to develop an ear for music in their children by weaning them on such musical fairy tales as "Snow White." Mother Goose rhymes, fairy tales, action songs like "Pop Goes the Weasel" that teach children to listen, Christmas carols, selections from the children's operas, all these serve to help the youngsters develop an appreciation for music during the early stages of childhood. Then, after a thorough musical training up to the age of ten, children are prepared to appreciate semi-classical melodies and each succeeding year finds them delving deeper into the more modern and classical groups.

The promotion angle of the musical merchandising program used by Mrs. Hansen starts with checking the birth lists in newspapers and recording them on the mailing file. The new parents are then sent a letter stressing the value of music, built around the theme "The richest child is poor without a love for music."

Promotion Used

A complete list of birthdays is used every day in sending out additional letters to parents suggesting that they purchase record albums for the child instead of the usual perishable birthday presents.

A scrapbook is kept in one of the two rooms for the youngsters who visit the department to record their names, addresses and birthdays for future mailing use.

Each Sunday a sizeable advertisement appears in the leading newspaper, promoting the Shop and the newest selections that are available there for the children.

This unique idea for developing culture and a love for music in children, backed up by a well-rounded promotion program, has resulted in a tremendous amount of plus-sales and goodwill, since the complete program that has been worked out for the musical education of the children in their own homes results in a constantly increasing volume of repeat sales for Mrs. Hansen's department.
Overwhelming response from dealers on new policy indicates it ideally fits their requirements—is well planned for their future profit! Less than 4% said "no"!

RCA Victor recently announced a new merchandising policy—timely and periodic introductions of new models instead of an annual introduction. By direct mail dealers were asked for comments. Already, hundreds of them have written in—and their words indicate that once more, RCA Victor has taken the proper course.

Some of the dealers' comments are shown at right. They reflect the sentiments expressed by the large majority of those who replied. They are concrete evidence that it pays to deal with RCA Victor, the company that's first with the "firsts" that count.

For finer radio performance—RCA Victor Radio Tubes.


Listen to the Magic Key of RCA every Monday, 9:00 to 10:00 p. m., E. D. S. T., on the NBC Blue Network.

HERE'S WHAT DEALERS SAY ABOUT RCA VICTOR'S NEW MERCHANDISING POLICY

NORTH... A dealer in Boston, Mass., says: "We think you're a year ahead of competition, both in vision and merchandise. Good luck..." A dealer in New York City, N. Y., says: "I have predicted that just this would happen, and am glad to see it. We have handled RCA just two months today and have averaged one set every two days."

SOUTH... A dealer in Atlanta, Ga., says: "One of the best plans I have ever seen. I think dealers will carry more merchandise which will enable them to do a better selling job. I also think this is the making of radio dealers."

EAST... A dealer in Washington, D. C., says: "This is the most constructive forward step in the industry for the dealers, distributor and manufacturer in the 17 years I have been selling radios..." A dealer in Pittsburgh, Pa., says: "We like it. The first year for several we have not been obliged to sacrifice profit to move models before the new line was received."

WEST... A dealer in San Francisco, Calif., says: "I think this new plan to be the most sensible and business-like plan ever offered by any manufacturer of musical instruments."
## Dry BATTERIES for the Popular 1940 PORTABLES

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**Blank Spaces** do not necessarily mean that suitable batteries are unobtainable, more often indicate that most economical types (virtually filling receiver compartments) could not be accurately determined by the Editors from data on hand.

Charts in preparation by battery makers will show their own equivalent of competitive types, should be obtained and used as a supplement to this compilation.

It may be assumed, where our columns show only one battery, that this is a 'pack' combining both "A" and "B" power. Most battery makers can supply suitable "A's" even though recommended "B's" are not available (or vice versa) but we have avoided listing partial battery complements which might confuse the dealer.

(To Be Continued Next Month)
"Here's the NEW radio-battery line that STANDS OUT in name...in quality...and in sales!"

![Image of Willard radio batteries]

- Yes sir, these new Willard radio-batteries are sure selling fast. Why? Because people the country over know that the Willard name means "Tops" in batteries.

YOU can sell these new Willards with the confidence that they contain a high percentage of active materials—that they have exclusive construction advantages—that they meet or exceed all U.S. Bureau of Standards specifications! You can guarantee that they will give your customers long, trouble-free performance.

The swing is toward battery-operated sets, so get in on the ground floor of this Willard Radio-Dealer Proposition. There's a mighty satisfactory profit in it. Mail the coupon for full details TODAY.

---

Tell me how I can increase my profits with Willard's new proposition for radio dealers.

Name ______________________________
Address ____________________________
City ___________________ State ______

---

GET WILLARD'S PROFIT PLAN FOR RADIO DEALERS!
Getting Started With
MOVIE CAMERAS

By
HAROLD F. JENKINS
Fred C. Harrison, Paris Distributor

As a sequel to "Getting Started With Cameras," in the May issue, this article has been prepared to bring to the attention of radio dealers the possibilities in home movie equipment.

Theatre moving picture entertainment tops the amusement field in popularity. Almost everyone has had the desire, at one time or another, to be a "movie star". Few have seen themselves on the silver screen. Ask the man in the street if he ever had the desire to take and show his own movies. Ninety-nine per cent will answer in the affirmative. However, until recently, moving picture taking has been too expensive a hobby for most people. With the recent lower prices of all camera equipment, together with the introduction of narrow-width, inexpensive film, movie taking is now comparable in cost with ordinary snapshots.

The radio dealer should seriously consider this line, not as a mere summer specialty, but as an all year round source of added profits. With intelligent promotion, results will be surprising, in fact have already proven far beyond expectations of many dealers trying the photographic field this summer.

Stock Suggestions

Initial stocks need not be heavy. As a dealer, a few of the lower-priced cameras and projectors, extra reels, film, film-splitters and screens will suffice. In actual figures, $200 will start you in the movie field.

Aside from initial camera and projector sales, a constant source of added income from film and accessories swells the profits obtained from movie equipment owners. The list of additional items is almost unending. Film-splitters, screens, editors and viewers (for cutting and rearranging scenes), titlers, filters, exposure-meters, carrying cases, humidor storage cases, sunshades, tripods, photoflood bulbs and reflectors are just a few of the ready sellers.

After the movie-maker has purchased such accessories, better camera lenses may be sold to him. Such lenses alone run into real money, $50 to $100 apiece being quite usual. Small as the customer's initial investment may have been, he will in many cases buy these expensive lenses without batting an eye. One of the larger manufacturers, as a result of a survey, claims that most camera and projector purchasers will spend an equal added amount during the first year for accessories, special lenses and film.

Promotion Ideas

How to promote movie equipment sales? First, we can safely assume that practically everyone wants a movie camera. Most important class of prospects are parents of young children. Reasonably priced equipment with which they can make a moving picture record of their children through the years has tremendous attraction. Most modern advertising appeals to the emotions. The parent-child angle is a perfect form of such advertising.

Going back to an earlier paragraph, most people have never been "in the movies." Small-town dealers have played this angle up with good effect. As an example, one dealer of my acquaintance advertised in the local newspaper along these lines: "Come to our store Saturday evening. See our town in the movies. See your friends, perhaps yourself."

This dealer had taken two or three reels of "local color," with many street scenes, including people not aware of the fact that their pictures were being taken. These reels were a tremendous hit. They resulted in a packed store all evening, films shown over and over and an attendant passing circulars which, in part, said: "You, too, can take pictures like these, inexpensively." The dealer sold 12 cameras.

(Continued on page 64)

DEWALD
Pierce-Airo, Inc.
456 Lafayette St., New York, N. Y.

PHILCO
Philco Radio and Television Corp.

PHILCO-GAY
Wilcox-Gay Corporation
Charlotte, Mich.

DEWALD
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PHILCO
Philco Radio and Television Corp.

PHILCO-GAY
Wilcox-Gay Corporation
Charlotte, Mich.
New Products

AMPERITE
Amperite Co.
611 Broadway, New York, N. Y.

MIKE STRAP—New strap for "Kontak" unit makes attachment to any flat-top guitar such as those usually used by popular players and concert artists easy. Use of Kontak unit with strap increases both range and use of instrument. List price of Kontak unit is $12. List price of strap is $1. Radio and Television Retailing, August, 1939.

RCA-VICTOR
RCA Mfg. Co.
Camden, N. J.

AUTO-RADIO—Two new low-cost, single unit sets with automatic tuning. Model M-50 has 5-tubes, 5 station buttons plus manual tuning, delivers 3/4 watts output through a 3/4-inch dynamic speaker, lists at $24.95 FOB factory. Model M-60, in same case, has 6 tubes, a stage of r.f., a three-gang condenser, lists at $29.95 FOB. Both feature "finger-tip" automatic tuning adjustment. Radio and Television Retailing, August, 1939.

CLARION
Transformer Corp. of America
69 Wooster St., New York, N. Y.

AMPLIFIERS—Picture illustrates appearance of new model A-70-R, a 40-62 watt, and model A-92-R, a 70-102 watt amplifier. The former has 13 tubes, 4 mike channels, overall gain of 128 db., 2 phono input channels with gain of 84 db., optional output meter, bass and treble equalizer and other features, lists at $102.95 less tubes. The second has similar features, uses 15 tubes, lists at $124.50 less tubes. Radio and Television Retailing, August, 1939.

PATHE
Pathe Radio and Television Corp.
2241 Indiana Ave., Chicago, Ill.

INTERCOMMUNICATORS—Master station provides talk switch, accommodates 1 to 4 remote stations with all station or individual station call facilities. Compact modern cabinet, height 7 in., width 4 1/2 in., depth 5 in., weight 5 lbs. Remote station housed in cabinet of matching design. Packed two units to a set, list price per set $31.50. Additional units list $7.50 each.

CONSOLIDATED
Consolidated Wire & Assoc. Corps.
514 S. Peoria St., Chicago, Ill.

TELE ANTENNA—New dipole type comprises two telescoping brass rods which permit adjustment to exact frequency to be received. Chromium finished fittings, 75 ft. of low-loss transmission line designed to match receiver input impedance of about 100 ohms. Radio and Television Retailing, August, 1939.

OHMITE
Ohmite Mfg. Co.
4035 Flournoy St., Chicago, Ill.

POWER-TAP SWITCHES—All-included, high amperage type units of multi-pole variety are load-break, non-shorting, single-pole rotaries particularly designed for ac use. Ceramic construction, silver-to-silver contacts, positive cam and roller mechanisms for slow-break, quick-make action. Electrically insulated shafts. For 10, 20, 60 or 75 amps. at 240 volts. Radio and Television Retailing, August, 1939.
G-E TOPS THE FIELD
with the Year's Most Spectacular Radio

G-E MODEL H-87 SETS NEW HIGH IN SALES-MAKING FEATURES—A NEW LOW PRICE!

When you've seen and heard them all you'll agree that this new 1940 G-E Radio tops anything you've seen, in features—in styling—in performance—in value. It's priced to set a new sales record.

There are similar startling values in every price bracket in the brilliant new 1940 G-E Radio line—28 great plus-value models including a strong array of radio-phonograph combinations and record players.

Get in touch with your G-E Radio Distributor without delay.

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.


New 1940 G-E Model H-634
New 1940 G-E Model H-73
New 1940 G-E Model H-116
New 1940 G-E Model H-520
New 1940 G-E Model H-600

RADIO AND TELEVISION DEPARTMENT, BRIDGEPORT, CONN.

GENERAL ELECTRIC

PAGE 30

RADIO and Television RETAILING, AUGUST, 1939

www.americanradiohistory.com
EMERSON
Emerson Radio and Phonograph Corp.
118 Eighth Ave., New York, N. Y.

PORTABLE—Model CE-263, $24.95 complete, includes self-contained batteries, is a 5-tube superhet covering the standard American broadcast band. Has avc, new 1.4 volt low-drain tubes, beam-power output, two double-purpose tubes, miracle tone chamber, p.m. dynamic speaker, two 1.5 stages, self-contained loop. tell-tale signal, recessed controls, full-vision dial with velvethrough drive tuning assembly. Radio and Television Retailing.

AEROVox
Aerovox Corporation
New Bedford, Mass.

DUAL MIDGET ELECTROLYTIC—Metal-cased dual section of the midget Dandee type. Available in 8-8 and 8-16 mfd, at 650 v.; 8-8, 8-16 and 16-16 mfd, at 200 v.; 20-20 mfd. 150 v.; 10-10 at 25 v. Recommended for installations where size is important. Radio and Television Retailing.

ATLAS
Atlas Sound Corp.
1437-51 Thirty-Ninth St., Brooklyn, N. Y.

CABLE HANGER—Novel attachment permits hanging microphone cable on mike stand Cast aluminum clamp holds the hanger in place; finished in dull aluminum; price $1.00 list. Radio and Television Retailing.

PEP
Portable Electric Power, Inc.
30 Rockefeller Plaza, New York, N. Y.

RECHARGEABLE BATTERIES—Model 2 upright illustrated weighs 16 oz., operates from 12 to 36 hrs. Leakproof, non-spillable, easily charged, available in several sizes adapted to 1.5 tube operation. Silent charger illustrated also operates on 110 volts ac-dc, quickly renews batteries. Radio and Television Retailing.

IRC
International Resistance Co.
401 N. Broad St., Phila., Pa.


FARNSWORTH
Farnsworth Television and Radio Corp.
Rt. Wayne, Ind.

MODEL AC-91—A 10 tube superhet lowboy console; Flo-Lite dial; three bands; shielded rotatable loop antenna; tone control; push-button tuning; 13 inch dynamic speaker, beam power output; provision for television. Radio and Television Retailing.

WARD LEONARD
Mt. Vernon, N. Y.

UNDERLOAD DELAY—Follows the construction of the remote control types with the addition of an adjustable resistor connected in the coil circuit to permit adjustment of the desired current values. Designed to protect Class "B" modulator tube in the event of breakdown of the output transformer secondary and many other uses. Radio and Television Retailing.

G.E.
General Electric Co.
Bridgeport, Conn.

ELECTRIC CLOCK—Tambour chime clock model 376 with striped mahogany case, faced with matched panels grained diagonally for contrast; silvered dial with raised numerals; fitted with Westminster chimes, self-starting sealed-in-oil motor, with 6 ft. rubber cord. $32.00 list. Radio and Television Retailing.

RECORDING STYLI—Available in either sapphire at $6.00 list or sapphire at 3 for $11.00; these styli claim exceptionally fine results. Also, a reproducing stylus is being marketed at $2.00 list. Radio and Television Retailing.
YOU

know radio values

Then get the
at Your

Farnsworth RADIO

THE HISTORY OF TELEVISION IS

PAGE 32

RADIO and Television RETAILING, AUGUST, 1939
THERE are a lot of words in Daniel Webster's book. But instead of using all the high-powered ones to give you some idea of the values packed into the Farnsworth Line—we're ready to let your own figures do the talking! That's how confident we are that each of these models has more built-in value—that the Farnsworth Franchise packs a hefty competitive wallop!

This is a bold challenge, but one there's no mistaking. With an open mind—specifications considered—as an experienced radio merchandiser—look at these models—note all their features—and then jot down what you believe is a fair price. Then take those prices to your local Farnsworth Distributor's "open house" meeting—and get set for a pleasant shock that's going to reach right down to the pocketbook nerves of your radio prospects! If you don't know where or when it's going to be held in your community—send in your pricing estimate and we'll gladly tell you. But get out that pencil—and judge for yourself!

FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE, INDIANA

MODEL AC-55 . . . Smartly styled, this luxurious console has a crisp, sparkling quality as new as tomorrow. Chassis Specifications . . . 7-tube superheterodyne; two wave bands; Slide Rule Dial; treble and bass tone control; Bilt-In-Tenna; pushbuttons; 8" electro-dynamic speaker; beam power output; phonograph and TELEVISION-sound connection. Cabinet dim.: Height, 36"; Width, 25"; Depth, 111/2".

MODEL AK-59 . . . A beautiful radio-phonograph combination whose unadorned simplicity and graceful proportions identify it as a luxurious piece of furniture. Chassis Specifications . . . 7-tube superheterodyne circuit; two wave bands; tone control; Bilt-In-Tenna beam power output; pushbuttons for five stations; 12" electro-dynamic speaker; phonograph with Capehart record changer; TELEVISION-sound connection. Cabinet dimensions: Height, 343/4"; Width, 31"; Depth, 161/4".

MODEL AK-95 . . . Pleasingly massive, smart, crisp styling achieves for this model a character always identified with the taste of those who demand the finest. Chassis Specifications . . . 10-tube superheterodyne; three wave bands; Flo-Lite dial; pushbuttons for six stations; shielded rotatable loop antenna; continuously variable tone control; 12" electro-dynamic speaker; bass compensation; phonograph with Capehart record changer; TELEVISION-sound connection. Cabinet dimensions: Height, 36"; Width, 35"; Depth, 181/2".

THE HISTORY OF FARNSWORTH

RADIO and Television RETAILING, AUGUST, 1939

www.americanradiohistory.com
PREVUE OF NEW RADIO MERCHANDISE

PARAPHONE
Paraphone Hearing Aid, Inc.,
4300 Euclid Ave., Cleveland, Ohio

HEARING AID—Tube type hearing device contains a high fidelity vacuum tube amplifier yet is small enough to be held in the hand. Uses Supafine, an extremely compact waterproof cord to connect to ear piece. Radio and Television Retailing.

CROSLEY
Crosley Corp.
Cincinnati, Ohio

SHELVADORS—Two 4 cuft. capacity refrigerators have just been announced. Shelf area 12½ sqft, capacity for freezing, 70 ice cubes or 7½ lbs. of ice at one freezing, steel cabinet finished in Dulux. Radio and Television Retailing.

WEBSTER-CHICAGO
Webster-Chicago
5622 Bloomfield Ave., Chicago, Ill.

SOUND SYSTEM—Portable 14 watt amplifier in novel carrying case which houses full length microphone floor stand in false bottom. Complete assembly is 1½x17x18 inches. Amplifier has two controls for the two microphones or phone input circuits, tone control and off-on switch. Output impedances are 4, 8, 250 and 500 ohms. Complete with crystal mike $135 list. Radio and Television Retailing.

ZENITH
Zenith Radio Corp.
Chicago, Ill.

MODEL 7542—Seven tube superhet with built-in Wavemagnet antenna; tunes American and foreign broadcasts; 3 bands, 6 inch speaker; 2 button Red-organ tone system; automatic tuning; streamlined dial; provision for television; price $37.95 list. Radio and Television Retailing.

TELE ANTENNA—Has universal joint mounting, permitting adjustment in all directions. Di-pole constructed of daralium rods held by center insulator. Extension rods screw into center rods for frequency adjustment. Mounting straps included for securing to iron pipe or wood mast. Reflector accessory available. Radio and Television Retailing.

TACO
Technical Appliance Corp.
17 E. 14 St., New York, N. Y.

SPEAKERS—Dynamic type speakers as used in the 1940 line are now available for sound, replacement, amateur and other uses. Sizes range from 5½ to 12 inches and include speakers with Carpinchow leather edge suspension feature. Radio and Television Retailing.

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

SPEAKERS—High speed candid camera with shutter speeds up to 1/8000 of a second and built-in photo flash synchronizer and lens speeds to F2. Automatic film transport prevents double exposures. Price with F3.5 lens, $29.75; with F2 lens $65.00. Radio and Television Retailing.

IRWIN
Irwin Corporation
27-33 W. 20 St., New York, N. Y.

BI-MILLIMETRE—A combination 8 and 16 mm portable projector. Takes only 2 minutes to change from 8 to 16 mm or visa versa. Twenty minutes continuous projection, 200 watt bulbs, high speed motor rewind, cast construction, built-in pilot light permits threading in the dark. Complete with 16 mm F 2.8 and 8 mm F 2 lenses and carrying case, $45. Radio and Television Retailing.

PILOT
Pilot Radio Corp.
Long Island City, N. Y.

PORTABLE, Featherweight model weighs 11 lbs., measures 13½ x 9½ x 5½ In., features the Economizer which cuts battery drain approximately 50% when maximum power is not required. Snap up cover is detachable and snaps on the back of the case when set is in use. Model T-1021, price $29.95. Radio and Television Retailing.
JOHN DOE is now running an established radio service business—turning over his tube stock at least three or four times annually—knows how to make use of attractive displays and other advertising material for increasing sales—and has the good judgment to maintain standard prices for his own protection.

If you resemble John Doe, and your location does not interfere with already established Tung-Sol agents, you’re wanted at headquarters—tube headquarters. There’s thousands of dollars reward because you qualify for the Tung-Sol plan which provides an adequate supply of tubes without buying them. 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, New Jersey
PREVUE OF NEW RADIO MERCHANDISE

MALLORY
P. R. Mallory & Co., Inc.
Indianapolis, Ind.

SPRAGUE
Sprague Specialties Co.

TRIPLETT
Bluffton, Ohio

TUBULAR CONDENSERS—Cardboard tubulars designed for complete replaceable coverage in inexpensive compact receivers. Sealed against humidity and moisture in over 50 sizes and ratings with common anode and cathode; handy mounting lugs and flexible leads make for easy and neat assembly. Radio and Television Retailing.

EVEREADY
National Carbon Co., Inc.
30 E. 2nd St., New York, N. Y.
MINI-MAX—Minimum space, maximum power; about half the size of a standard battery of equivalent power. Model 483, 65 volts, 3/4x1% x 7/16 inches, weight 2 lb., 200 to 300 operating hours in majority of portable sets. Model 745 "A" battery, 1.5 volts, 10x1x3/2x21 1/32 inches, 3 lbs., approx. 350 hours service. Model 747, 6 volts, 10x1x3 27/32x21 13/32 inches, 3 lbs., approx. 350 hours service. Radio and Television Retailing.

GARRARD
Garrard Sales Corp.
226 Broadway, New York, N. Y.

RECORD CHANGER—Model RC-50 plays 8 records either 10 or 12 inch in any assortment or combination. Tangle free pickup arm, non-slip spindle eliminates all record slippage. Entire unit is spring mounted, a.c. operation. Model RC-51 is similar except it is designed for ac-dc operation. Radio and Television Retailing.

GARRETT

RECORD CHANGER—Model RC-50 plays 8 records either 10 or 12 inch in any assortment or combination. Tangle free pickup arm, non-slip spindle eliminates all record slippage. Entire unit is spring mounted, a.c. operation. Model RC-51 is similar except it is designed for ac-dc operation. Radio and Television Retailing.

STANCOR
Standard Transformer Corp.
1500 N. Halsted St., Chicago, Ill.

THOROBRID—New mounting method eliminates danger of exposed high voltage connections by means of visible terminals protected by case. Awkward mounting feet usually found on transformers have been streamlined into the case providing a rigid chassis mounting, finished in gray crackle. Radio and Television Retailing.

UNIVERSITY
University Labs
195 Chrystie St., New York

MALLORY

ELBOW PROJECTOR—Designed to utilize acoustic output of both sides of cone speaker. Placement of the two halves is such that fan shaped wave of sound is obtained. Metal and rubberized construction makes speaker waterproof. Rubber-tied rims eliminate resonance. Radio and Television Retailing.

ASTATIC

ASTATIC MICROPHONE LAB., INC.
Georgetown, Ohio

DYNAMIC MIKE—DN series equipped with moving coil system, plug-in connector and tilting head. Output level—65 db, available in 50, 200, 500 and 50,000 ohms output impedance.

TRIPLETT

TUBE TESTER—Has 7 inch lifetime guaranteed meter with 6 inch Good-Bad scales. Illuminated speed roll chart can be completely rotated in less than 10 seconds. Available in counter or portable styles. Model 1612 counter type $29.94 net. Radio and Television Retailing.

RADIO CITY
Radio City Products Corp.
88 Park Place, New York
GREAT NEW "PM's"

SPECIALY DEVELOPED BY utah

FOR HIGH POWER PUBLIC ADDRESS SYSTEMS
AT SURPRISINGLY LOW PRICES

Check These Outstanding Features

1. Special Utah phenolic resin cement treatment provides an extra sturdy voice coil, assuring maximum safety under extreme overloads...
2. Completely dust-proofed.
3. All cementing operations completely cured before final test, assuring perfect centering made possible by the modern method—use of THERMO-PLASTIC cements throughout.
4. Rugged formed-steel cone housing for maximum strength and rigidity—rust-proofed, aluminum finish.
5. 1½-inch voice-coil—8 ohm impedance.
6. Cone and spider assembly selected for maximum power handling and tone quality and minimum distortion and break-up.

GET THIS NEW CATALOG

There is a Utah Speaker for Every Original Equipment or Replacement Requirement

32 pages of important facts for radio men. The complete line of Utah replacement parts is illustrated and described in the new free catalog. You should have a copy for ready reference. Write for it today.

UTAH RADIO PRODUCTS COMPANY, 810 Orleans Street, Chicago, Illinois
Canadian Sales Office: 414 Bay St., Toronto, Canada • Cable Address: Utaradio Chicago

VIBRATORS • TRANSFORMERS • UTAH-CARTER PARTS

UTAH RADIO PRODUCTS CO.
CHICAGO, ILLINOIS
CABLE ADDRESS: UTARADIO—CHICAGO

RADIO and Television RETAILING, AUGUST, 1939

PAGE 37
Paul Revere could have stayed in bed

Radio could have reached "every Middlesex village and farm" before the famous silversmith got started

Had RADIO broadcasting been available in 1775, Paul Revere could have spread the alarm in a split second, and been spared his all-night ride. As we look back, it is difficult to realize how the patriots of the Revolution were able to carry their task to successful completion in the face of the time required to exchange communications among the thirteen colonies. What an amazing difference radio makes in life today!

Today, matters of importance, whether to nations or to individuals, are flashed around the world instantly. R.C.A. Communications provides communication to and from 43 countries and among leading cities of the United States.

RCA services and RCA equipment put radio at the service of the world in many other ways, and thereby creates a profitable business for dealers, servicemen and distributors.

RCA activities are portrayed in RCA exhibits at the New York World's Fair and the San Francisco Exposition. You are cordially invited to visit these exhibits and learn how you can profit by going "RCA All the Way."

RADIO CORPORATION OF AMERICA
RADIO CITY, NEW YORK

RCA Manufacturing Company, Inc. • Radiomarine Corporation of America • RCA Institutes, Inc.
National Broadcasting Company • R.C.A. Communications, Inc. • RCA Laboratories

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PAGE 38

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FTC Issues Trade Practice Rules For Radio Industry

Hit misbranding, misleading band coverage terms, exaggerated ad claims, cabinet switching, "spiffs." Affect distributors, dealers in interstate commerce as well as manufacturers

WASHINGTON—Issued July 22 by the Federal Trade Commission following application by the industry, public hearings, were important Trade Practice Rules for the Radio Receiving Set Industry, affecting jobbers, distributors, dealers and other marketers of sets, parts, accessories and related products where interstate trade is involved as well as manufacturers.

Labelled unfair trade practice by the rules was (1) Misbranding, misrepresentation and deceptive selling with particular reference to marks, brands and as "All-Wave", "World-Wave", "World-labels; (2) Use of ambiguous terms such as "Wide Wave" or phrases of similar import concerning band coverage; (3) Advertisements or representations implying . . . that dx is as readily or satisfactorily received as local transmissions, that reception is not subject to imperfections due to transmission or reception phenomena such as static; that location has no effect on reception, that "dummy" tubes or tubes not performing a customary reception function are so employed, that the price has been reduced, that equipment is of the latest model, that accessories actually "extra" are included in the price, that offered trade-in allowances are actual concessions made without inflation of new equipment prices . . . where such is not the case.

Similarly labelled unfair was (4) Alteration or defacement of nameplates with intent to mislead the public relative to the origin of merchandise; (5) Deceptive use or change in cabinets; (6) Commercial bribery, such as the giving of anything of value to agents, employees or representatives of customers or prospective customers without the knowledge of their employers or principals as an inducement to influence such principals to buy from the maker of such an offer, or refrain from buying from a competitor and (7) "Spiffs" or "Push-Money", direct or indirect.

Suggested for proper description of radios with respect to their frequency range were terms such as "Limited All-Wave", or "Limited World-Wave" or "Limited World-Wide Wave", accompanied in each case by clearly and conspicuously set forth designation of the exact frequency range, or ranges. Similarly suggested was the omission of hallast units, pilot lights and other such plug-in devices from advertised tube line-ups, reference to rectifier tubes and other not serving as signal-amplifying or detecting or heterodyne oscillator devices in terms in such manner as to clearly indi cate their purpose.

Particular emphasis is given to rules applying to "spiffs" and "push-money", detailed statements as to precisely what is meant by these terms occupying five lengthy paragraphs in the printed bulletin LL-739, signed by the FTC's secretary Otis B. Johnson. In all, the detailed rules for the radio industry occupy eight closely printed pages.

Farnsworth Holds Two-Day Distributor Meeting

Shows 27 radio models, outlines merchandising plans

FORT WAYNE—To over 300 men representing more than 50 distributors on August 7 executives of the Farnsworth Television and Radio Corporation exhibited 27 radio models, including Capehart and Panamuse automatic phonos-radios made by the Capehart Division.


On the night of the 7th a dinner was held in the ballroom of the hotel.

On the following day, August 8, the conference concentrated on television. Mr. Vogel discussed the present status of the art, told what television would mean to Farnsworth distributors. A motion picture film demonstrated the principle of the company's system. New television receivers were then presented and guests were taken to the plant in East Pontiac Street for a series of special demonstra-
company would hold a national distributors meeting August 7 and 8 in Fort Wayne, said invitations to attend had already been accepted by over 100 people giving Farnsworth at least 80 per cent national coverage even before the lines to be exhibited at that meeting had been seen, told members of the fourth estate that Warren-Norge itself would stage a New York dealer showing on the 14th and 15th and that many other well-known distributors throughout the country would unveil Farnsworth merchandise locally at about the same time.

Other speakers on their feet during the luncheon were Farnsworthmen "Pete" Boucheron, F. H. McCarthy, F. B. Ostman; Commercial Credit's W. Crawford; N. W. Ayer's S. Peacock, Kahn Loeb's G. Kahn. Other prominent men in attendance included E. H. Rollins & Co.'s H. C. Cushing, Messrs. Eld, Farrier and Morton of NBC, N. W. Ayer's J. W. Milford and M. Murphy. Manufacturers Trustman H. S. Miner, Bankers Trustman Whitney and Wight.

Continental Sells Speaker Div.

DETROIT—The radio speaker division of the Continental Motors Company has been sold to the Perm-O-Flux Corporation of Chicago and the latter will now manufacture a complete line of permanent magnet types in addition to products for which it is already widely known.

Perm-O-Flux has opened a new factory at 4916-4922 Grand Avenue, Chicago, with more than double its original plant facilities. Company executives include president L. M. Heinemann, vice president in charge of engineering W. E. Gilliam and treasurer M. F. Heinemann.

Avery Heads Farnsworth Exports

FORT WAYNE—Colonel William J. Avery, at one time with Atwater Kent and more recently International Division merchandising manager for RCA, has been appointed manager of the Farnsworth Television and Radio Corporation's export department.

First Half Radio Sales Up

Excise tax reports show 23 per cent rise despite June weakness. Canadians also register gain

WASHINGTON—Radio industry payments of the federal 5 per cent excise taxes were 23 per cent larger in the first six months ending June 30, 1939 than in the similar half-year period of 1938 despite a 42.4 per cent decrease in the month of June.

Detailed tax figures (exclusive of substantial additional collections on automobile radios and accessories not segregated in the government's report) were as follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>1938</th>
<th>1939</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>$367,742</td>
<td>$576,143</td>
</tr>
<tr>
<td>February</td>
<td>260,580</td>
<td>404,201</td>
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<tr>
<td>March</td>
<td>240,266</td>
<td>352,648</td>
</tr>
<tr>
<td>April</td>
<td>231,055</td>
<td>286,584</td>
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<tr>
<td>May</td>
<td>197,050</td>
<td>279,302</td>
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<tr>
<td>June</td>
<td>448,882</td>
<td>258,438</td>
</tr>
<tr>
<td>6 Month Total</td>
<td>$1,754,567</td>
<td>$2,157,319</td>
</tr>
</tbody>
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Canadian set sales, reported by the RMA, indicated that 79,481 sets had been sold in the first six months of 1939 by comparison with 52,334 in the first six months of 1938. Even June sales stepped up in Canada, with 17,749 sets being sold in that month as against 10,385 in June 1938.

Telex Radio Formed

CHICAGO—Telex Radio & Television, Inc. has been formed here, with headquarters at 1020 West Adams, will produce a line of radios ranging in price from $9.95 to $34.95.

C. L. Moorman is president, S. H. Melnick secretary and treasurer.

Andrea Ups Rojo

LONG ISLAND CITY—Edward Rojo, with the Andrea Radio Corporation for many years, has been made export sales manager. Rudolph Weber becomes assistant sales manager.

YOU NEED company dependability for secure and stable business relationships—product dependability to insure customer-satisfaction—and profit dependability because, after all, your real reason for being in business is to make money.

So don't risk your present prosperity and future business welfare by stocking a tube line that fails on even one of these important requirements. Make Sylvania your feature tube line—for Sylvania wins on all three counts... gives you full measure on not only company and product dependability, but PROFIT DEPENDABILITY as well!

HYGRADE SYLVANIA CORP., EMPORIUM, PA. ALSO MAKERS OF HYGRADE LAMP BULBS.

SELL SYLVANIA
SET-TESTED RADIO TUBES

"DEPENDABLE ALL WAYS"
September RMA Meetings Planned

Set, tube, parts divisions to meet. Committee appointments announced

NEW YORK—Several Radio Manufacturers Association meetings are tentatively planned for the Hotel Roosevelt here in mid-September. To meet on the 13th are the set and tube parts divisions. The group's executive and finance committees are scheduled to get together on the 14th.

RMA committee chairmen appointed to carry on and develop association services during the ensuing year include: Jerome J. Kahn (Credit), W. R. G. Baker (director-Engineering), S. T. Thompson (Export), A. H. Gardner (Legislative), George A. Scoville (Traffic), O. J. Davies (vice chairman-Traffic). These are standing committees.

Special committee chairman include: James S. Knowlson (Commercial Television), W. R. G. Baker (Engineering Allocations), Paul V. Galvin (1940 Convention), James T. Buckley (Cooperative Promotion), E. F. McDonald, Jr. (Fair-Trade Practice), Henry C. Bonfig (Receiving Set Statistics), W. R. G. Baker (Tube Control) and Octave Blake (Walsh-Healey Minimum Wage Committee). Additional special committees, including several planned by Chairman Osmun of the Parts Division, are in process of formation.

Mueller Announces Winners

CLEVELAND—Winners of the recently conducted Mueller Electric Company competition in which contestants were invited to do "Tricks With Mueller Chips" have just been announced. In order, they are: Fred L. Bartley, Holland Electric, Los Angeles; Richard P. Kuper, Drownes Refrigerating Service, Chicago; Edwin Senerig, Rothsville, Penna.; Earnest H. Roy of Buffalo and Alfred M. Winchell of Wolcott, Conn.; A. A. Holt, Clitherall, Minn.; Milton M. Flanders, Washington; Joseph Dunn, Five Forks Battery, Danville, Va.; Clifford Michael, Broadway Battery, Highland, Ill.; G. C. Collison, Collison Battery, Washington; Leslie Johnson, Johnson's Radio, Washington, N. J.; Edward G. Kertz, Radio Hospital, Kenosha.

Brown To Address Boston Conference

PHILADELPHIA—Joining a group of more than thirty-five authorities on science, sales, advertising, business and finance, Philco's national merchandising manager Harry Boyd Brown will address the Eleventh Annual Boston Conference on Distribution at the Hotel Statler October 2, 3. His subject will be "Television Makes It Possible."

Kunkler Joins Rutenberg

MARION, IND.— Homer Kunkler, known throughout the radio industry and in the past, executive for such firms as General Household Utilities, Stewart-Warner and National Union, has been appointed sales manager of the Rutenberg Electric Company of this city.

MacLaren Heads Zenith Production

CHICAGO—George I. MacLaren, for 14 years production manager for Atwater Kent and later with RCA in a similar capacity, has been appointed production manager of operations for the Zenith Radio Corporation.

Pierce New Kelvinator GSM

DETROIT—Frank R. Pierce, former manager of the Household Sales Division of General Motors' Frigidaire, has been appointed general sales manager of the Kelvinator Division of the Nash-Kelvinator Corporation, succeeding Henry W. Burritt, who has resigned to become president of the Eureka Vacuum Cleaner Company.

Music Merchants Stage 38th

Radio, records, electronic musical instruments and accessories attract much attention in room exhibits

NEW YORK—The National Association of Music Merchants staged its 38th annual convention and trade show at the Hotel New Yorker here August 1, 2 and 3, with preparatory and tie-in meetings occurring July 30 and 31. Groups holding meetings simultaneously and concurrently included the National Association of Band Instrument Manufacturers, National Association of Musical Merchandise Manufacturers, National Association of Musical Accessory Originators, National Association of Musical Merchandise Wholesalers, National Retail Musical Instrument Dealers Association, National Piano Manufacturers Association of America and the National Piano Travelers Association.

Featured entertainment included a special Music Merchant's day dedicated to the group by the management of the New York Worlds Fair 1939, an opening day luncheon, an annual banquet boasting a complete evening's vaudeville program. A special television program was also transmitted from the Empire State transmitter so that guests might see a demonstration.

Much interest was exhibited by merchants in new radio, record and electronic equipment. Among concerns with room displays noted to be extremely active were: Amperite, Ansley Radio, Capehart (Division of Farnsworth), Columbia Recording, Com, Continental Music, Deagan, Decca, Hammond Instrument, Magnavox, Mersman Brother's Brunswick Division, Miessner Inventions, Plaza Manufacturing, Port-o-matic, Radiotone, RCA Manufacturing, Schloss Brothers, Sonora Radio, Sorkin Music, Tonk Manufacturing and Transformer Corporation.

ONE OF MANY EMERSON SHOWINGS—White Plains (N. Y.) E. J. Edmond Company sets up its displays preparatory to a dealer showing. (Left to right) Creditman, Philip G. Horton; salesman, John W. Jennings; president, H. T. Kinney; his secretary, Mrs. Helen Couzens; vice president, George Kinney and Emerson's field man, Harry Elkan.

PAGE 42

RADIO and Television RETAILING. AUGUST, 1939
This TUBE TESTER has Everything

MODEL 1213… $22.00 NET

THE NEW FOLDDEX TUBE CHART

A folding "card-index" system, giving quick and complete tube data with the additional advantage of new tube supplements mailed free to registered owners.

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), gaseous rectifier and ballast tube continuity tests. Will not deactivate 1.4 volt or other type tubes—a positive assurance with any current Triplet Tube Tester. Filament Voltages from 1 to 110… Neon shorts test… Separate line voltage control meter. With RED.DOT Lifetime Guaranteed Instrument—the Sensation of the Season. Model 1213… Complete with Accessories… $22.00 Dealer Net Price.

MODEL 1200-A

Volt - Ohm - Milliammeter. Separate AC and DC Instruments in tilting twin case, accuracy of each within 2%. 19 AC and DC Voltage ranges; four Direct Current ranges; high and low resistance ranges. With RED.DOT Lifetime Guaranteed Instrument…

Dealer Net Price.$23.84

WRITE FOR CATALOG

SECTION 208, HARMON AVE.

THE TRIPLETT ELECTRICAL INSTRUMENT COMPANY
Bluffton, Ohio

RAW TEXT END
Radio Wire Tele Corp Formed

New combine headed by John E. Otterson embraces Wholesale Radio Service, Wire Broadcasting, TCA and eight other firms

WILMINGTON—Filed here July 20 was a certificate of incorporation heralding the formation of an important new company called Radio Wire Television Corporation of America, maintaining studio headquarters at 160 East 56th St., New York City.

John E. Otterson, former president of Winchester Repeating Arms, Educational Research Products and Paramount Pictures, heads the firm as president, announced that it would embrace Wire Broadcasting, Inc., and important subsidiaries such as Teleprograms Inc., Telemusic Inc., Wire Programs Inc., Muse Art Inc., Tele-Vision Music Inc. plus the Wholesale Radio Service Company, TeleCapital Corp., Syndak Corp., and the Transformer Corporation of America. J. R. West, president of Wire Broadcasting, and A. W. Pletman, president of Wholesale Radio Service, were elected vice presidents of the newly formed parent concern.

Of even greater interest to the radio trade was the announcement that under the new corporate structure the various retail outlets of Wholesale Radio Service would immediately take the name of the parent company plus the name of the State in which they operated. Thus Wholesale Radio Inc., of New York will become Radio Wire Television Inc. of New York. Remaining companies in the combine, it was understood, would continue to operate under existing names.

In addition to the patents automatically acquired by the new company from the ten which it will hereafter control the organization is licensed by Educational Research Products, under the patents of Western Electric, Bell Telephone.

Various component units of the new company did a total gross business of approximately $4,000,000 during the past fiscal year, according to Otterson. He continued further that in his estimation every current technological trend pointed to the ultimate distribution of entertainment, and particularly picture entertainment, by wire to an interesting statement in view of the fact that several of Wire Broadcasting’s subsidiaries furnish musical entertainment by wire to hotels, restaurants, night-clubs, industrial plants and some homes along the Atlantic Seaboard. Extension and expansion of such services is contemplated.

More Retail Stores for R-W-T

NEW YORK—From A. W. Pletman, president of Radio Wire Television Inc. of this city (formerly Wholesale Radio Service Co., Inc.), comes word that the firm plans to expand the number of its retail outlets, establishing several new branches.

Westinghouse Electric Ups Two

MANSFIELD—R. C. Cosgrove, former manager of the household refrigeration department of the Westinghouse Electric and Manufacturing Co., has been promoted to assistant sales manager of the merchandising department, T. J. Newcomb, formerly head of the commercial refrigeration department, succeeds Cosgrove as manager of the household refrigeration department.

JACK AND JACQUES—Aeturus’ Jack Geartner (right) welcomes Jacques Broquenie of Ste. Commerciale Francaise d’Importation, Parisian distributor, visiting the Newark plant.

THORDARSON NEW REPLACEMENT TRANSFORMERS TO MEET NEW REQUIREMENTS

- A new, midget size, push-pull input transformer, T-14582, primarily for auto radio replacements. Mtg. Fig. 38.
- A new replacementdriver transformer, T-14583, also for auto radios. Mtg. Fig. 38.
- A new universal tube to voice coil transformer, T-14587, equipped with leads instead of lugs to permit particularly neat wiring. Mtg. Fig. 38.
- Two new replacement output transformers, T-14583 and T-14584, for 1AS8’s, 1C50’s, and 1010’s. Mtg. Fig. 38.

There is a new replacement transformer by Thordarson ready to meet each new requirement as it arises. Listed above are five units typical of Thordarson’s thorough planning to anticipate the serviceman’s requirements.

THORDARSON TROPEX TRANSFORMERS

A development of Thordarson engineers for protection against the corrosive and destructive effects of moisture, high humidity and salt air. TROPEX units include output transformers, replacement audios, and chokes—offering the serviceman the answer to transformer problems, under the most adverse conditions.

All of these items and hundreds of others are described completely in the new free Catalog 400-D. Get your copy now from your parts distributor or the factory.

THORDARSON ELECTRIC MFG. CO.
500 W. HURON ST., CHICAGO, ILL.
Demand "Power by Thordarson"

PAGE 44 RADIO and Television RETAILING, AUGUST 1939
One of the industry's famous speaker names is now under new management and established in a new plant. With more than double previous factory facilities we offer the trade a complete line of Permanent Magnet speakers in all standard sizes including 4", 5", 5¼", 6", 8", and 10". Available with magnets weighing from 1½ to 16 oz.

Equipped with genuine G. E. Alcino Magnets having a full ratio of cobalt. Immediate deliveries of all standard sizes.

PERM-O-FLUX
CORPORATION
4916-4922 W. Grand Ave., Chicago, Ill.

Try These Low-Cost Record-Changers in Your Installations!

Model M, shown, plays and changes eight 10-inch or seven 12-inch records. Choice of other models.

**YOU'LL**
more radio-phonograph combinations—with smaller investment—using America's leading low-priced record-changer units. These General Industries changer units have self-starting, induction-type motor with turn-table; high fidelity, tangent-tracking pickup; simple, dependable record changer. Compactly assembled on mounting plate. Efficient and trouble-free.

Order a selection to test in your cabinets. State voltage and frequency of current you use.

**ARCTURUS**

The recently announced models of famous makes of store and shop equipment are now included in the Arcturus Deal! Take time NOW to mail the coupon below for complete details about the liberal Arcturus Plan. Get started now to get your share of the EXTRA PROFITS Arcturus dealers enjoy!

**NEWEST EQUIPMENT NOW AVAILABLE!**

Arcturus equipment includes the latest models of high-quality equipment, a wide selection of valuable, useful items that you need every day.
NRPA Holds Tube Meeting

Parts jobber group also defines
requirements for membership, es-
establishes dues

NEW YORK—On Tuesday, July 25, at
the Hotel Brittany, the National Radio
Parts Distributors Association's tube
committee held its first meeting under
the chairmanship of Maurice Despres,
reviewing the entire tube situation in-
cluding problems affecting the replace-
ment market. Definite recommendations
are to be made shortly after completion
of a national survey, according to execu-
tive secretary Arthur Moss, and it is the
intention of the committee to submit their
findings to tube manufacturers for their
consideration.

In attendance at the meeting were
Henry Janoe, George D. Barbey, John
Stern, Walter Hollenback, Charles Oiff-
stein, Arthur C. Stallman, H. L. Dallas
and Aaron Lippman.

From secretary Moss, also, comes the
following statement:

"Membership in the Association shall be
limited to radio parts distributors or whole-
salers, who are hereby defined as persons, firms
or corporations actively engaged in the dis-
tributing of radio parts, who shall, generally
speaking, maintain and warehouse a stock of
radio products sufficient to adequately supply
the requirements of the trade; who shall main-
tain a minimum investment in radio parts in
their principal warehouse, not to the amount,
announcing to $5,000, who do a gross annual
volume of business of at least $25,000
per year; and who do not any retail radio
repair service for hire.

Relative to dues, the following schedule
has been established:

No initiation fee shall be charged. Annual
dues of each member shall be based on the gross
radio business (excluding radio sets) for the
previous fiscal year, i.e.,

Gross amount of sales—$25,000 to $50,000—
Dues $25
Gross amount of sales—$50,000 to $100,000—
Dues $50
Gross amount of sales—$100,000 to $200,000—
Dues $75
Gross amount of sales—$200,000 and over—
Dues $100

"In determining the dues the gross annual
sales shall include the sales of branch stores."

Novel Walther Vacation Closing

NEW ORLEANS—Novel vacation plan
for the employees of Walther Brothers,
Inc., local wholesale radio and household
equipment distributor, called for closing
of the establishment during the entire
week of August 14. Advantage seen by
the management was the avoidance of
extra loads thrown on working employ-
ees during hot weather while their
associates were away, practicability of
company employees spending vacations
together where they so desired.

According to C. C. Walther, secretary-
treasurer and general sales manager, the
plan was made possible by dealers who
agreed to purchase a reserve stock suf-
cient to carry them over the week,
placing orders for this purpose between
August 1 and 12 with the understanding
that any overstocking caused by the
necessity of estimating needs in advance
could be eased by return of merchandise
for credit before the end of the month.

Anchor Lite Changes Name

PITTSBURGH—The Anchor Lite Ap-
ppliance Company, distributor, has just
changed its name to Anchor Distributing
Company. The change was made to
more properly identify the nature of the
firm's business, financial structure and
ownership remaining unchanged.

SOUP ALA SUPREME—Supreme Instrument's president, D. N. Dulueber
(head of table), feeds his execs and reps during a sales meeting in Chicago.
Eastern Sales Managers Meet

Rider, Osier cop low gross golf prizes

HARRISON, N. Y.—Members of the radio industry's Sales Managers Club (Eastern Division), and RMA Eastern Credit Committee men, met here August 8 at the swank Green Meadows Club, held short business meetings in the morning and then spent the balance of the day golfing.

John Rider coped low gross with a 78, despite a ranking four-putt. Bill Osier took second low gross with a comfortable 85. Kicker's Handicap prize went to Roy Schencel. Messrs. Valerius (who had some considerable discussion with Rider about a three-buck bet), Watters and Rider coped one with the 7th hole nearest-to-pin prize in this order.

Committee conducting the affair included Paul Ellison, Victor Mucher (who didn't "show"), John Rider, Arthur Beard and Walter Jablon.

Trade Gets Capps Products

NEW YORK—"Capps" recording and reproducing stylus, hitherto available only to the professional recording field, record makers, broadcasting stations and studio recording corporations buying direct, are now available to the trade. From James Watters, of Watters Products Company, 244 West 49th St., comes word that distributors and dealers are being appointed on the Capps product line.

Majestic Plans Big Ad Drive

CHICAGO—Majestic Radio and Television Corporation, following appointment of Ruthrauff & Ryan, Inc. as its advertising agency, has announced that it will inaugurate an extensive campaign, utilizing nationally known consumer publications such as the Saturday Evening Post, Life, Colliers and Liberty. Total appropriation was not revealed but it was understood to be large.

Victor Black Label Prices Down

CAMDEN—RCA Victor has announced that 12-inch Victor Black Label records of standard classics will henceforward be priced at $1, a 20 per cent reduction in a classification of consistent consumer favorites. From Manager of recording and record sales W. W. Early simultaneously came word that plans were underway for the new recording of many well known musical favorites at this popular price, by organizations such as the Victor Symphony Orchestra, Victor Concert Orchestra and Victor Salon Orchestra.

IRE Nominates Horle

NEW YORK—L. C. F. Horle of this city, consulting engineer of the RMA's Engineering Department, has been nominated for the presidency of the Institute of Radio Engineers in 1940.

Nomination is equivalent to election as Horle faces no opposition in the mail election to be concluded next October.

Biggest Sensation
IN RECORDER SALES IS

4 Way Federal

High Fidelity, Simple-to-Operate, Moderately Priced, All Purpose Recorder Makes Easy Selling to Schools, Dance Bands, Radio Talent, Clubs, Home Movie Fans, Amateur Recording Studios

RADIO and Television RETAILING, AUGUST, 1939
They save you time because they do the job quicker. The more time saved, the more jobs you can do. Greater profit for you here. They save money because they cost less to own. You can afford a wider range of test equipment...you can expand your business more rapidly when you standardize on RCP Instruments. Greater profit for you here. They stand up better, cost less to operate, pay for themselves in less time because they're quality-built throughout. Greater profit all around with RCP equipment.

MODEL 801 COMBINATION TUBE AND SET TESTER—Gives you an ultra-modern tube tester and an accurate comprehensive set tester. Nowhere could you buy these two essential instruments individually and get the same high quality at the same low price. Tests all new and old tubes and ballast tubes; hot interelement short and leakage tests on each individual element. Smooth line voltage regulation 103 to 135 volts with direct meter indication. As multi-tester, Model 801 provides four range D. C. voltage: 0/10/50/500/1000; A. C. milliammeter 0/1/10/100/1000; D. C. amps 0/10. Also D. B. meter and output meter. Fused D'Arsenal Meter Alnico Magnet. Compact, light, with slip hinge cover case. Complete with tube, battery and test leads. Dealer Net $27.95.

MODEL 701 MASTER SIGNAL GENERATOR Proving that quality and economy can go together. All-wave test oscillator, continuously variable from 125 kilocycles to 60 megacycles. Full vision, direct reading. No chart or tables required. Output can be modulated at will. Special lead-coated steel in case and chassis provide excellent shielding. Automatic shifting of all coils not in use prevents dead spots. Attractive panel and finishings finished in chromium. Dealer Net $25.95.

MODEL 308 NEW DYNOTUMIUM TEST TUBE CHECKER Tests (under R. M. A. specified glass volatges and loads) 35-45-50-70 up to 117 volt tubes all metal, M. G., glass, OZ2, cold cathode rectifiers, mica, local and single end tubes. Tests all bal-last tubes (separate chart included). Hot interelement short and leakage test between ALL INDIVIDUAL ELECTRODES. Provision for audible test of noisy tubes. Dealer Net $16.95.

ASTATIC JT-SERIES MICROPHONES WIDE-RANGE AND VOICE-RANGE MODELS A semi-directional crystal microphone of contemporary design that meets the long-standing demand for a really good, low-priced microphone for- universal use. Rugged and efficient. Sawn-foot cable without connector. List Price $16.50. See Jobber or Write for New Catalog No. 12 ASTATIC MICROPHONE LABORATORY, Inc. YOUNGSTOWN, OHIO Licensed Under Brush Development Co. Patents

Washer-Ironer Week Oct. 14-21

Window display awards planned as highlight of second seasonal drive

CHICAGO—Retailers everywhere, and of all kinds, plus the salesmen who serve them, are to have an equal chance to earn awards for effective tie-in window displays promoting National Washer-Ironer Week, planned for October 14-21.

Entry blanks obtainable from home laundering equipment manufacturers, their distributors, or Association secretary-treasurer J. R. Bohlen provide cash awards ranging from $200 to $25 for the Utility-Department Store group (A), for the Appliance-Hardware group (B), and for the Furniture Miscellaneous group (C), plus $100 to $10 awards for factory or distributor salesmen serving these groups.

All entry blanks plus display photos must be at Association headquarters by October 31.

The drive is the second conducted by the Association, whose efforts last Fall produced the greatest single week's retail sales in the industry's history. With manufacturers at present reporting 30 per cent increase in shipments over 1938 the coming event is expected to produce even greater proportionate gains.

Planned for September is a special roundup meeting in Chicago to give promotional plans a final once-over before the drive actually begins.

RMA Aids Partsman

WASHINGTON—Development of new services for parts and accessory manufacturers is to be immediately undertaken by the Radio Manufacturers Association's new Parts and Accessory Division chairman H. E. Osmun of Milwaukee. First move was appointment of Octave Blake of Plainfield, N. J. and J. J. Kahn of Chicago as chairman of eastern and western committees.

Planned are early and more frequent meetings for the parts and accessories group.

Norge's Frohlich Moves East

NEW YORK—-To Warren-Norge as assistant to Charles B. Warren (distributor) returns E. L. Frohlich, formerly eastern sales manager of the Borg-Warner Corporation's Norge Division. Prior to 1939, when he joined the factory organization, Mr. Frohlich was sales manager for Warren-Norge.

Hertzler GE Cleaner Head

BRIDGEPORT—Lloyd G. Hertzler, with General Electric in its Philadelphia area as a sales specialist for the past two and a half years, has just been appointed sales manager of the company's vacuum cleaner section, with headquarters here.
Form Auto-Radio Association

NEW YORK—Metropolitan dealers have just formed the Auto Radio Dealers Association, Inc. will attempt through cooperation, organization and advertising to improve installation standards and merchandising practices.

From George Aldrich, secretary, comes word that the officers of the new group for the current year include Maurice B. McCullough, president; George Levine, vice-president and Sid Barry, treasurer. Fred X. Dagavar is chairman of the board and Travis S. Levy serves as general counsel.

DETROLA SNAPS DETROLA—

Taken with a Detrola camera by Alicia Loong was this shot of a Detrola radio, tuned by Fred Segar. They are the firm’s division reps in far off Honolulu.

Dept. Stores Ask Tele License

NEW YORK—Abraham and Strauss, Inc. and Bloomingdale Bros., Inc. have applied to the FCC for a license to construct a television transmitting station atop an uptown hotel. Application was made through a subsidiary company known as Metropolitan Television, Inc., of which Walter Rothschild, Harry A. Hatry, Robert E. Blum, I. A. Hirschmann, David M. Presidential and Kenneth C. Richmond are officers. The Allen B. DuMont Laboratories, Inc. are listed as consulting engineers.

Finch Appoints Kent

NEW YORK—Roscoe Kent, formerly associated with the DeForest Radio Company, Wired Radio and for the past few years with the Musak Corporation, has been appointed sales manager for Finch Telecommunications Laboratories facsimile apparatus.

W2XWF, local facsimile station, is now transmitting daily programs from 3 to 5 p.m. on 43.74 mc., newly assigned frequency. The FCC has just granted Finch an additional license to operate W2XWF on 42.18 mc. and tests are being conducted preparatory to establishment of regular schedules. Power, 1000 watts.

John F. Rider Publisher
404 Fourth Ave., New York City
Export Div., Rokco-International Electric Corp., 100 Varick St., N. Y. C. Cable: ARLAB

RADIO and Television RETAILING, AUGUST, 1939 PAGE 49
Gas Range Campaign Coming

"CP" types to be radio-promoted for thirteen weeks. Drive starts Sept. 1

NEW YORK—A thirteen-week, nationwide radio program of spot announcements to be broadcast from more than 100 key cities is included in plans for a fall campaign promoting "CP" (Certified Performance) gas ranges to begin September 1, according to an announcement by the Association of Gas Appliance and Equipment Manufacturers. October 2 is the date set for the first radio announcement.

Plans for the fall campaign, the third to be projected this year, center around getting local sales outlets conscious of the large gas range market made available by the approximately 8 to 9 million obsolete cooking appliances estimated to be still in use throughout the country. Twenty-six manufacturers take part in the drive.

A sales plan book, built around the "Save While You Cook" theme, will be mailed about August 1 to more than 20,000 retail dealer outlets and utility executives by the sponsoring Association.

RCA Soundmen Hear Fall Plans

CAMDEN—Revolutionary advertising and sales promotion plans for RCA sound amplification products this Fall were reviewed late last month to the firm's sales engineers assembled here late last month. In attendance were A. W. Schneider, I. Strauss, J. C. Fields, Russ Stier, P. B. Reed, John Yost, A. C. Lindquist, H. V. Somerville, S. D. McIntosh, C. A. LaHar and S. J. Combs.

George R. Ewald, in charge of commercial sound sales, and Harry Mickel, in charge of police radio sales, conducted the meeting. Addresses were delivered by execs George K. Throckmorton, Henry C. Bonfig, Frank E. Deakins, W. L. Rothenberger, Fred D. Wilson, M. C. Batsel, E. T. Jones and others.

Distribution News

HYGRADE-SYLVANIA—Howard J. Fairbanks, Pittsburgh division manager since 1937, has been given additional territory, will henceforward make his headquarters in the Baltimore office, handling both territories. Philip M. Pritchard, formerly in charge of the Baltimore territory's renewal sales, has been transferred to Chicago, where he will assist western division equipment sales manager J. A. Wheelock.

TUNG-SOL—Rissi Brothers of Detroit will distribute in its territory. Al Rissi is president; Emil Rissi, vice-president and Ted Rissi, secretary-treasurer.

STROMBERG-CARLSON—Just appointed to distribute this line are: Byrana Manufacturing, Greenville, S. C.; W. Irvin & Thomas Hardware of N. Birmingham, Ala., Roybro Electric of Tampa, Fla., and Tracy & Co. of Providence, R. I.

THORDARSON—Harry B. Segar of Buffalo is a new Thordarson rep for upper New York state and Erie, Penna.

MOTOROLA—Tom Cox has just been made sales representative for Galvin's home and car radio lines for western New York, western Pennsylvania, Ohio and West Virginia.

FARNSWORTH—The Harten-Knodel Distributing Co. of Cincinnati has this line in southern Ohio, southeastern Indiana and northern Kentucky. The firm also distributes Norge products, Columbia, Brunswick and Vocalion records. Ray Harten is president and Harry Knodel, vice-president of this firm, in business since 1928.

FADA—New distributors include: Keller Distributing of Springfield, Mass., and Hartford, Conn., W. M. Ray & Co. of Norfolk, Philadelphia Motor Accessors of Philadelphia and Bright & Co. of Reading, Penna.

MAGNAVOX—Joseph Sprung of 254 West 31st Street, New York, has been appointed representative handling this firm's speakers and capacitors in the metropolitan territory.
Dealer Helps

TWO BULLETINS—Crowe Valve Plate & Mfg. Co. of 1745 Grace St., Chicago, has two important new bulletins. No. 225, a 16-page affair punched to fit standard binders, shows Crowe components for receivers, transmitters, television, sound equipment and experimental work. Bulletin No. 230 shows the complete line of Crowe remote controls for automobile radios.

COMPLETE CATALOG—Ready for distribution is a new catalog listing the complete Stancor line, many items of which were seen for the first time at the recent Parts Show in Chicago. Known as form 140-A. Available from Standard Transformer Corporation, 1500 North Halsted St., Chicago, or through its distributors.

CHANGER CATALOG — Garrard Sales Corporation of 296 Broadway, New York, has a new 16-page catalog describing and illustrating its complete line of automatic record changers, motor-up picks-ups and turntables. Copies on request.

RESISTORS, CONTROLS—International Resistance Company of Philadelphia lists its complete line of IRC products available through the jobbing trade in a new, easy-reference catalog just announced, includes a number of important recent developments and products.


HOME LAUNDRY HELP—Included in a wealth of dealer help material just released by Bendix Home Appliances, Inc. of South Bend, is a 6x6-ft. backdrop for displays featuring the new Standard Model Bendix Home Laundry. Includes interchangeable panels which may be changed to keep the display up to date, an indirect light.

MOTOR STARTERS—The Aerovox Corp. of New Bedford, Mass., has a new four-page catalog of its motor starting capacitor line. Described is a novel and practical capacitor selector designed to tell what sizes are needed where originals are open-circuited or otherwise defective, plus emergency capacitors having several plug-in leads permitting temporary repair.

TRANSFORMERS—Catalog No. 400, Fall and Winter Edition, has just been released by the Thordarson Electric Mfg. Co. of 800 West Huron St., Chicago, may be obtained from the factory or any of its distributors. Includes many new transformers and the new line of automatic voltage regulators.

Refrigerator manufacturers are told in a new bulletin the Dew Point is not the correct basis for temperature measurement. The bulletin, No. 348, features new data on the Dew Point which has been important in the cooling industry, and breaks down the problem of condensation, and types of refrigerants which are effective against it.

This New Series Webster Electric Crystal
Pick-up Offers Jobbers MAXIMUM Profits

Many outstanding features, unusual performance, beauty of design, and the reputation of Webster Electric make this new Pick-up a good bet for any jobber. The price is right, and discount insure real profit to jobber and service man. Write for details—you'll want to read about the features of the NEW Webster Electric Crystal Pick-up.

WEBSTER ELECTRIC COMPANY
RACINE, WISCONSIN, U.S.A. Est. 1909
Webster Electric, 100 Varick Street, New York City, Cable Address: "ARLAB" New York
ARE YOU SELLING DOWN

(Continued from page 15)

to the fact that he had taken on only what man-power could be given adequate supervision. To take on men at two dollars a day, and not give them such supervision, is suicide. This is because the supervision not only supervises (so the men will work), but also closes practically all the business (so there will be something out of which to pay the men their salaries).

This is a definite kind of expansion. It is a type of expansion which not only (1) increases the man-power, but at the same time (2) increases the efficiency, the produc-
tiveness of the man-power—both the new man-power and the man-power already on hand.

But how to expand further? Where to find supervisors? How to procure additional selling ability? That is something else.

Finding Supervisors

I suggested, when writing on "Organization," that the sales manager might know where to find his supervisors, that he might know a number of men with the necessary qualifications and experience, perhaps free-lances, perhaps men working elsewhere.

Supervisors have been gotten, on occasion, by newspaper advertising. But if the sales manager doesn’t know the applicant personally, the applicant must be able to convince the sales manager that he can guide, profitably, the destinies of three or four men each receiving ten dollars a week salary.

The thing to do, when picking a supervisor, is to look for a salesman. There are plenty of men with a lot of experience in the electrical appliance business who wouldn’t make good supervisors: and yet...

... I’m almost afraid to say this, because experience in the business is so obviously essential ... there have been cases where a man, a fine salesman with no experience whatever in the business, has made a good supervisor—after, of course, a few days of intensive drilling in the merchandise. In other words, you’d do better to hire for a supervisor a good salesman who has been selling fire engines or Fuller brushes, rather than a poor salesman who has been in the electrical appliance business for twenty years.

If your man is a good salesman,

(Continued on page 64)
Frequency Standard

Generating test signals every 10 kc., 100 kc., and 1000 kc. throughout the radio spectrum, the crystal-controlled frequency standard by Hallcrafters claims high accuracy.

The unit consists of a 6F6 crystal oscillator in conjunction with a special quartz crystal which will oscillate at either 100 or 1000 kc., depending on the circuit constants. With switch S, set to 1000, the output, when connected to the antenna and ground terminals of a receiver with the beat-oscillator running, may be heard at 100 kc. points on the dial. This is to give approximate positions on the dial or, if the frequency desired is some multiple of 1000, it may be used for direct calibration.

When S, is switched to 100 a different inductance is inserted in the plate circuit of the crystal oscillator and the crystal oscillates at 100 kc. As in the first case, signals then can be heard throughout the dial but this time every 100 kc. This gives a finer breakdown and is to be used when desiring frequencies which are a multiple of 100.

Turning S, to the last position, namely 10 kc., switches the 6N7 multivibrator into the circuit to give 10 kc. beats in between the 100 kc. points. The multivibrator is adjusted by means of the 15000 ohm potentiometer in the left grid circuit so that the frequency of oscillation locks in with the 100 kc crystal. Thus its stability is as good as the crystal oscillator.

When first placed in operation the frequency standard should be checked by switching to 100 kc. Tune any receiver carefully to a broadcast station transmitting on any multiple of 100 kc. (600-700-800). Undoubtedly a beat-note will be heard. Adjust the "Crystal Tuning" control slowly until you have reached zero beat. The unit is then fully adjusted.

The 6L7 serves as an amplifier as the harmonic output drops off around 7 mc. The output tuning control permits adjustment of this circuit.

Portable Pack

Designed to supply plate and filament voltage to any of the battery portables from a power line, a pack by General Transformer provides universal sockets to accommodate most plug-in connections.

The "A" section contains a full wave, copper sulfide rectifier filtered by a condenser input filter, a choke and an output condenser. The terminal voltage is 1.5 volts with a 200 milliamperes load and 1.1 volts at 300 milliamperes.

The "B" supply employs a 76 as a half-wave rectifier and condenser input. A supply voltage of 90 volts at 1.3 milliamperes is obtained which increases to 102 volts at 8.5 milliamperes.

The "A" and "B" sections are not common to each other or to the metal container since various receivers contain different biasing methods.
Phonoscope

The combination audio and wireless record player by DeWald may be used to play disc recordings directly or be reproduced through a remote radio receiver.

By throwing the switch above the 12BBG7 to “audio,” the unit will reproduce directly through its own amplifier and speaker. The triode of the 12BBG7 and the 32L7GT provides the audio amplification, receiving the signal from a crystal pickup. A jack is provided for plugging-in any high-gain high-impedance microphone.

When the switch is set to “r.f.,” wireless connection may be had to any receiver tuning to approximately 550 kc. Under these conditions the pentode section of the 12BBG7 serves as an oscillator, coupling back to the power line through a 100 mmf condenser and a wire in the line cord. Adjustment of the operating frequency may be obtained by means of the trimmer across the oscillator coil.

Ultra High Converter

Using a single 6K8, a high frequency converter by Guthman may be used on any home or auto receiver to receive 5 or 10 meter signals.

The unit is compact enough to be clamped on the steering post and used in conjunction with the auto set when tuned to 1500-1600 kc.

Double-spaced 20 mmf tuning condensers are used to give good band spread in conjunction with a 7 to 1 ratio dial. A coil shorting switch grounds portion of the converter input and oscillator coil so as to resonate these on 5 meters. On 10 meters the entire coil is used.

Since a 1500 kc. i.f. is used this would bring any images 3000 kc. away from the original signal, sufficiently outside the 10 meter band to be unobjectionable.

Current drain from the car battery at 6 volts would be 3 amp. Plate current drain is 10 to 12 ma.

Operation of the 25C6G

The published characteristics for Type 25C6G indicate that this tube is identical to the 6V6G except for the heater rating, which is 0.3 ampere at 25 volts, according to a bulletin by Sylvania.

Recently a new rating was established for the 25C6G and 6Y6G, permitting operation with plate and screen voltages of 200 and 135 volts respectively.

While a 110 volt condition has not been previously set as a rating, it will be noted that the characteristics offer some possibilities where a receiver might be designed to operate on both 110 volts and 220 volts, or if it is desired to use the same output tube in receivers designed to provide for operation at different line voltages.

The maximum ratings are design centers for a line voltage of 117 volts. If it is desired to use these types with other plate and screen voltages which are below the maximum values, the operating conditions must be such that the maximum plate and screen dissipations are not exceeded. Failure to do so may result in grid emission difficulties and short life.

Where it is desired to use the 25C6G in an a-c receiver designed for operation on both 110 volt and 220 volt lines, and the plate voltage on the output tube in increased when the switching arrangement is set for the higher voltage condition, “compromise” values of bias resistors and load impedances may be used. Thus the bias resistor could be nominally 210 ohms and the load impedance 2300 ohms without noticeably affecting the operating characteristics at either the high or low voltage.

Three Tube Battery Portable

Weighing only 34 pounds, complete with batteries and built-in antenna, is a midget portable by Majestic.

The tube line-up is orthodox except for the 1D8GT, a bantam diode-triode-pentode. Batteries required are 1 1/4 volts “A” and 60 volts “B.”

The outside measurements of the cabinet are approximately 7 inches by 5 inches by 3 3/4 inches, giving the unit extreme portability.

In effect, the receiver is a 5 tube performance affair. The 1D8GT combines the detector, first audio and output in one tube, thereby reducing the number of tubes that can be seen on the chassis.

A loop antenna is incorporated; also, provision is made for an additional antenna.
**Audolyzer**

The schematic here shows Supreme's new instrument for "signal chasing".

Two 6SK7 r.f. amplifiers, tuning from 95 kc. to 14 mc., provide the necessary gain before the signal is rectified by the diode elements of the 6SQ7. The input of the first stage is impedance coupled to the r.f. test probe. Across this circuit also is an r.f. multiplier to accommodate various signal levels. The signal, after being rectified by the diode detector, is amplified by the triode section of the 6SQ7 feeding into the 6V6G and thus to the speaker.

Coupled to the grid circuit of the triode also is the audio test probe. The action of this will be explained later.

To test a receiver it is only necessary to touch the r.f. probe on the input and output of each stage, starting with the antenna and working through to the detector. A dial on the panel must be tuned to the operating frequency of the receiver in order to resonate the tuned amplifiers to the receiver. For a t.r.f. receiver this tuning is adjusted once and left there. For a superhet two adjustments must be made, one for the r.f. input and one for the i.f. The object is to test through the circuit to find where the signal disappears. In this way the troublesome stage can easily be found.

Past the detector the signal is no longer of an r.f. frequency so the audio probe must be used. This is carried through the audio stages to the speaker in a similar fashion.

If the receiver is operating normally and tuned to a station or signal generator, a signal will be heard from the speaker of the Audolyzer. If a stage is dead no signal will be heard when the probe passes that stage.

In addition, a vacuum tube voltmeter is built-in. This is useful in checking a receiver's oscillator for uniform output or dead spots.

---

**EVERY JOBBER—EVERY P.A. MAN—EVERYBODY—will be interested in**

**WEBSTER—CHICAGO'S SEPTEMBER ADVERTISEMENT**

**"The Sound of Tomorrow"**

PERMANIC MIKE—The "work" of Quan Nichols new microphone, operating on the armature principle in conjunction with a powerful permanent magnet, high impedance output is provided.

---

**SPRAGUE ATOMS**

**FREE.. JUST OUT!**

**GET YOUR COPY TODAY**

See your Sprague jobber or write to us for a copy of the new Condenser News. Brimful of helpful data, news and diagrams for service men, amateurs, etc. They're free as long as the supply lasts!

**Coming!**

Now on press is the Sprague Manual on Radio Interference Elimination—by far the finest, most helpful book ever published on this important subject. All the material is new. It's practical, easy to follow—and it's complete. Copies available after Aug. 1 at 25c net. Order direct—or through your jobber. Don't miss it!

**SPRAGUE PRODUCTS CO.**

---

**SPRAGUE CONDENSERS**
Wireless Record Player Adapter

Designed to convert any record player into a wireless record player the model OSC-22 oscillator by RCA is compact enough to be housed in almost any small cabinet.

As illustrated, the unit is entirely self contained, filament and plate voltage is supplied from the line. Thus complete remote action may be had with no interconnecting wires to the receiver.

The 6SA7 oscillator delivers radio frequency power to a wire in the line cord. The frequency of this may be anywhere in the neighborhood of 530-625 kc., depending on the setting of the permeability tuned oscillator coil. Part of this power is radiated directly; the rest, flowing into the power line, is radiated throughout the building.

Connected to number 1 grid of the 6SA7 is the phono pickup terminals which delivers a small signal voltage to this grid. The intensity of oscillation and consequently the power output of the oscillator varies in accordance with this voltage. Since the voltage conforms with the signal or recording, the strength of oscillation takes a similar form and the oscillator is said to be modulated. This may then be tuned in on any standard receiver in the vicinity and would appear identical to a broadcast station.

The only requirement of the oscillator is that it be set to some frequency which is inactive at the moment. If a broadcast station is transmitting at the time, a beat-note and serious interference will be heard.

A volume control is built into the oscillator to permit regulating the signal. Best quality will usually result with the lowest setting of this control. However, in this position background noise and hiss will probably be high so an intermediate setting would be preferable.

New Tubes

HY114—High frequency 1.4 volt triode oscillator, r.f. amplifier, detector by Hytron with grid and plate terminals brought out at the top; by Hytron with grid and plate terminals brought out at the top; by Hytron with grid and plate terminals brought out at the top; by Hytron with grid and plate terminals brought out at the top.

Characteristics as r.f. power amplifier or oscillator are:

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heater Voltage</td>
<td>1.4 volts</td>
</tr>
<tr>
<td>Heater Current</td>
<td>.12 amp</td>
</tr>
<tr>
<td>Plate Voltage</td>
<td>180 volts</td>
</tr>
</tbody>
</table>

ORGANIZED SERVICE—Convenience and efficiency are the keynote of R. R. Harris, Ojus, Florida. Note neat housing of portable units in test panel.

SERVICE DELUXE—Well organized service bench of Emergency Radio Service, Chicago. The panels above the bench may be opened and contain a large stock of tubes. John F. Beranich is the man at work.

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plate Current</td>
<td>15 ma</td>
</tr>
<tr>
<td>Grid Current</td>
<td>3 ma</td>
</tr>
<tr>
<td>R.F. Power Output</td>
<td>2 ma</td>
</tr>
</tbody>
</table>

1D8-GT—A diode-triode-power amplifier-pentode by RCA. Octal base connections are: 1—no connection, 2—F plus, 3—pentode plate, 4—Pentode screen, 5—pentode grid, 6—triode plate, 7—F minus, 8—diode plate, cap-triode grid.

Pentode Characteristics are:

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plate Voltage</td>
<td>99 volts</td>
</tr>
<tr>
<td>Screen Voltage</td>
<td>99 volts</td>
</tr>
<tr>
<td>Grid Voltage</td>
<td>-2 volts</td>
</tr>
<tr>
<td>Plate Resistance</td>
<td>62 megohms</td>
</tr>
<tr>
<td>Transconductance</td>
<td>925 umhos</td>
</tr>
<tr>
<td>Plate Current</td>
<td>5 ma</td>
</tr>
<tr>
<td>Screen Current</td>
<td>-1 ma</td>
</tr>
<tr>
<td>Load Resistance</td>
<td>12000 ohms</td>
</tr>
<tr>
<td>Total distortion</td>
<td>19 per cent</td>
</tr>
<tr>
<td>Power Output</td>
<td>200 mw</td>
</tr>
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</table>

Triode Characteristics are:

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plate Voltage</td>
<td>99 volts</td>
</tr>
<tr>
<td>Grid Voltage</td>
<td>2 volts</td>
</tr>
<tr>
<td>Amplification Factor</td>
<td>25</td>
</tr>
<tr>
<td>Plate Resistance</td>
<td>43900 ohms</td>
</tr>
</tbody>
</table>

RADIO and Television RETAILING, AUGUST, 1939
Here's the greatest value in...

**TUBE CHECKERS**

...with features for today's and tomorrow's needs... stays up-to-date... saves you frequent replacement costs!

**WESTON MODEL 773 TUBE CHECKER**

$50 63 NET IN U.S.A.

PORTABLE MODEL, $45.00 NET

... in combination case with Model 772
20,000 ohms per volt analyzer $93.00 net

★Tests high filament voltage tubes (up to 117 volt types)
★Tests Loktal tubes
★Tests OZ4
★Tests for Shorts
★Tests for noise
★Tests open elements
★Individual element test
★Large WESTON Meter

Here's a tube checker that will end your frequent replacement headaches. It furnishes complete tests on present commercial tubes; and, in addition, the circuits are designed with an eye to the future. Thus you won't be caught short...this year or the next... with a checker "totally out of date." That's the way WESTON designs and builds tube checkers, as well as all other radio instruments. You can prove this point by observing the thousands of older WESTON tube checkers still in active service... still up-to-date... despite the many changes during the past several years.

And to aid those thousands of servicemen whose checkers have loktal sockets, yet will not test the new high filament voltage tubes, WESTON offers the new, inexpensive FILATROL unit, described below. **It may save you the cost of a new tube checker!**

For full particulars on WESTON Model 773 and the new FILATROL unit, see your jobber or return the coupon today.

**WESTON FILATROL**

$4 95 SAVES YOUR TUBE CHECKER

Tiny device plugs into the tube checker and AC supply... enables you to test high filament voltage tubes requiring from 35 to 117 volts! Complete test data with each unit. For use with most tube checkers having loktal sockets. Get complete information. Return coupon.

Weston Electrical Instrument Corporation
581 Frelinghuysen Ave., Newark, N. J.
Send complete information on WESTON Tube Checkers and the new FILATROL unit.

Name
Address
City
State
What's Wrong Here

Characteristic test images enable the serviceman to quickly troubleshoot television circuits

**SOUND MODULATION**—Poor selectivity or mistuning of the video r.f. section will cause dark lines such as these to run through the image. They are part of the audio signal and vary in intensity with the signal.

**DIATHERMY INTERFERENCE**—An irregular "herringbone" effect can usually be traced to a local diathermy machine. Interference of this type is only momentary, drifting in and out of the picture.

**VIDEO RIPPLE**—An open filter condenser in the video amplifier results in a black-out on parts of the image. The position of the dark portion will vary depending on the ripple phase.

**HORIZONTAL RIPPLE**—Excessive ripple in the horizontal deflection circuits causes a weaving of the image as can be seen here. This may take place when separate power lines operate receiver and transmitter.

**AUTO INTERFERENCE**—High noise level causes spots or streaks, depending on the ratio of signal to noise. Avoid placing the antenna near a busy street to reduce this to a minimum.

**OPEN FILTER**—This effect is obtained when both high voltage filter condensers are open. Ripple in the deflecting circuits and video amplifier would produce a similar image (Photos from "Practical Television")

PAGE 58

RADIO and Television RETAILING, AUGUST, 1939

www.americanradiohistory.com
"The Service Man's Favorite Test Instrument"

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

"PINCOR"
Gasoline Engine
POWER PLANTS

Electricity for Farms ... Homes
"GOLD CROWN"—HEAVY DUTY POWER PLANT. Available as follows: 32 or 110 volts D.C., also 110 and 220 volts A.C., 600, 1000, 1500 watts and up. Electric starting, air or water cooled.
"ELITE DIAMOND"—COMBINATION A.C.—D.C. POWER PLANT. All New "2-in-1" electric plant supplying 325 watts, 110 volts A.C. 60 cycles; also 200 watts, 5 volts D.C.; 250 watts, 12 volts D.C. or 325 watts, 5 volts D.C. Electric starting.

PIONEER GEN-ER-MOTOR CORPORATION
Dept. R-IH, 460 W. Superior St., Chicago, Ill.
Please send me literature, price sheets and other information about the New "PINCOR" GOLD CROWN and BALD DIAMOND Power Plants.

Name
Address
City State

Mr. Serviceman: YOU'RE IN GOOD COMPANY WHEN YOU'RE IN THE RSA!

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 is proud to announce that final details of plans for complete cooperation with the NAB, through local broadcasting stations, are rapidly being completed.

RSA chapters will receive, entirely free of charge, complete Television Course for instruction in tele-

vision servicing and installation in the very near future.

RSA has helped thousands of its members solve their technical problems during the past year.

Membership quotas in some sections of the country have practically been completed.

We urge all interested servicemen to contact the RSA immediately for details of membership.

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-839

Joe Marty, Jr., Executive Secretary
304 S. Dearborn Street, Chicago, U.S.A.
TRICKS

ACRATONE 9A
Oscillation . . . turn second r.f. coil at right angles to antenna coil or visa versa.

MOTOROLA 8-60
Cuts out after set warms up . . . Check 68,000 ohm 1/2 watt resistor in oscillator coil can for change in value. Replace with similar unit inside of can.

MOTOROLA 8-70, 8-80
Loud hum which increases as volume is decreased. Drill out rivets holding pushpull input transformer and rotate transformer to find position of minimum hum. Fasten in place with brackets.

PHILCO 18
Dead on low frequency end of dial . . . Check oscillator coil for increase in resistance through corrosion.

PHILCO 20
Oscillation when volume is increased . . . check .05 mfd screen by-pass on 24 r.f. for open.

PHILCO 610
Musky . . . Voltage on 42 screen much higher than plate. Insert 2000 or 3000 ohm resistor in series with screen lead.

RCA RADIOLA 17
Oscillation over upper half of dial . . . Change 1000 ohm grid resistor in second r.f. stage to 2000 ohms.

RCA 5B
Dead on low frequency settings of dial . . . reduce screen voltages on 1A6 and 1A4 tubes by replacing 25,000 screen resistor with 50,000.

RCA C6-1
Noisy, even with volume in off position . . . Suspect 85 ohm section of cathode resistor unit.

RCA R27
Insensitive . . . connect a .01 mfd condenser from plate to terminal to grid terminal on the r.f. coil.

SCOTT CUSTOM BUILT
Some of these use neon tubes as voltage regulator which tend to oscillate under certain conditions. Shunt .5 mfd condenser from high voltage lead of neon to ground.

SILVERTONE 4615
Blows fuses . . . Insulate shield at bottom of vibrator section of chassis. Also, insulate filament choices from candlehol resistor.

SILVER MARSHALL 60
Distortion . . . replace bias cell on 6F5. Also change 1 megohm grid return resistor on 6F5 to 250,000 ohms to prevent grid from going positive on audio peaks.

SIMPLEX P
Dead . . . replace .00008 mfd condenser from negative filament of first detector to chassis.

SPARTON 7A
Bursts into full volume with volume control set low . . . Replace leaky cathode bypass.

SPARTON 61, 62
The shielded grid lead running between the 25Z5 and 43 often shorts due to insulation crumbling from heat exposure. Check this when servicing these models.

SPARTON 537, 577
Dead or weak and distorted . . . test for short or leakage in 0.1 mfd. condenser, bypassing juncture of 270,000 and 100,000 ohm resistors in plate circuit of 6Q7G. Original rated at 400 volts; replace with 600 volt unit.

SPARTON 740
Fading . . . check for leaky cathode bypass in preselector stage. To test this, disconnect volume control leads from the terminal strip. If set operates in this condition, replace condenser.

STERLING MODEL F
Hum . . . insert 1500 ohm 10 watt resistor in series with field to increase bias on 45 output.

STEWART WARNER 91-62
Sensitivity drops after playing a short time, tuning eye will not operate . . . Liquid leaks out of electrolytic condenser and partially shorts a.c. system.

FAMOUS MEMBERS OF A FAMOUS FAMILY
Preserved for posterity on the pedestals of popularity are those four genial gents who represent the millions of Quality parts in use throughout the world.

As a foursome . . . or individually . . . they stand for sterling honesty in performance . . . integrity in service . . . and all the other glowing virtues that a radio-part should possess.

So, if you are a ham . . . a serviceman . . . an experimenter . . . fail not . . . on sundry and all occasions . . . to SPECIFY CENTRALAB.

- RADIOHM In standard or midget . . . low noise level . . . long life.
- FIXED RESISTOR Insulating and conducting area baked together into one . . . copper sprayed end connection.
- CERAMIC CAPACITOR Where permanence or temperature compensation is important.
- WAVE BAND SWITCHES In Isolantite or Bakelite . . . available in various combination.

Div. of Globe-Union Inc.
Centralab
Milwaukee, Wis.
STEWART WARNER R120A

Weak . . . short out cathode resistor of oscillator tube.

STEWART WARNER R143

Noise but no signal . . . resolder cathode tap of oscillator.

TROY 5L5, 5V5, 15

Weak . . . look for open .1 mfd 200 volt condenser in a.c. voltage circuit.

TRUE TONE AUTO RADIOS

Noisy . . . look for defective first i.f. transformers.

U. S. RADIO 24

Weak or no reception on low frequency half of band . . . open 4 mfd. electrolytic condenser, connected between chassis and high voltage center tap of power transformer, (across 500 ohm bias resistor of 47 tube) is often cause, not any defect in oscillator.

Alignment . . . this receiver, having but four tubes, utilizes regeneration to increase sensitivity. Accordingly, alignment procedure differs somewhat from usual method. Before adjusting i.f.s., oscillation control condenser is set to minimum capacity by turning adjusting screw counterclockwise. The i.f.s. are then peaked at 455 kc. Next follows adjustment of oscillation control condenser to point of oscillation and "backing off" a quarter turn below squelching point. The i.f.s. are now realigned and oscillation control condenser again adjusted to squeal point and "backed off" a quarter turn as before. This completes the i.f. alignment. Adjustments on the r.f. and oscillator circuits are carried out in orthodox fashion. In event oscillation reappears, oscillation control condenser is "backed off" further till oscillation ceases. The i.f. trimmers, however, are not to be touched again.

Location of trimmer condensers: r.f., on front gang condenser; oscillator high frequency, on rear gang condenser; i.f. secondary, forward screw atop i.f.-oscillator assembly; oscillation control, rear screw atop assembly; i.f. primary, forward screw on base of assembly, oscillator paddler, (for adjustment at 600 kc.) rear screw on base of assembly.

U. S. RADIO 26, 26-P

Oscillation . . . loose or dirty rotor wipers on condenser gang repeatedly cause this trouble. Remove wipers, clean, bend slightly to give better tension, replace.
MAKE Extra PROFITS by selling TONK Cabinets for PHONOGRAPH RECORDS

We make a complete line of cabinets having the finest phonographs and room effects. Style 7002 illustrated: Smartly styled walnut door cabinet. Height 35". Tops 22T.16". Holds 216 records in albums; over 400 loose.

When you sell TONK cabinets you have this assurance: they live up to the TONK craftsmanship which has been rigidly maintained through 67 years of specialization in the manufacture of piano benches and music cabinets.

Write for new folder showing complete line
TONK MFG. CO.
1912 North Magnolia Ave. Chicago, Ill.

RCA R35
Intermittent fading, noisy. . . . Remove cotter pins on variable condenser shaft and insert washers of the correct thickness to take up play.

RCA R37, R38 (GE K-60, K-65)
Components subject to breakdown: two 10,000 ohm carbon resistors, one connected between B plus and all screens except that of 2A5, other between same screens and chassis. Use 10 watt replacements. Electrolytic condenser block also source of trouble.

RCA 85T
Weak . . . check for shorted turns in antenna coil. This is rather difficult to check since the total resistance is only 0.5 ohm.

RCA 96 T2, 96K
Intermittent reception . . . Check socket prongs under push button assembly for short.

RCA 9674, 9675, 9676
Pushbutton antenna trimmers will not tune . . . look for short to rivet between back to back hand switch terminals. Both are indicated as 8 in the diagram although there should be no electrical connection.

RCA 98K
Line noise when tuned automatically, decreases when "dial turning" button is pressed . . . Noise is induced into set by motor windings. Connect .01 mold 600 volt condenser from extreme right hand terminal of tuning switch to chassis.

RCA RO-23
No reception, set smokes . . . inspect pilot light socket for loose terminals which cause leads to short.

RCA 1939 ELECTRIC TUNERS
If station indicator won't come to stop but keeps moving back and forth tighten set screw on motor flywheel.

REMLER 60
Loss of volume after a few minutes operation . . . Check for internal short in positive legs of C14 and C15 filter condensers. This shorts out speaker field.

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
---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

RADIO and Television RETAILING, AUGUST, 1939
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Utah Radio Products Co.
Webster Co., Inc.
Webster Electric Co.
Westinghouse Electric Supply Co.
Western Electrical Instrument Corp.
Willard Storage Battery Co.

SEARCHLIGHT SECTION
New "SEARCHLIGHT" Advertisements
must be received by September 6th to appear in the September issue.
Address copies to the
Departmental Advertising Staff
Radio and Television Retailing
330 West 42nd St., New York City
See last issue for advertising rates

"R. M. S. SUPER" COMPACTS
Exclusive Radios for the Service-man
Low Last 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.
801 S. Adams St., Peoria, Ill.

REPRESENTATIVES WANTED
REPRESENTATIVES with following of Jobbers, Chains, and larger Dealers, to sell standard, radio lines in continuous demand. Several Eastern and Southern, most 33rd and Far Western territories still open. Write fully.
RW:121, Radio Retailing, 228 W. 42nd St., New York, N. Y.

RADIO
When the store-front flashes RADIO . . . and other modern home equipment . . . it's a sign of the LIVEST DEALER IN TOWN!
He likes Radio Retailing best because it helps him most in selling everything electrical.

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 vibration-less. Approved and recommended by leading ear manufacturers.

L. S. BRACH
MANUFACTURING CORPORATION
World's Largest Makers of Antenna Systems
55-67 DICKERSON STREET
NEWARK, N. J.

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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 Offices: 95-129 North Broadway, Albany, N. Y. Editorial and Executive Offices: 330 West 42nd Street, New York, N. Y.
Another On The Fence

While we appreciate the article in your May issue, on the importance of Electric Fencing, you have done us great harm by your statement that power line connections for Electric Fencing is "out." PRIME Electric Fence CONTROL- LERS, from high-line connections, are fully approved by the Industrial Com- mission of Wisconsin and the State of Oregon. The fact of the matter is, Electric Fencing had its start with high-line controllers. The first and original Electric Fencing, which we placed on the market eight years ago, was a high-line connection, and tens of thousands of these Controllers have been in use during this time . . . without injury to man or beast.

Here are further facts as to the safety of PRIME Controllers for highline connection: They are approved for safety by the Industrial Commission of Wis- consin, the Oregon Electrical Board and the Connecticut Public Utilities Commission. They have had their safety proven by eight years of use on over 80,000 farms in every State and in foreign countries. Their record for safety is backed by Lloyd's of London, in an insurance policy issued to users.

MILWAUKEE
E. J. MONTANIL
The Prime Manufacturing Co.

Tubes Poor Yardstick

Your campaign for better radios is something that has long been needed. Included in the campaign should be some different method of rating radios other than by the number of tubes. Stating the number of tubes merely gives an idea of what the radio should do rather than what it actually does.

There should be some standards as to sensitivity, selectivity, tone, etc., supplied by the manufacturers, so that the public could know exactly what it was buying from the standpoint of performance.

EARL R. HOBBS
CAVITE, PHILIPPINE ISLANDS

Standards of the kind you suggest are extremely difficult to establish and more difficult still to adhere to closely in production. We agree with you that such standards would be a fine thing; but wish to point out that even in other and much less complicated fields, they have rarely been successfully established and that even when they have, the public still makes its choice in most instances as a result of price or appearance.

Best solution at the moment, it seems to us, is comparative demonstration.

Profit, Gross and Net

I never realized before that any magazine could contain so much "meat" about selling and servicing.

So far, in this little town, I haven't had serious competition and most of my business comes from rural families. But I can see what a wonderful thing it would be if every single dealer and serviceman would read Radio Retailing. I believe the hardest thing to learn in any business is the difference between gross and net profit and your magazine sure gives its readers that most precious and vital education.

LINDEN, N. Y.
R. A. MALLISON

BEHIND WHISKERS . . .

ANONYMOUS LETTERS are frequently re- ceived by the Editors, particularly when industry situations press hard on the magazine's readers.

Such letters sometimes call our attention to current conditions that need correction, start us thinking and writing in that direction. So we do not discourage them. The recent article series entitled "Are New Radios Good Enough" is a case in point.

We occasionally print letters from which we ourselves delete names, reserving the right to protect our correspondents. We do not, how- ever, publish letters whose authors are unknown; think our readers will agree that the Editors should know that their source is responsible.

A letter received this month, for example, bore the interesting slogan: "Let's Make the Tube Business Respectable," might have been pub- lished even without signature had we known its author.

Babies Cry For It

Just before closing time one night last week we were asked over the tele- phone to go out and repair a radio. The customer insisted that we come right away . . . that it was an emergency.

Upon arrival we found that the baby was always put to sleep by the radio and wouldn't go to sleep without it. A new tube fixed the set and, sure enough, the baby went to sleep!

My, my, what we radionians run into.

HILL CITY, KANSAS

RAYMOND E. ENGSTRAND
Engstrand Radio & Electric Service

Locks, Leadership

I think you have a great thing in Radio Retailing. Keep it up. Keep out all the trash as you have been doing. I think about all the radio men here read it. Have to keep it locked up 'til we are done with it. If we don't it "goes visiting" and we never see it again.

CHARLESTON, ILL.
LUTHER WRIGHT
Wright Radio Shop

I think Radio Retailing is the best in the business and that any other magazine is a long way behind it. I particularly like your technical department and hope that it will continue to show its leadership in technical data.

May I take this opportunity to con- gratulate you on a swell job and feel the rest of the fellows are with me.

MANSFIELD, PENNA.
BYRON A. NEAL
Neal Radio Lab.

MOVIE CAMERAS

(Continued from page 27)

during the following week, in a town of 600. If he sold no more (actually, he has sold many since then) he would have had an income of at least $2 weekly, aside from the profit on the cameras, from film sales later made to these initial pur- chasers.

For the past five years there has been a camera boom. Camera ad- dicts, both still and cine, are under foot wherever you go. Photographic concerns are working day and night planning new factories, running be- hind on orders. One company alone sold over 250,000 moving picture cameras last year. Such definite signs of a permanent picture boom cannot be ignored by radio dealers who call themselves progressive.

SPECIALTY SELLING

(Continued from page 52)

there is only one other requirement. He must be able to get along with his men.

Getting along with them consists, among other things, of having the welfare of each one constantly in mind, trying to close business for all, showing no partiality and yet (within reason) sometimes neglect- ing a more prosperous man to get through a sale or two for one of less ability, or less luck. If he can do all this and at the same time make the men respect and admire him, or at least admire his sales ability, he'll make a good supervisor.

About Expansion

Expansion? Yes, indeed. Every bit of the sales ability you have should be supplied with man-power to dig up prospects for it. Beyond that? Yes, indeed, if you can find the supervisors. Other- wise, no.
CROSLEY Products are quality merchandise

You can sell easier, faster, more profitably when you know the materials and the manufacturing methods in Crosley products are QUALITY all the way through.

NEW FREEZORCOLD SHELVADOR

Here is a new development in Crosley Shelvadors where frozen foods can be easily stored, fresh meats, game and fish frozen and kept deliciously until used, salads quickly chilled and ice cubes made and held against any party demand. Like all Shelvadors, quality manufacturing marks every step in fabrication. Finest American steel. A-mcc Ingot Iron, Bonderizing for perfect enameling. Air-conditioned enamel applications for satin-like surfaces. Rock wool insulation. Hydrogen electric brazing for permanent joints and seams, Oversized hardware, Scientific precision in compressor construction, Freon—the efficient, harmless refrigerant. Every detail is a quality operation to provide . . . "the best you can buy."

SHELVADOR PRICES BEGIN AT $99.50 and offer a complete step-up for all sizes of purses and families.

THE CROSLEY CAR

Manufacturers selected for their high standing as suppliers of automotive parts have developed the Crosley car into an amazingly rugged, easy riding, incredibly safe, smart appearing automobile performing at unbelievably low costs.


Doors and rear quarter of body now lined to match upholstery. Many other body refinements emphasize the car’s outstanding value.

Convertible Two and Four Seat Models

$325 & $350

At RICHMOND, INDIANA

NEW CROSLEY RADIO

In circuit development, audio improvement, and design, Crosley Radio reaches a new high in value. Pictured is the extraordinary Curveflector receiver embodying feather-touch electrical tuning, 8-tube superheterodyne circuit, 3 bands and the amazing new curved tone diffuser called the CURVEFLECTOR. See Crosley radio quality evident in construction . . . cadmium plated all metal spot welded chassis compensated for all temperature changes . . . switches with silver plated contact points . . . ball-bearings in tuning mechanisms . . . etched dials . . . individually balanced speakers.

Crosley Radios are manufactured in all popular types and models. Prices begin at $7.99 and offer dealers a full line of smashing superiority at every price level.

THE CROSLEY CORPORATION

WLW—Home of "the Nation's Station"—70 on your dial

POWEL CROSLEY, Jr., President CINCINNATI

See the Crosley Building at the New York World's Fair
Again Kadette steps ahead with a new compact. Kadette sets a new style trend in Radio cabinet design. Made possible by the exclusive engineering discovery of an inverted speaker using a secondary cone above the speaker cone to direct the sound waves out equally in all directions, making this the first non-directional compact ever placed on the market.

NOTE THESE FEATURES
1—5 tube superheterodyne
2—Built-in shielded loop antenna
3—Inverted dynamic speaker
4—Non-directional sound diffusion
5—RCA Radiotron tubes
6—Beautiful walnut plywood cabinet
7—Eye level tuning dial
8—Cabinet the same front or back

Write your jobber today for complete information on the Kadette line retailing from $49.95 down to $12.95 with full dealers profits. We will supply you with a handy Kadette vest pocket card case catalog of all models. Apply now for your Kadette dealer franchise.

ORIGINATORS OF PLASTIC CABINET COMPACTS

KADETTE RADIO CORPORATION

ANN ARBOR

U. S. A.

MICHIGAN

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