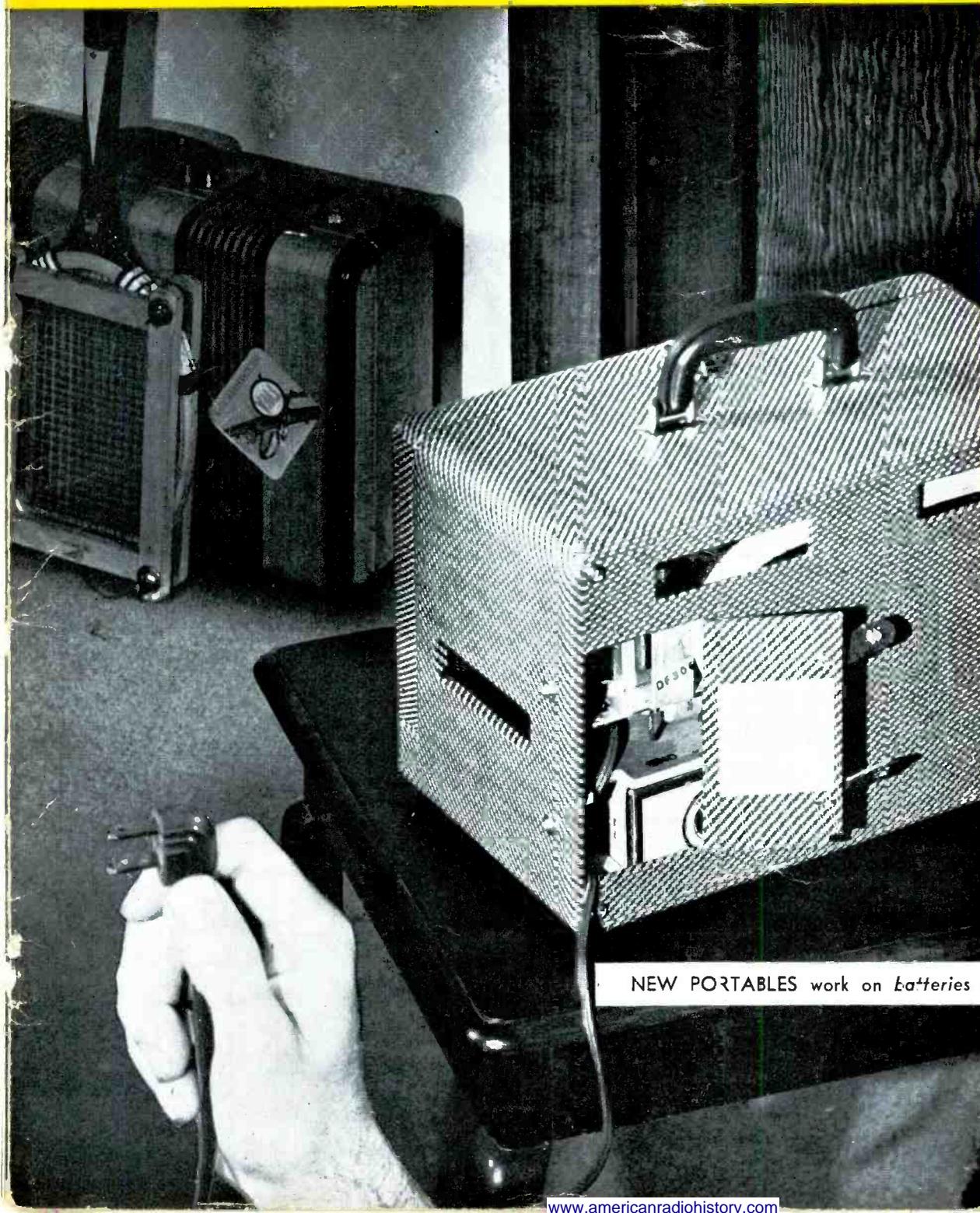


RADIO

*and
Television*

RETAILING

AUGUST • 1939



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

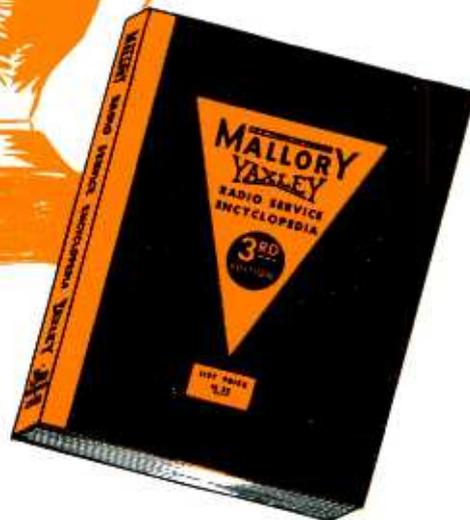
A
McGRAW-HILL Publication
Price 25c

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!

*The Greatest Reference
Work Ever Published*

*Special Authorized Service
Engineer's Price*

75^c Net

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!

*Approximation. Count indicated accurate as this advertisement was written.

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.

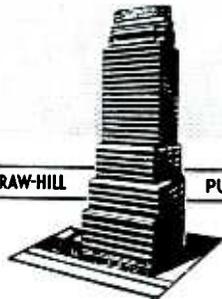
Use
P. R. MALLORY & CO. Inc.
MALLORY
REPLACEMENT
CONDENSERS...VIBRATORS

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

Use
YAXLEY
REPLACEMENT
VOLUME CONTROLS

RADIO

and Television RETAILING



A MCGRAW-HILL

PUBLICATION

AUGUST 1939

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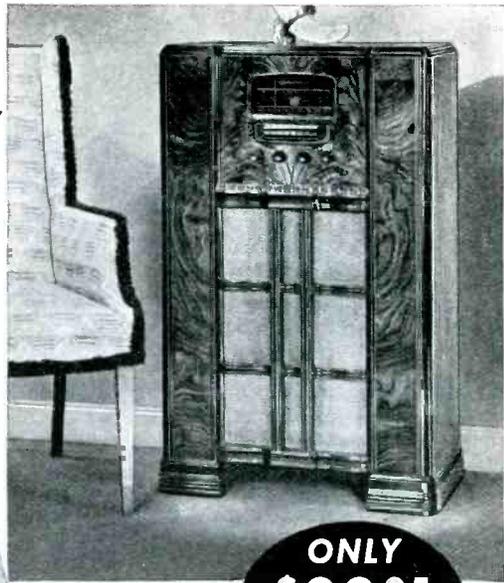
SALES STATIC . . . My neighbor has the same kind of radio that I have and she never has any trouble!"



ALREADY DEALERS REPORT

"Action"

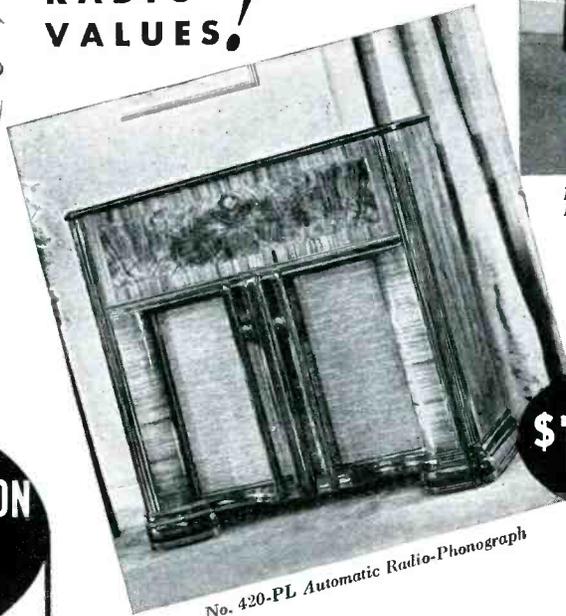
WITH THESE NEW
STROMBERG-CARLSON
RADIO!
VALUES!



No. 430-M Labyrinth
Radio with Carpinchoe
Leather Speaker

ONLY
\$99⁹⁵
f. o. b. factory

The first time a full-featured 9-tube (including Bi-focal Eye and Power Rectifier) Stromberg-Carlson Console with both the patented Labyrinth and patented Carpinchoe Leather Speaker ever sold at anywhere near this price!



No. 420-PL Automatic Radio-Photograph

ONLY
\$139⁵⁰
f. o. b. factory

Never before could you sell the luxury of an automatic Stromberg-Carlson radiophograph in such a gorgeous cabinet at a price to even compare with this low figure!

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*. It's going to be a big year no matter what happens in Europe.



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



Stromberg-Carlson 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.

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.

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.....

There Is Nothing Finer than a
Stromberg-Carlson

THEY CAN'T GET AWAY---



**FROM THE RAYTHEON EQUIPPED
TWO-WAY POLICE RADIO!**



Chief Michael F. Morrissey, head of the brilliant Indianapolis Police force, says, "Speed is the important factor in fighting crime. Our new two-way communication gives us a tremendous advantage over the rest of the world."

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.



RAYTHEON

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

"WORLD'S LARGEST EXCLUSIVE RADIO TUBE MANUFACTURERS"

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!

WEIGHS ONLY 2 lbs.

MEASURES ONLY 5 7-16" HIGH, 3 1-2" WIDE, 1 3-4" THICK

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-Bilt" construction of "B" batteries. And now the *ultimate* has been achieved by the development of a sen-

sational 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!

NATIONAL CARBON COMPANY, Inc.

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

The words "Eveready" and "Mini-Max" are registered trade-marks identifying products of National Carbon Company, Inc.

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.

P.R. MALLORY & CO. 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—*

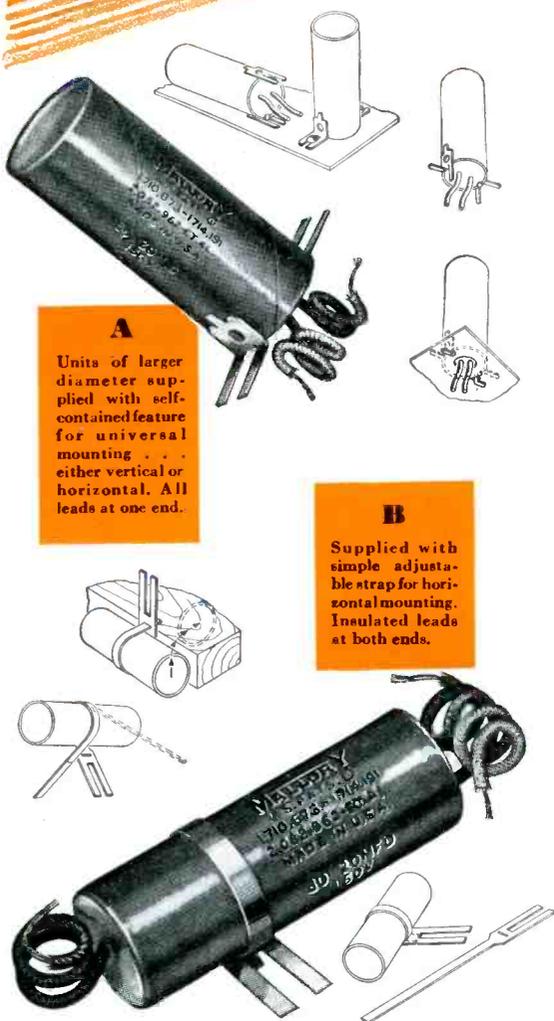
P.R. MALLORY & CO. Inc

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.



A
Units of larger diameter supplied with self-contained feature for universal mounting . . . either vertical or horizontal. All leads at one end.

B
Supplied with simple adjustable strap for horizontal mounting. Insulated leads at both ends.

C
These are provided with bare wire leads at both ends. Because of their small size no mounting feature is required.

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

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

Your Mallory-Yaxley distributor
 has a complete stock.

P. R. MALLORY & CO., Inc.

MALLORY

*FP (Fabricated Plate) CAPACITORS

have revolutionized condenser applications

*NOT etched construction



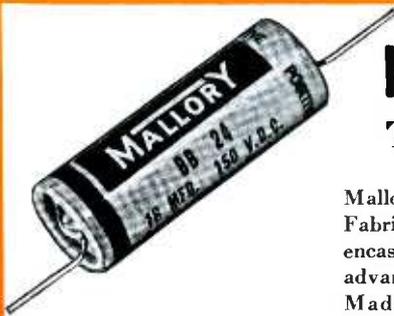
Developed by Mallory, Fabricated Plate Capacitors offer smaller sizes without sacrificing safety or efficiency. Low R. F. Impedance, surge proof construction and improved sealing against humidity and heat are among the other many outstanding advantages.

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.



P. R. MALLORY & CO. Inc.

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

with the Built-in Super Aerial SYSTEM

*gives you Performance
as well as Convenience!*

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!*

TEN STRAIGHT YEARS OF PHILCO LEADERSHIP

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.

Object 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.



EDITOR

HERE'S THE NEXT GROUP OF 1940
WESTINGHOUSE

20th Anniversary Series **RADIOS**

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.



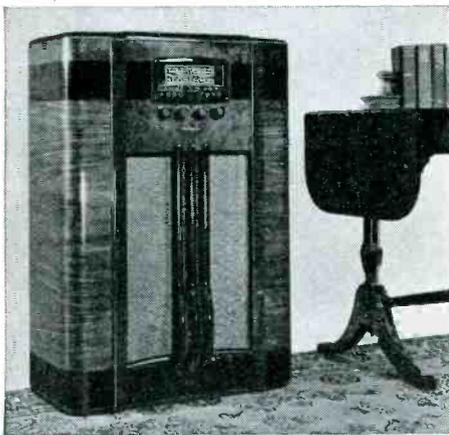
MODEL WR-169

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



MODEL WR-468

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



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.

**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!

Westinghouse *Precision* **RADIO**

RADIO *and Television* RETAILING

AUGUST, 1939



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.

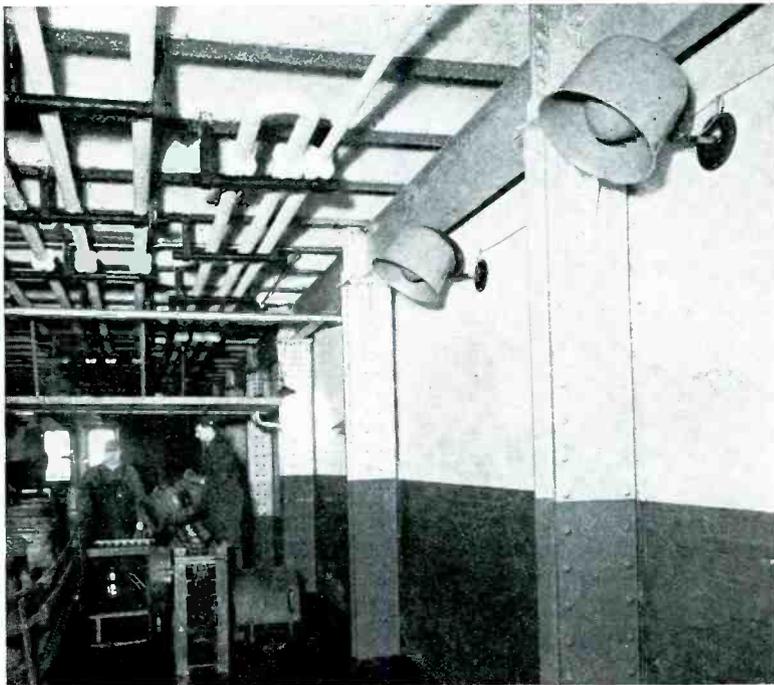
Slogan suggested for use by radio dealers in competition with car show-rooms: "If it's good enough to drive it's good enough for radio!" Here's one way to dramatize the idea.





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



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

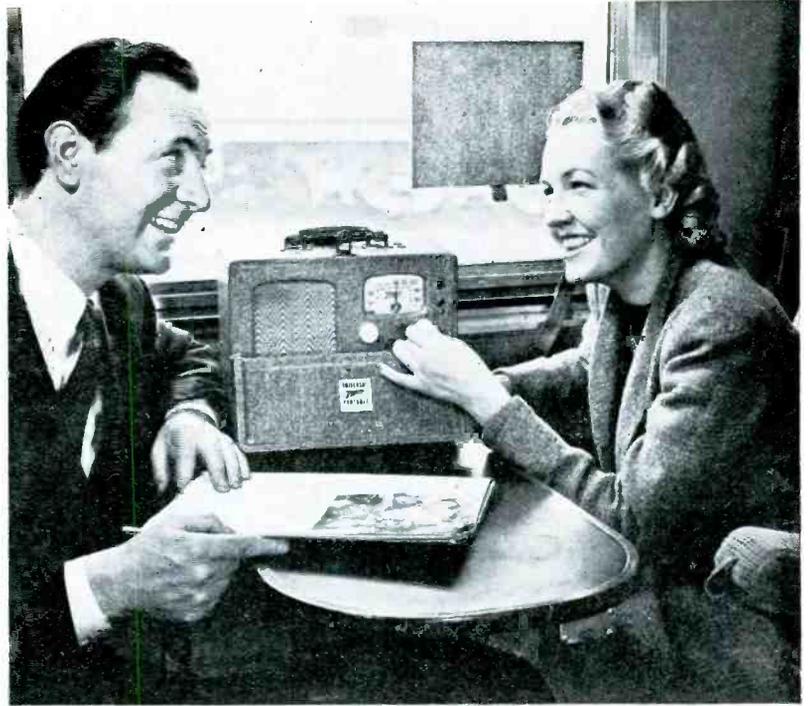
At the close of each day's business Marshall-Field's A. O. Casey (*right*) stepped in front of a pickup camera with a sheaf of radio orders, told customers "looking in" elsewhere in the store during a television demonstration that there was no need to wait as new radios had television jacks





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

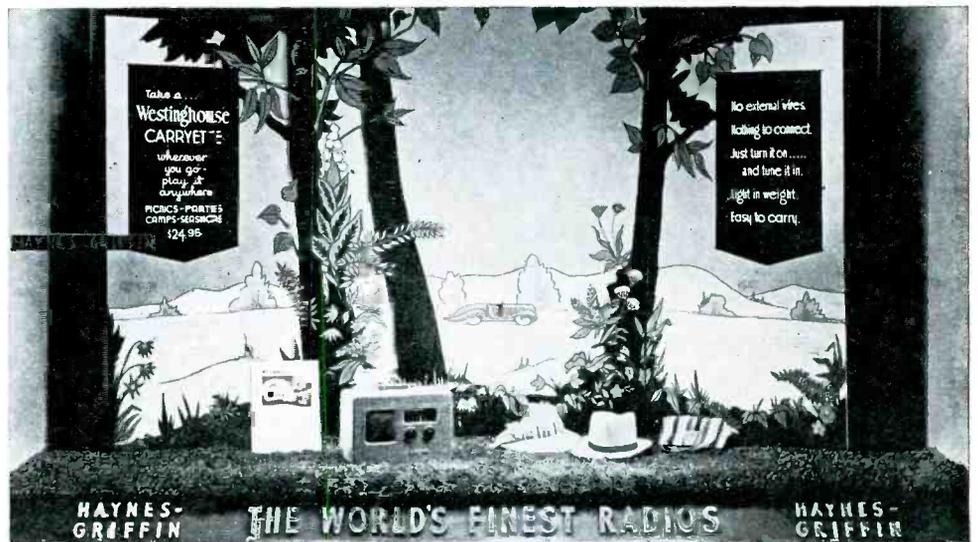


NO JOB TOO TOUGH

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

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*)

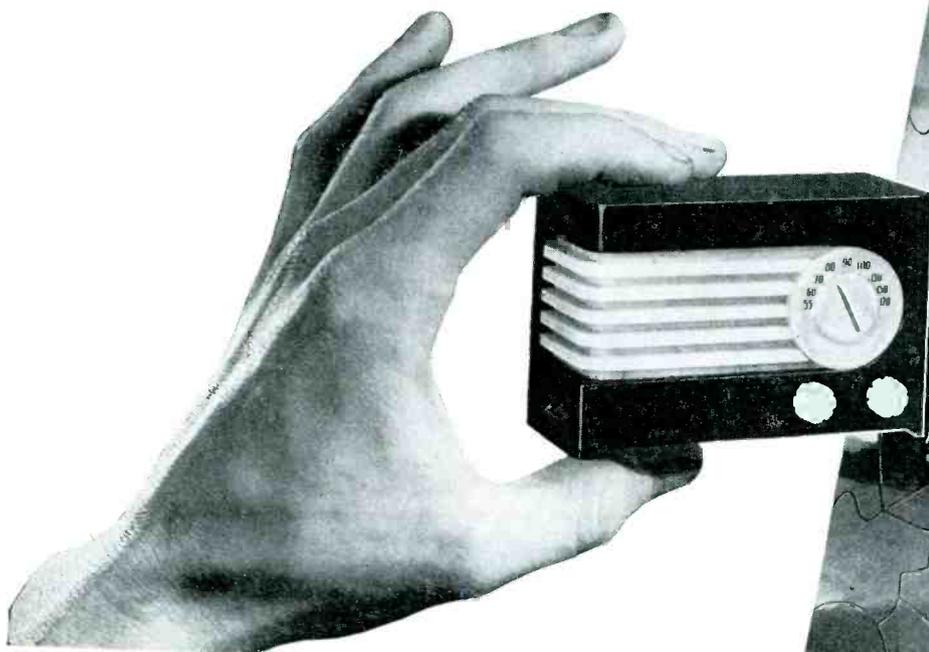


BOOTH FOR EACH MAKE

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*)

Are You Still

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

By J. H. AVELING

remote controls or wireless record players, when lumped into a sale, raise its value and add to the sugar it will yield.

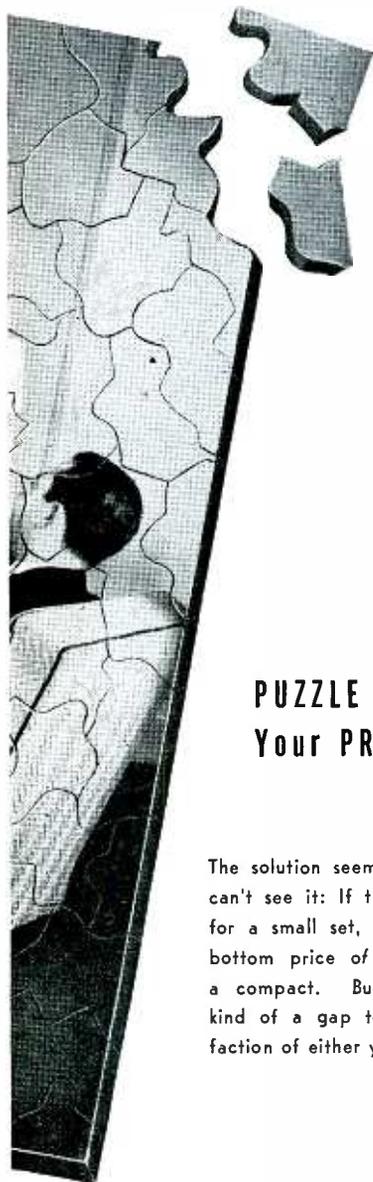
Sell What They Need

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*

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 Bowls 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 Joneses." 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.

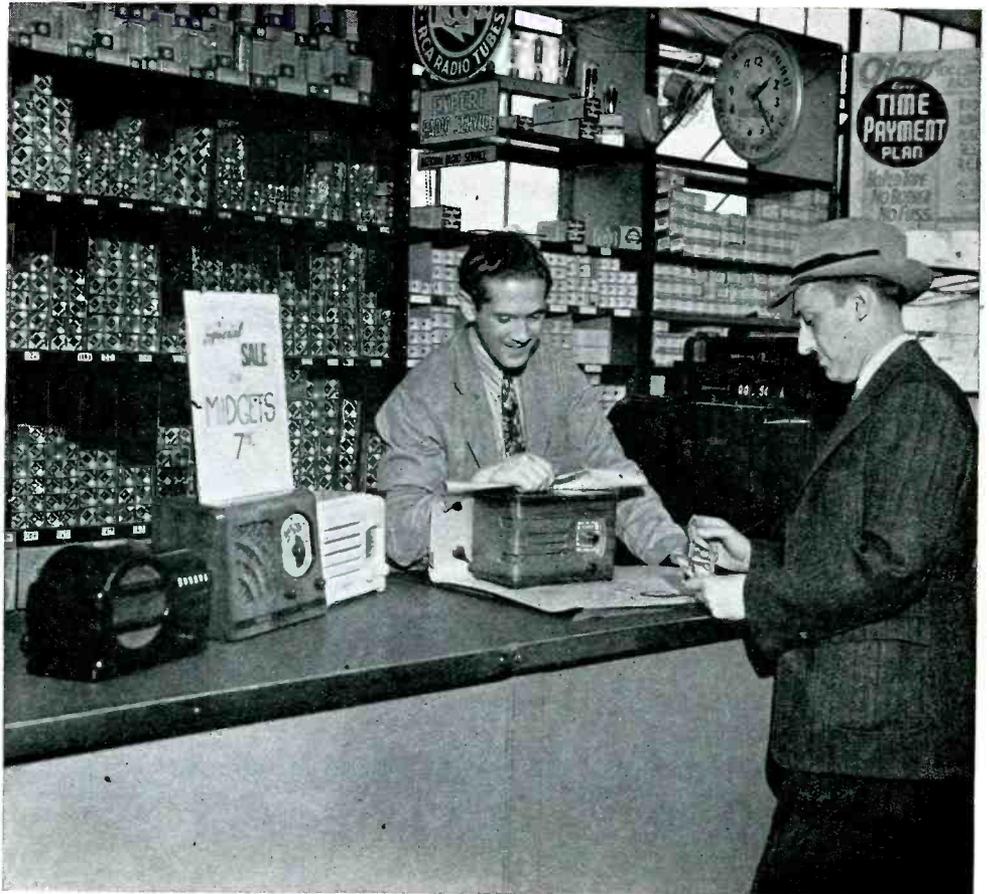
When matters get as far as a home demonstration, if there's any doubt in your mind as to whether or not your customer will get foxy on you and will let another store place a demonstration set in his home, provide a little competition for yourself. Pick out *two* models he liked best, give him a day or 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 committed himself, it's up to you, and if the sale pancakes 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 "Doubting 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



MIDGET MODEL SALES MAKE THE CASH-REGISTER TINKLE

THE 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 a 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.

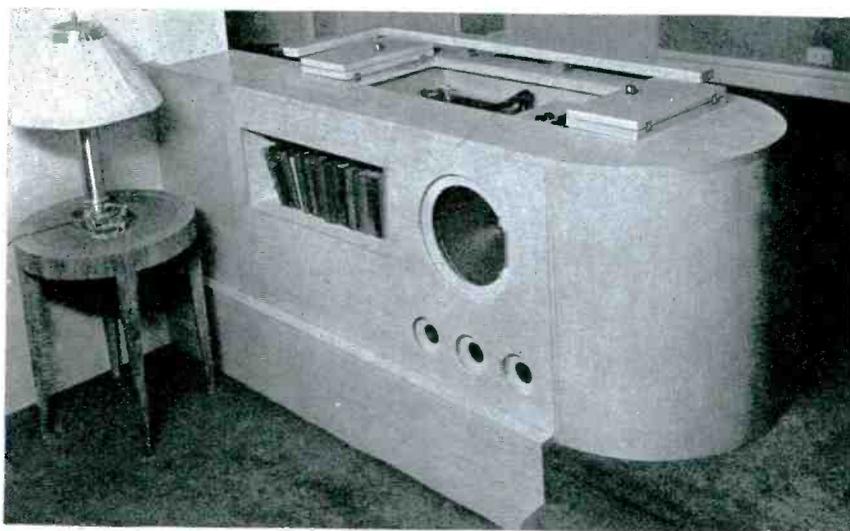
CONSOLE AND COMBINATION CHECKS RING THE BELL



SPECIAL BUILT-IN RADIO JOBS REALLY MAKE THE TILL CLANG!

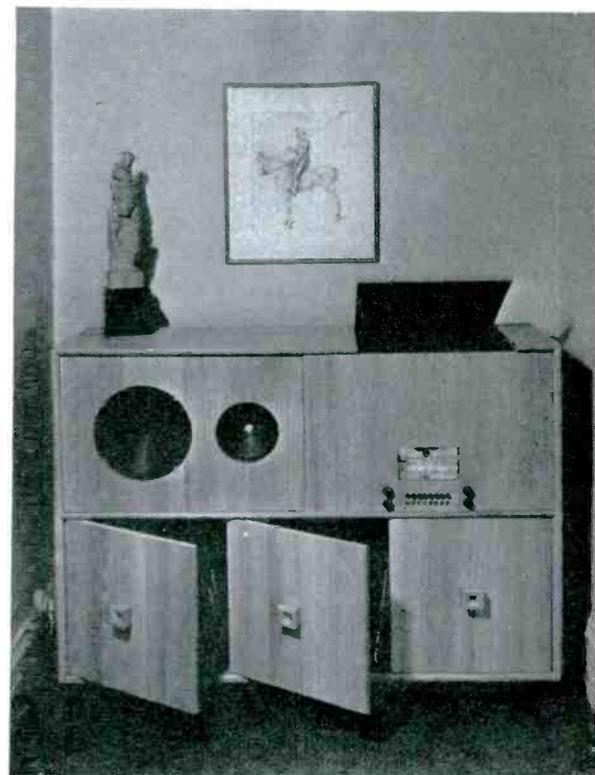
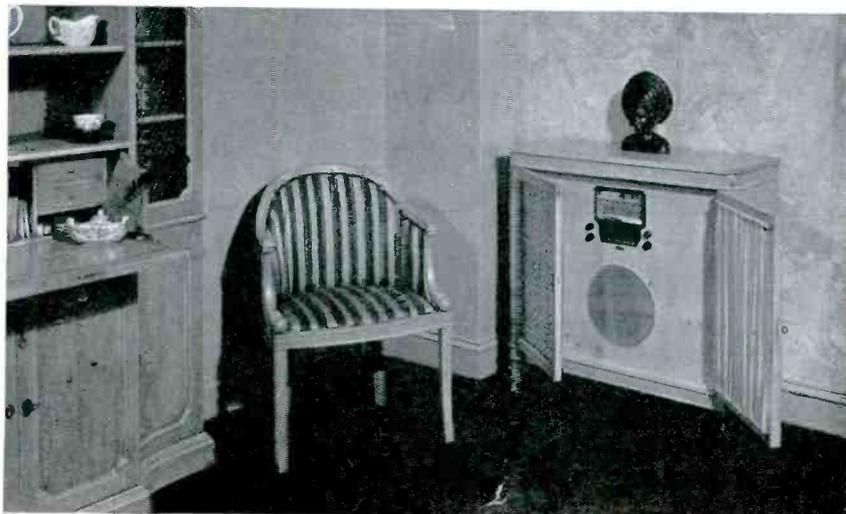


DESIGNER JOHN KAN-
ELOUS provided one
section of this long wall
cabinet in a swank New
York apartment to ac-
commodate not only a
modern all-wave radio
chassis but an automatic
record-player as well



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

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 as 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



THIS IS THE TIME—Selling is most effective when exterior walls are up but before interior trim begins



THANK THIS MAN—Henry Lamar Reid thought this one up, proved it practical, passes it along

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.

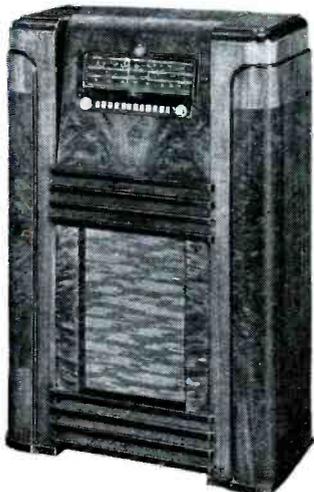
Majestic PRESENTS

A Practical Way To

PUT THE PROFIT BACK INTO THE RADIO BUSINESS



TYPICAL MAJESTIC SCOOP—A powerful portable weighing less than 4 lbs. Out months 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 3C80 illustrated)



EXTRA VALUE THAT SELLS—5-tube AC superheterodyne with wonderful tone, combined with fine electric clock in lovely ivory or onyx plastic cases! They're eye-catchers and fast sellers. (Model 5T and 5TO)

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 sane, horse-sense policy and the complete Majestic line can help put profit into your radio business? Write today!

Majestic
MIGHTY MONARCH OF THE AIR

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



COMPLETE LINE OF RECORD PLAYERS—Includes radio-phono combinations, and this 4-tube oscillator "miniature broadcasting station." Cash in on the record craze! (Model 4 PW0)



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!

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 is, 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 hooley 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 eve-

ning, 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 of 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-



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,

(Continued on page 52)

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



PROFITABLE PLACE TO PLAY—Milwaukee's Boston Store provides it. Children soon learn to make their own selections, then tell Ma what they want

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.

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 en-

couraged 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,

*The New
Merchandising Policy
OF
RCA Victor*

**DEALERS
EVERYWHERE**

**"OK" New RCA Victor
Merchandising Policy!**



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.

Trademark "RCA Victor" Reg. U. S. Pat. Off.
by RCA Manufacturing Company, Inc.

*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."

RCA Victor

**A SERVICE OF THE
RADIO CORPORATION
OF AMERICA**

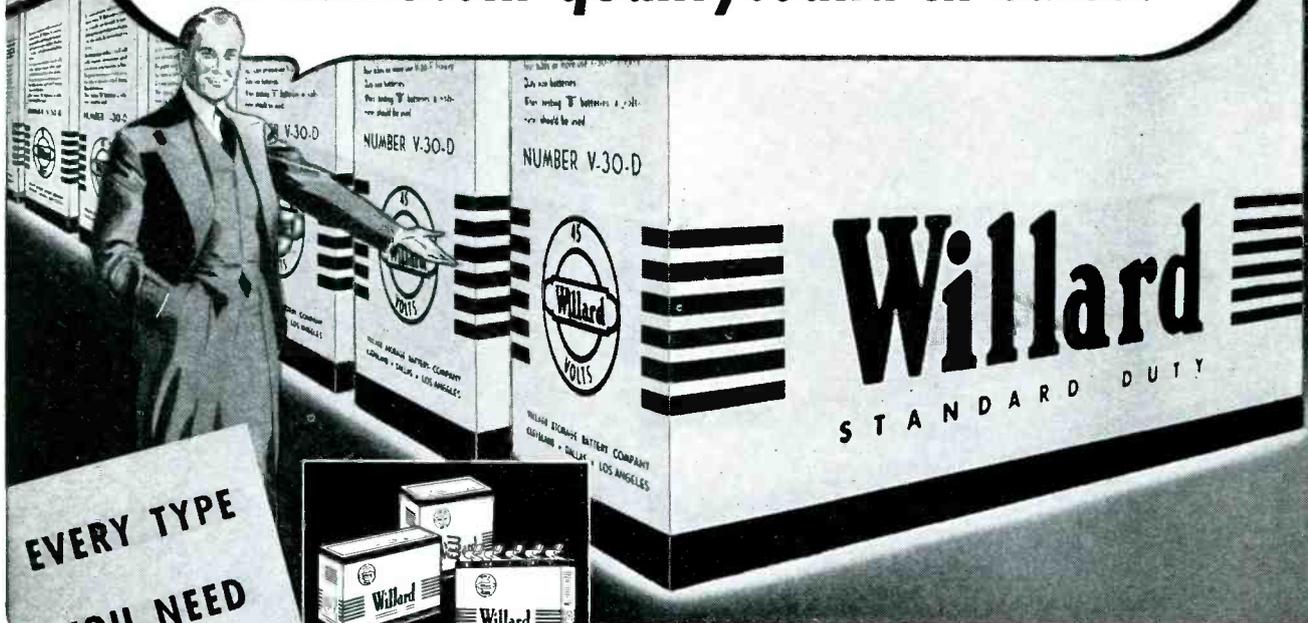
RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J.

DESIGN
DEALER
OPERATION

Dry BATTERIES for the Popular 1940 PORTABLES

RADIO	MODEL	ADVANCE PORT-A-PACK	BOND	BRIGHT STAR	BURGESS EVEREADY	GENERAL WILLARD	PHILCO	RAY-O-VAC	USALITE	WIN- CHESTER
ADMIRAL	164-4D	(1)147 (2)267	(1)4829 (2)3017	(1)660 (2)3003	(1)6F (2)B30	(1)8F (2)V30A	(1)P96 (2)P305	(1)P96A (2)P5303	(1)637 (2)624	(1)4819 (2)6218
	311-4D	(1)247 (2)237	(1)4829 (2)3017	(1)860 (2)3003	(1)6F (2)B30	(1)6F1 (2)V30B	(1)P96 (2)P305	(1)P96A (2)P5303	(1)637 (2)624	(1)4819 (2)6218
	331-4F	(1)147 (2)267	(1)4829 (2)3017	(1)462 (2)3003	(1)4F (2)A30	(1)4F1 (2)V30A		(1)P94A	(1)634 (2)620	
ABOLIAN		(1)147 (2)267	(1)4829 (2)3017	(1)462 (2)3003	(1)4F (2)B30	(1)4F1 (2)V30B			(1)634 (2)624	(1)4819 (2)6218
		(1)411 (2)267	(1)4829 (2)3017	(1)860 (2)3003	(1)5DA60	(1)60A2L			(1)665	
		(1)147 (2)267	(1)4829 (2)3017	(1)860 (2)3003	(1)8F (2)B30	(1)8F1 (2)V30B			(1)637 (2)624	(1)4819 (2)6218
AIR KING	3905			(1)860 (2)3003						
	3906			(1)860 (2)3003						
	3910			(1)860 (2)3003						
AIRLINE	1455			(1)860 (2)3003						
	2555			(1)860 (2)3003						
	90			(1)462 (2)3003						
AUTOCRAT				(1)462 (2)3003						
				(1)462 (2)3003						
				(1)462 (2)3003						
AUTOMATIC	P43			(1)462 (2)3003						
	P45			(1)462 (2)3003						
	P57			(1)462 (2)3003						
P-8				(1)462 (2)3003						
				(1)462 (2)3003						
				(1)462 (2)3003						
P-72				(1)462 (2)3003						
				(1)462 (2)3003						
				(1)462 (2)3003						
BELMONT	403			(1)860 (2)3003						
	407			(1)860 (2)3003						
	WR675			(1)660 (2)3003						
CARRYETTE				(1)660 (2)3003						
				(1)660 (2)3003						
				(1)660 (2)3003						
CLARION				(1)462 (2)3003						
				(1)462 (2)3003						
				(1)462 (2)3003						
CLARK	457			(1)660 (2)3003						
	948			(1)660 (2)3003						
	949			(1)660 (2)3003						
CLIMAX	73			(1)660 (2)3003						
	561			(1)660 (2)3003						
	568			(1)660 (2)3003						
COLONIAL				(1)660 (2)3003						
				(1)660 (2)3003						
				(1)660 (2)3003						
CORONADO	568			(1)660 (2)3003						
	IF456KC			(1)462 (2)3003						
				(1)462 (2)3003						
CROSLEY	429A			(1)860 (2)3003						
	R1400			(1)860 (2)3003						
	R1401			(1)860 (2)3003						
DELCC				(1)860 (2)3003						
				(1)860 (2)3003						
				(1)860 (2)3003						
DETROLA	282			(1)860 (2)3003						
	286			(1)860 (2)3003						
	288			(1)860 (2)3003						
DEWALD	408R			(1)860 (2)3003						
	415 Cub			(1)860 (2)3003						
	544			(1)860 (2)3003						
EMERSON	CX263			(1)860 (2)3003						
	CX283			(1)860 (2)3003						
	CX284			(1)860 (2)3003						
DF306				(1)860 (2)3003						
				(1)860 (2)3003						
				(1)860 (2)3003						
DC308				(1)860 (2)3003						
				(1)860 (2)3003						
				(1)860 (2)3003						

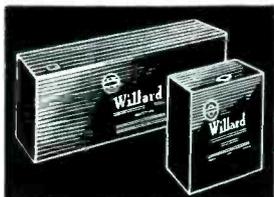
**"Here's the NEW radio-battery line
that STANDS OUT
in name..in quality..and in sales!"**



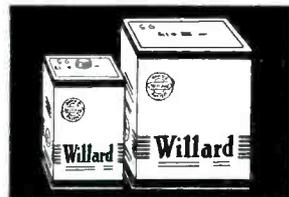
**EVERY TYPE
YOU NEED**



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



PowerPacks finished in a shade to harmonize with the radio cabinet



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



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



Dry cells for ignition, doorbells, flashlights, all general purposes

• 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.



WILLARD STORAGE BATTERY COMPANY
Cleveland, Ohio

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, Parts 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 feeler, a few of the lower-priced cameras and projectors, extra reels, film, film-splicers 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-splicers, screens,



TIME OUT FROM RADIO—Across the counter of Vim's 42nd Street Store in New York, once a radio specialist and still majoring in sets but also selling such things as refrigeration and cameras in addition, goes a Univex Cine-8. The salesman's a camera expert, essential for real volume

editors and viewers (for cutting and rearranging scenes), titlers, filters, exposure-meters, carrying cases, humidior 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 equip-

ment with which they can make a permanent 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)

Preview of



MODEL 635—Ultra-sensitive six tube a.c.-d.c. superhet using new 150 milliampere tubes. Incorporates a built-in antenna. Made by Belmont Radio Corp., Chicago, Ill.

DEWALD

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



PHONOSCOPE — Model 411, a.c. only, complete electric phonograph and wireless player combined. Has provision for attaching microphone. Can play through a set 50 ft. away or through its own speaker. Plays 10 and 12 in. records. Has self-starting motor, crystal pickup, and P. M. dynamic speaker. *Radio and Television Retailing, August, 1939.*

WILCOX-GAY

Wilcox-Gay Corporation
Charlotte, Mich.

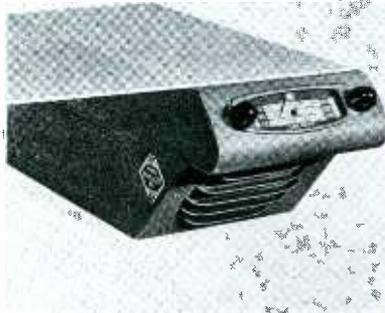
RECORDIO—Combination recorder, radio and phonograph, sound system, provides automatic recording from radio programs or from microphone as well as concert quality radio reception and phonograph performance. Nine tubes, superhet radio, foreign and domestic reception, auditorium type 12 in. speaker, crystal recorder and playback mechanisms, space provided for records. *Radio and Television Retailing, August, 1939.*



PHILCO

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

MODEL 931—Auto Radio is a single compact unit superhet and utilizes a universal under-instrument panel mounting. Features 6 Loctal tubes, full sensitivity, tuned antenna circuit, automatic volume control, electro dynamic speaker and illuminated dial. List \$19.95. *Radio and Television Retailing, August, 1939.*



RECORDER — High-fidelity instantaneous recorder for all types of discs. Crystal microphone, rim drive for constant speed, provision for earphone monitoring, volume indicator meter. May serve as a record player or sound system. Built in broadcast and short wave tuner.

DETROLA

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



PORTABLE—Four tube superhet—Pee Wee style portable battery set, with batteries. Uses long-life "B" and "A" batteries. Waterproof, deluxe airplane luggage covering, built-in directional antenna, airplane style dial, leather carrying handle. Shipping weight (with batteries) 12 lbs. Set lists at \$19.95. Complete set of replacement batteries, \$3.50.

EPI

Electronic Products, Inc.
250 West 57th St., New York, N. Y.



BURNOIL

Quaker Mfg. Co.
223 W. Erie St., Chicago, Ill.

SPACE HEATER—Special new model with extremely low price for this maker is available in 6, 8 and 10-inch sizes. Perforated front grill permits model to function as regular circulating type heater and also as radiant type. Featured, together with three higher priced models, in new line of oil-burning space heaters. *Radio and Television Retailing, August, 1939.*



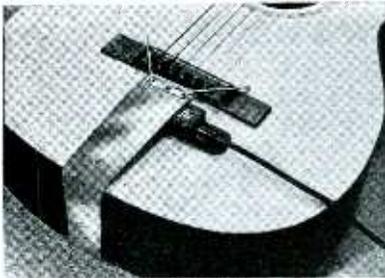
New Products



PORTABLE—Features a self-contained rolling slide to cover speaker and dial when not in use. Made by The Kadette Co., Ann Arbor, Mich.

AMPERITE

Amperite Co.
561 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-RADIOS—Two new low-cost, single unit sets with automatic tuning. Model M-50 has 5-tubes, 5 station buttons plus manual tuning, delivers 3½ watts output through a 5½-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

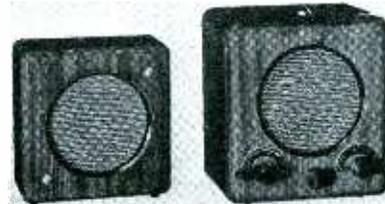
Transformer Corp. of America
69 Wooster St., New York, N. Y.

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 first 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 6½ 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.

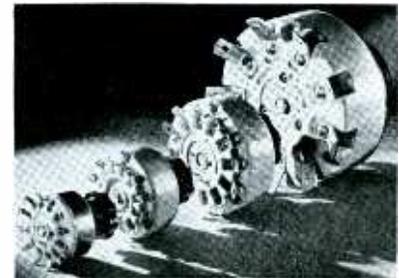


TELE ANTENNA—New dipole type comprises two telescoping brass rods which permit adjustment to exact frequency to be received. Chromium finished fittings, 75 ft. of low-loss transmission line designed to match receiver input impedance of about 100 ohms. *Radio and Television Retailing, August, 1939.*

OHMITE

Ohmite Mfg. Co.
4835 Flournoy St., Chicago, Ill.

POWER-TAP SWITCHES—All-enclosed, high amperage type units of multi-point 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, 40 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.

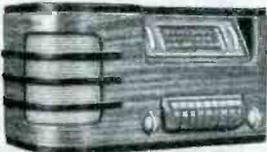
Let the G-E X-Ray Sales Maker Close Sales for You

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.

MODEL H-87. Compare these amazing specifications: 8 Tubes—3 Bands—9 Feathertouch Tuning Keys. 10 Watts output. New 14-inch Dynapower Speaker. New Television Audio and Phonograph Key. New *Super* Beam-a-scope. New Visualux Dial. New Drift-Proof Station Setting and a score of other great new features.



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

PREVUE OF NEW RADIO MERCHANDISE

EMERSON

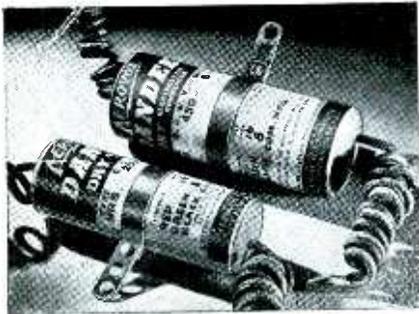
Emerson Radio and Phonograph Corp.
111 Eighth Ave., New York, N. Y.



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 i.f. stages, self-contained loop, tell-tale signal, recessed controls, full-vision dial with velvet-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 450 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.
1447-51 Thirty-Ninth St., Brooklyn, N. Y.

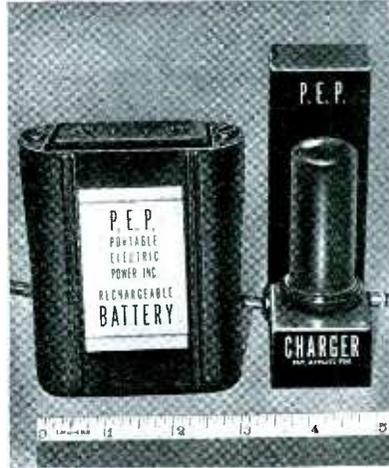


CABLE HANGER—Novel attachment permits hanging microphone cable on mike stand Cast

aluminum clamp holds the hanger in place; finished in dull aluminum; price \$1.00 list. *Radio and Television Retailing.*

PEP

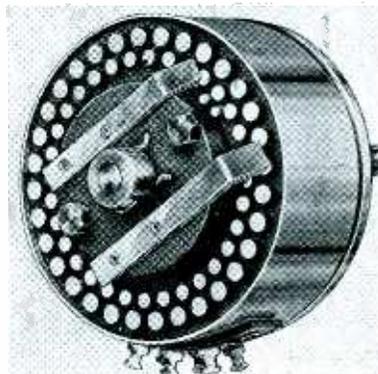
Portable Electric Power, Inc.
30 Rockefeller Plaza, New York, N. Y.



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.



ATTENUATOR—Stud-type, model B-31 suited for low level work. Bridged "T", ladder or potentiometer networks available. Spiral clockspring connector in each arm of the "T" eliminates 2 series pressure contacts resulting in a —150 db. noise level. Beryllium copper contacts, 30 step attenuation. *Radio and Television Retailing.*

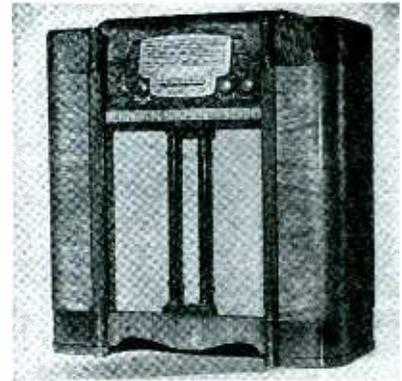
CAPPS

Watters Products Co.
244 W. 49 St., New York, N. Y.

RECORDING STYLUS—Available in either sapphire at \$6.00 list or steel at 3 for \$1.00, these styli claim exceptionally fine results. Also, a reproducing stylus is being marketed at \$2.00 list. *Radio and Television Retailing.*

FARNSWORTH

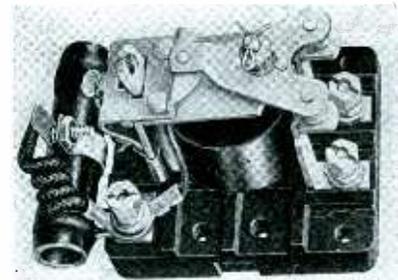
Farnsworth Television and Radio Corp.
Ft. Wayne, Ind.



MODEL AC-91—A 10 tube superhet lowboy console; Flo-Lite dial; three bands; shielded rotatable loop antenna; tone control; push-button tuning; 12 inch dynamic speaker, beam power output; provision for television. *Radio and Television Retailing.*

WARD LEONARD

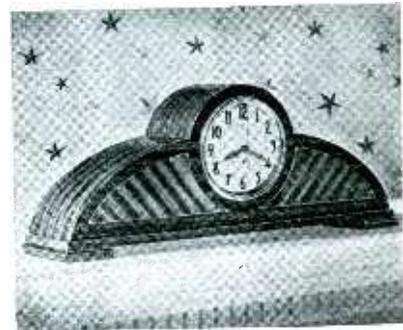
Ward Leonard Elec. Co.
Mt. Vernon, N. Y.



UNDERLOAD RELAY—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 374 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.*

YOU know radio values



MODEL AT-12 . . . Farnsworth creates an entirely new molded plastic table model for this splendid performer! 5-tube AC-DC superheterodyne circuit; standard broadcast; beam power output; Bilt-In-Tenna; 5" P.M. speaker. Cabinet dimensions: Height, 6 $\frac{7}{8}$ "; Width, 11"; Depth, 6 $\frac{3}{8}$ ".



MODEL AT-16 . . . The designer, with an eye to beauty, has challenged the dictates of convention with artistic results in this radio cabinet that command instant admiration. 5-tube AC-DC superhet; airplane dial; standard broadcast; push-button tuning; Bilt-In-Tenna; 5" P.M. speaker. Cabinet dim.: H., 7 $\frac{1}{2}$ "; W., 10 $\frac{3}{4}$ "; D., 6 $\frac{3}{4}$ ".

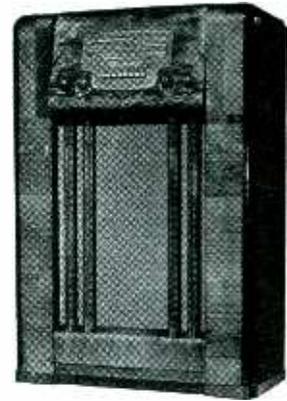
Then get the
at Your



MODEL AT-50 . . . A table model of original design combining classic simplicity with modern charm. 7-tube superhet; two wave bands; Slide Rule Dial; treble and bass tone control; Bilt-In-Tenna; push-buttons; 5" electro-dynamic speaker; beam power output; phonograph and TELEVISION-sound connection. Cab. dim.: H., 12"; W., 16 $\frac{1}{4}$ "; D., 10".

ONLY TEN MODELS OF THE COMPLETE FARNSWORTH RADIO LINE ARE SHOWN!

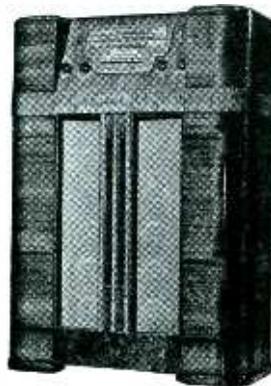
Space didn't permit showing every one of the 28 towering values in the Farnsworth Line. But the values built into these 10 models extend right down through the line! BIG THINGS have been happening at FARNSWORTH! The radio industry has been looking forward to them. And here's evidence that no one is going to be disappointed! All over the United States, distributors' preparations are being rushed for dealer "open house" meetings. Discounts, policies, advertising and merchandising programs are some of the other Farnsworth facts your Farnsworth Distributor will have ready for you at his "open house" meeting. Don't miss it!



MODEL AC-70 . . . Tall and stately, this impressive console is definitely in the luxury class in appearance, though not in price. **Chassis Specifications** . . . 8-tube superhet.; Flo-Lite dial; three wave bands; push-button tuning; shielded rotatable loop antenna; continuously variable tone control; 12" electro-dynamic speaker; phonograph and TELEVISION-sound connection. Cabinet dim.: Height, 40"; Width, 27 $\frac{1}{16}$ "; Depth, 12 $\frac{1}{2}$ ".



MODEL AK-76 . . . A beautifully proportioned radio-phonograph combination of outstanding artistic design. **Chassis Specifications** . . . 8-tube highly developed superhet.; Flo-Lite dial; three wave bands, 540 to 1600 KC., 1.6 to 5.5 MC., and 5.5 to 18.1 MC.; tone control; shielded loop antenna; push-buttons; 12" dynamic speaker; beam power output; phonograph with Capehart record changer; TELEVISION-sound connection. Cabinet dimensions: Height, 36 $\frac{3}{8}$ "; Width, 33 $\frac{1}{2}$ "; Depth, 15 $\frac{1}{2}$ ".



MODEL AC-90 . . . The instrument panel of this truly magnificent console slopes well back, so that tuning may be easily done from a standing position. **Chassis Specifications** . . . 10-tube superhet.; Flo-Lite dial; three wave bands; push-buttons; shielded rotatable loop antenna; continuously variable tone control; 12" electro-dynamic speaker; phonograph and TELEVISION-sound connection. Cabinet dimensions: Height, 40 $\frac{1}{4}$ "; Width, 29 $\frac{3}{8}$ "; Depth, 12 $\frac{1}{4}$ ".



MODEL AC-91 . . . A lowboy console exemplifying the rare artistry of Farnsworth Radios. **Chassis Specifications** . . . 10-tube superheterodyne; Flo-Lite dial; three wave bands; shielded rotatable loop antenna; continuously variable tone control; push-button tuning; 12" electro-dynamic speaker; beam power output; phonograph and TELEVISION-sound connection. Cabinet dimensions: Height, 35 $\frac{1}{4}$ "; Width, 32 $\frac{1}{8}$ "; Depth, 13".

Farnsworth RADIO

THE HISTORY OF TELEVISION IS

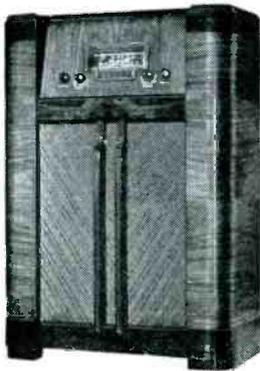
... price **THIS** line!

surprise of your life
Distributor's "OPEN HOUSE"

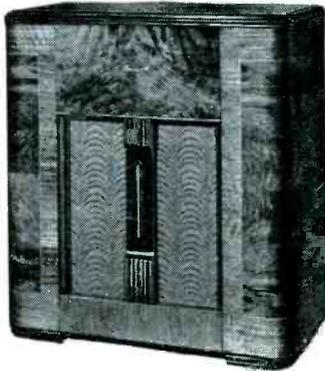
THERE are a lot of words in Daniel Webster's book. But instead of using all the high-powered ones to give you some idea of the values packed into the Farnsworth Line—we're ready to let your own figures do the talking! That's how confident we are that each of these models has *more* built-in value—that 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; push-buttons; 8" electro-dynamic speaker; beam power output; phonograph and TELEVISION-sound connection. Cabinet dim.: Height, 36"; Width, 25"; Depth, 11½".



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; push-buttons for five stations; 12" electro-dynamic speaker; phonograph with Capchart record changer; TELEVISION-sound connection. Cabinet dimensions: Height, 34¾"; Width, 31"; Depth, 16¼".



MODEL AK-95 . . . Pleasingly massive, smart, crisp styling achieves for this model a character always identified with the tastes of those who demand the finest. **Chassis Specifications** . . . 10-tube superheterodyne; three wave bands; Flo-Lite dial; push-buttons for six stations; shielded rotatable loop antenna; continuously variable tone control; 12" electro-dynamic speaker; bass compensation; phonograph with Capchart record changer; TELEVISION-sound connection. Cabinet dimensions: Height, 36"; Width, 35"; Depth, 18½".

I Price the New Farnsworth Line

MODEL AT-12 \$ _____

MODEL AT-16 \$ _____

MODEL AT-50 \$ _____

MODEL AC-70 \$ _____

MODEL AK-76 \$ _____

MODEL AC-90 \$ _____

MODEL AC-91 \$ _____

MODEL AC-55 \$ _____

MODEL AK-59 \$ _____

MODEL AK-95 \$ _____

Name _____

Address _____

City _____ State _____

THE HISTORY OF FARNSWORTH

PREVIEW 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 SuPar-fine, an extremely compact waterproof cord to connect to ear piece. *Radio and Television Retailing.*

CROSLLEY

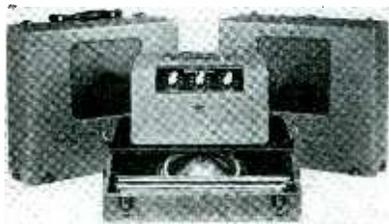
Crosley Corp.
Cincinnati, Ohio



SHELVADORS—Two 6 cu.ft. capacity refrigerators have just been announced. Shelf area 12½ sq.ft., capacity for freezing, 70 ice cubes or 7.2 lbs. of ice at one freezing, steel cabinet finished in Dulux. *Radio and Television Retailing.*

WEBSTER-CHICAGO

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

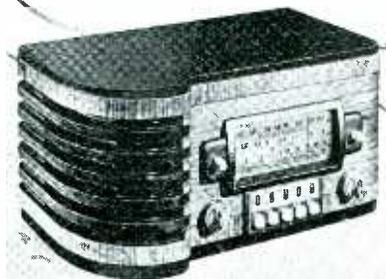


SOUND SYSTEM—Portable 14 watt amplifier in novel carrying case which houses full length microphone floor stand in false bottom. Complete assembly is 11¼x17x18 inches. Amplifier has two controls for the two microphone or phono input circuits, tone control and off-on switch. Output impedances are 4, 8, 250 and 500 ohms. Complete with crystal mike \$135 list, with dynamic mike \$134. *Radio and Television Retailing.*

ZENITH

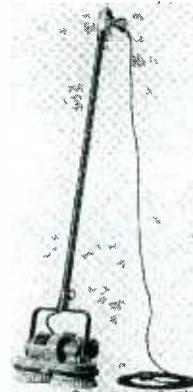
Zenith Radio Corp.
Chicago, Ill.

MODEL 75432—Seven tube superhet with built-in Wavemagnet antenna; tunes American and foreign broadcasts; 3 bands, 6 inch speaker; 2 button Radiorgan tone system; automatic tuning; streamlined dial; provision for television; price \$39.95 list. *Radio and Television Retailing.*



WOODS

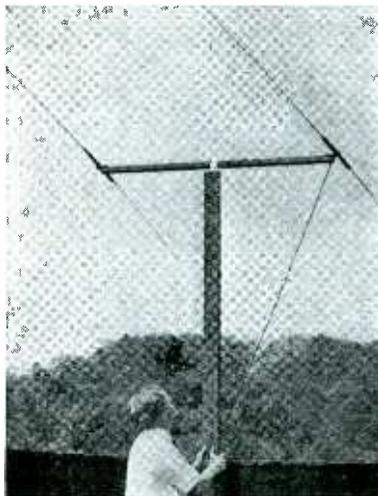
Smith-Benny Sales Co.
11 W. 42nd St., New York, N. Y.



POLISHER—Automatic waxer and polisher waxes, polishes, cleans, sands, scrubs. Self-contained with wax tank and automatic heater. Weighs 14 lbs., has interchangeable brushes, buffers, sanders and polishers. Price \$49.95. *Radio and Television Retailing.*

TACO

Technical Appliance Corp.
17 E. 16 St., New York, N. Y.



TELE ANTENNA—Has universal-joint mounting, permitting adjustment in all directions. Di-pole constructed of duralumin 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.*

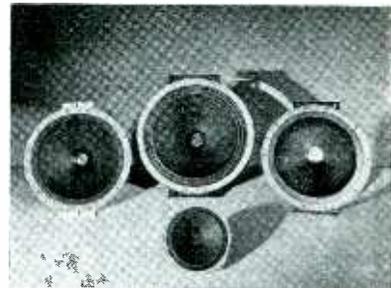
IRWIN

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 2.5 and 8 mm F 2 lenses and carrying case, \$45. *Radio and Television Retailing.*

STROMBERG CARLSON

Stromberg-Carlson Mfg. Co.
100 Carlson Rd., Rochester, 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 5¾ to 12 inches and include speakers with Carpinchoe leather edge suspension feature. *Radio and Television Retailing.*

UNIVEX

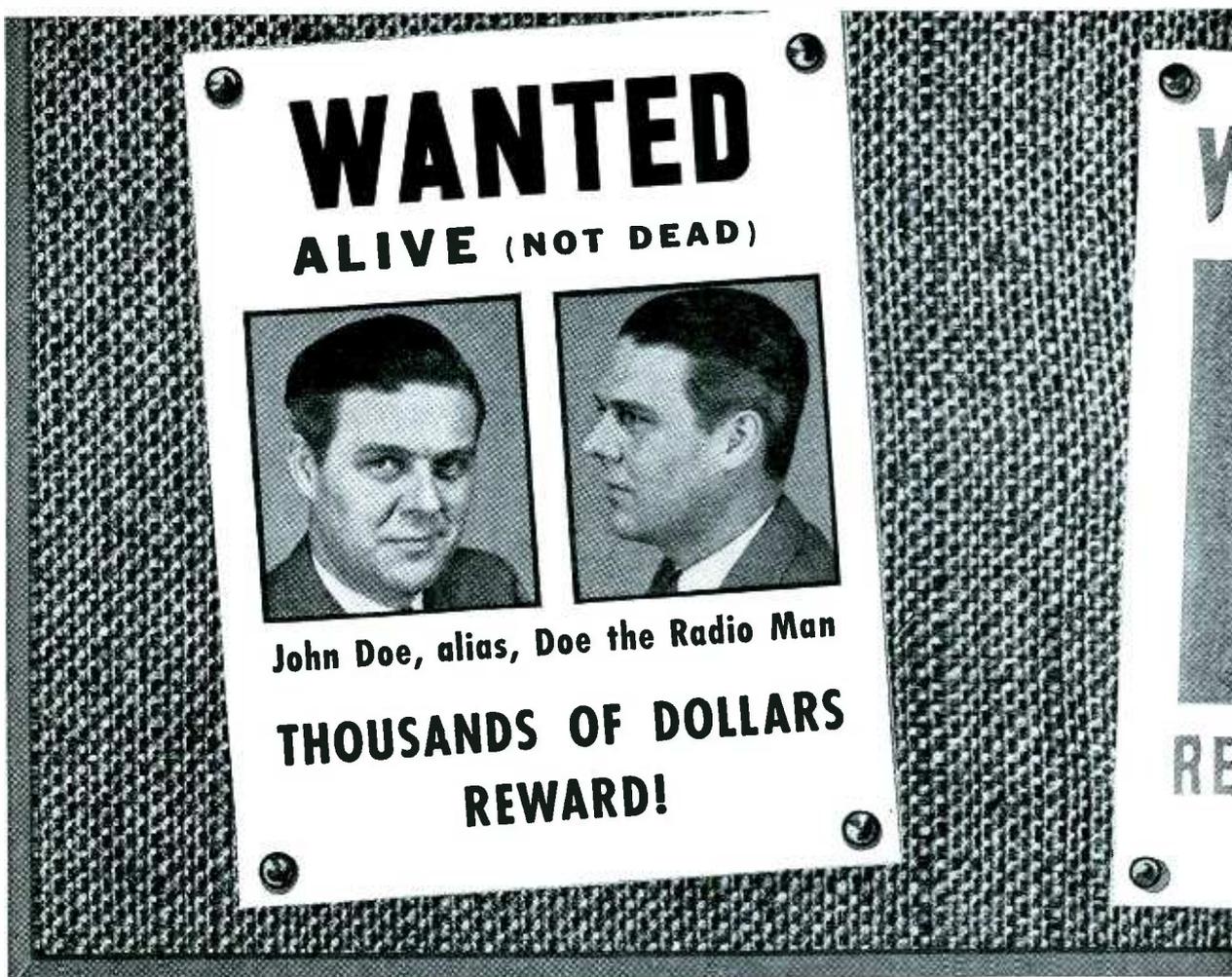
Universal Camera Corp.
28-30 W. 23rd St., New York

MERCURY—High speed candid camera with shutter speeds up to 1/1500 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.*

PILOT

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

PORTABLE. Featherweight model weighs 11 lbs., measures 13⅞ x 9½ x 4¾ 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 \$25.95. *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

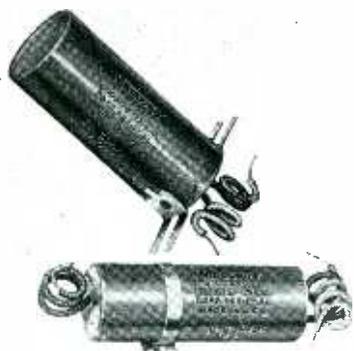


SALES OFFICES: Atlanta • Chicago • Dallas • Denver
Detroit • Kansas City • Los Angeles • New York
General Offices: Newark, New Jersey

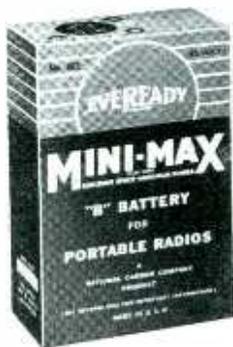
PREVUE OF NEW RADIO MERCHANDISE

MALLORY

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



TUBULAR CONDENSERS—Cardboard tubulars designed for complete replacement 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.*



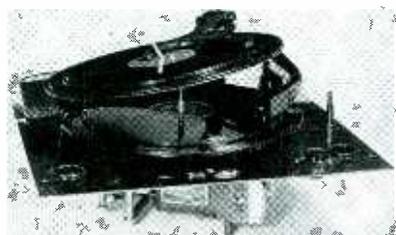
EVEREADY

National Carbon Co., Inc.
30 E. 42nd St., New York, N. Y.

MINI-MAX—Minimum space, maximum power; about half the size of a standard battery of equivalent power. Model 482, 45 volts, 3 1/2 x 1 3/4 x 5 7/16 inches, weight 2 lb., 200 to 300 operating hours in majority of portable sets. Model 745 "A" battery, 1.5 volts, 1 3/4 x 3 27/32 x 1 13/32 inches, 3 lbs., approx. 350 hours service. Model 747, 6 volts, 1 3/4 x 3 27/32 x 1 13/32 inches, 3 lbs., approx. 350 hours service. *Radio and Television Retailing.*

GARRARD

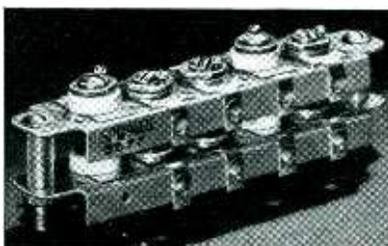
Garrard Sales Corp.
296 Broadway, New York, N. Y.



RECORD CHANGER—Model RC-50 plays 8 records either 10 or 12 inch in any assortment or combination. Tangent 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.*

SPRAGUE

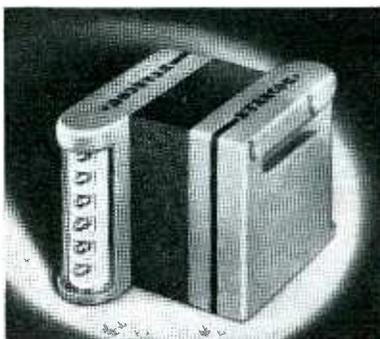
Sprague Specialties Co.
North Adams, Mass.



TRIMMER STRIPS—Two deck, 5 gang, single screw adjustment trimmer strips for automatic tuners and various tuning systems. Both oscillator and antenna condensers are adjusted by a single large screw. Built-in vernier adjustment. Also available in 8 and 10 gang single-deck strips. *Radio and Television Retailing.*

STANCOR

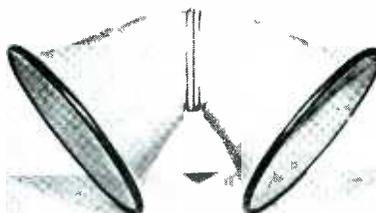
Standard Transformer Corp.
1500 N. Halstead St., Chicago, Ill.



THORBRED—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 grey crackle. *Radio and Television Retailing.*

UNIVERSITY

University Labs
195 Chrystie St., New York



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-tired rims eliminate resonance. *Radio and Television Retailing.*

TRIPLETT

Triplet Elec. Inst. Co.
Bluffton, Ohio

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 \$29.84 net. *Radio and Television Retailing.*



RADIO CITY

Radio City Products Corp.
88 Park Place, New York



TUBE TESTER—Model 308 Dynoptimum type tests all 35, 45, 50, 70-volt tubes, provides for testing of 40, 75, 80 and 115 volt tubes. Makes noise-level test in addition to checking at specified plate voltages and loads. Checks all existing tubes, including Loctals, OZ4 cold-cathode rectifiers, ballast resistors and pilots. Retail at \$16.95 net for counter model, \$18.95 net for combination portable and counter type. *Radio and Television Retailing.*

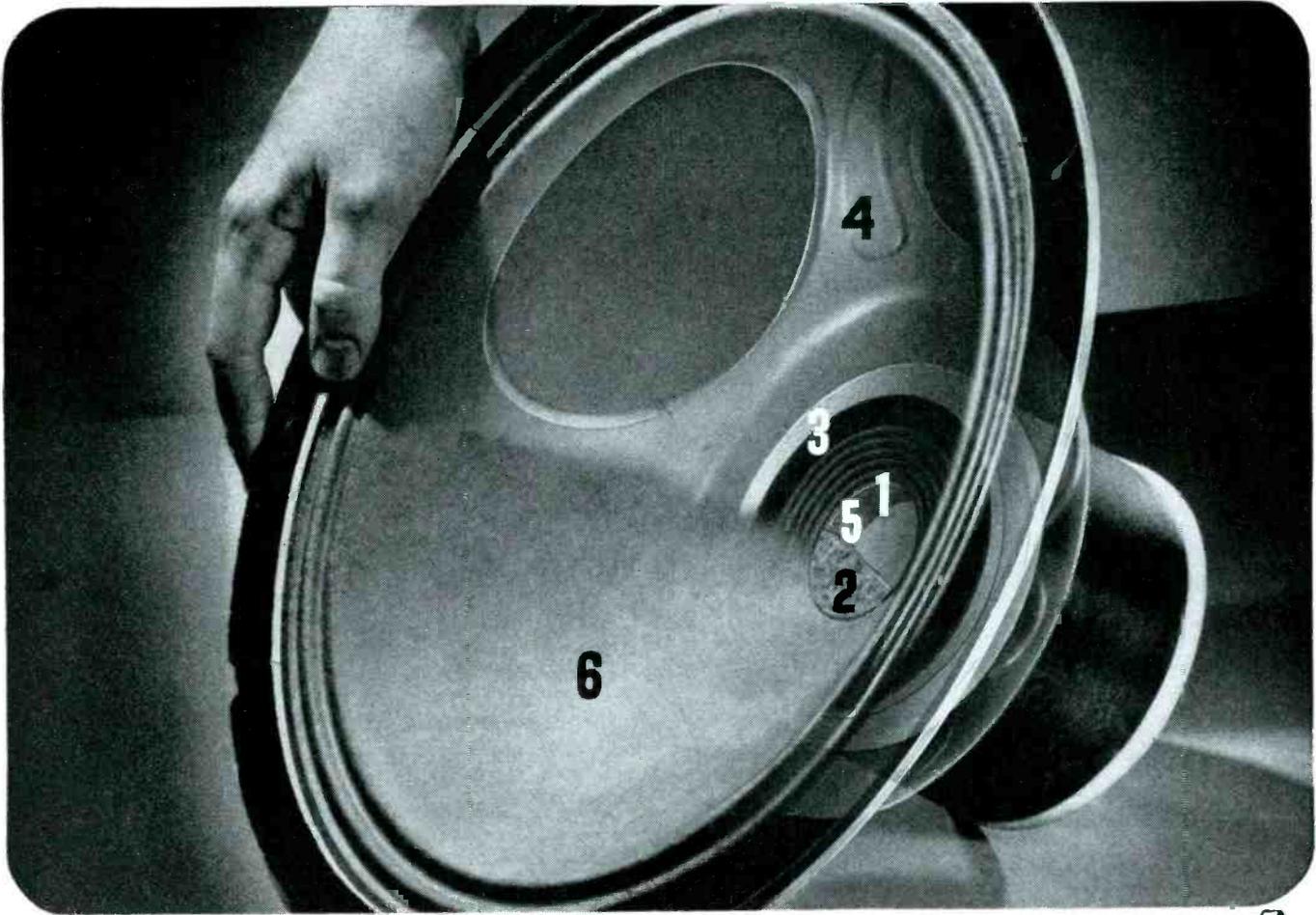
ASTATIC

Astatic Microphone Lab., Inc.
Georgetown, Ohio



DYNAMIC MIKE—DN series equipped with moving coil system, plug-in connector and tilting head. Output level—55 db, available in 50, 200, 500 and 50,000 ohms output impedance.

GREAT NEW "PM'S"



SPECIALLY 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

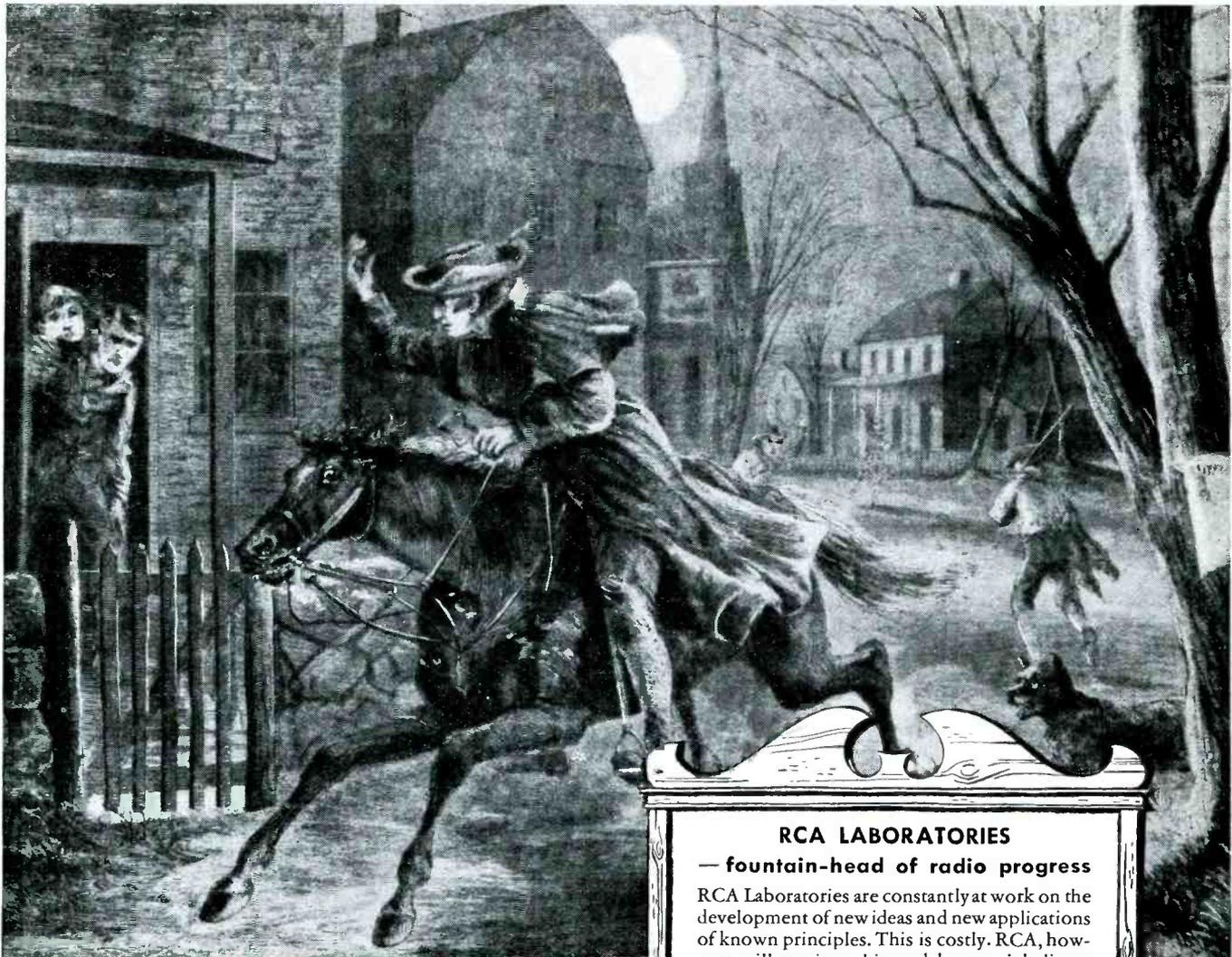
VIBRATORS • TRANSFORMERS • UTAH-CARTER PARTS

Utah

UTAH RADIO PRODUCTS CO.

CHICAGO, ILLINOIS

CABLE ADDRESS: UTARADIO—CHICAGO



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!

RCA LABORATORIES

— fountain-head of radio progress

RCA Laboratories are constantly at work on the development of new ideas and new applications of known principles. This is costly. RCA, however, will continue this work because it believes that radio, vast as are its accomplishments, has only scratched the surface of its ultimate possibilities, possibilities which may offer you new ways to make money.

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

On the Newsfront

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 "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 cus-

tomary 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 true 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 ballast units, pilot lights and other such plug-in devices from advertised tube line-ups, reference to rectifier tubes and others not serving as signal-amplifying or detecting or heterodyne oscillator devices in terms in such manner as to clearly indi-



CONVENTION MAINSPRING—Farnsworth's Ernie Vogel, who, with other execs, made his firm's convention early this month at Fort Wayne an outstanding success.

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, exhibits television receivers, 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 Capelhart and Panamuse automatic phono-radios made by the Capelhart Division.

Business sessions of the firm's first annual sales conference staged in the Valencia Gardens of the Shrine Theatre were attended and addressed by many company executives, including Philo T. Farnsworth, E. A. Nicholas, Ernest H. Vogel, Pierre Boucheron, John S. Garceau, J. B. McCargar, George Everson, John P. Wharton, Donald K. Lippincott, Charles N. Niezer, J. P. Rogers, B. Ray Cummings, F. B. Ostman, R. M. Hoey, J. M. Pressley, R. C. Jenkins, Madison Cawein, P. J. Herbst and G. Albert Chimier.

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-



OPEN NEW SENTINEL BUILDING—On deck as the firm's new building at 2020 Ridge, Evanston, opened, left to right, Sentinelmen: Eddie May, Bill Lotz, Herk Taylor, Ernie Alschuler, Bill Schnell, George Russell, J. W. Jacobsen and Phil Krumm.



PERM-O-FLUX PRESIDENT—L. M. Heinemann. His firm, Perm-O-Flux Corp., bought Continental Motor's speaker division.

tions. Many distributors were also taken to Marion, Indiana, Tuesday the 8th to see the Capelhart Division's facilities. On this same day regional sales managers were introduced to distributors, organized comprehensive dealer meetings to be held throughout the country.

Warren-Norge Wines, Dines Press

Celebrates acquisition of Farnsworth line. Nicholas, Vogel, Boucheron, other Fort Wayne execs outline factory's plans

NEW YORK—To members of the press August 1 at the Metropolitan Club genial, shrewd, widely respected president C. B. Warren of the Warren-Norge Company, Inc. tendered a luncheon celebrating the acquisition of a Farnsworth Television & Radio Co. distributorship. Entering the radio-television field for the first time, Warren four years ago gave up one of America's largest motor car distributorships after 35 years in the industry to enter the electrical field, said he could not resist concentrating on products which so admirably served every member of the average family.

In attendance were many executives of Farnsworth Television & Radio Co. President E. A. Nicholas pointed out that his firm's experience dated back 13 years, said it would go no farther afield in the search for products to manufacture and sell than the electronic industry, informed the press that Farnsworth would be ready to ship quantities of both audio and video equipment covering the radio field on a broad front (transmitter production is expected before the end of the year) by September 1, called attention to the company's impressive and experienced personnel.

Addressing the luncheon, Farnsworth's E. H. Vogel informed the press that his

company would hold a national distributors meeting August 7 and 8 in Fort Wayne, said invitations to attend had already been accepted by over 300 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, E. H. McCarthy, F. B. Ostman; Commercial Credit's W. Crawford, N. W. Ayer's S. Peacock, Kuhn Loeb's G. Kahn. Other prominent men in attendance included E. H. Rollins & Co's. H. C. Cushing, Messrs. Eid, Farrier and Morton of NBC, N. W. Ayer's J. W. Milford and M. Murphy, Manufacturers Trustman H. S. Miner, Bankers Trustmen 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. Gilham and treasurer M. F. Heineemann.

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 autoradios and accessories not segregated in the government's report) were as follows:

Month	1938	1939
January	\$367,742	\$576,143
February	260,580	404,201
March	249,256	352,648
April	231,055	286,584
May	197,050	279,302
June	448,882	258,438

6 Month Total....\$1,754,567 \$2,157,319

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.

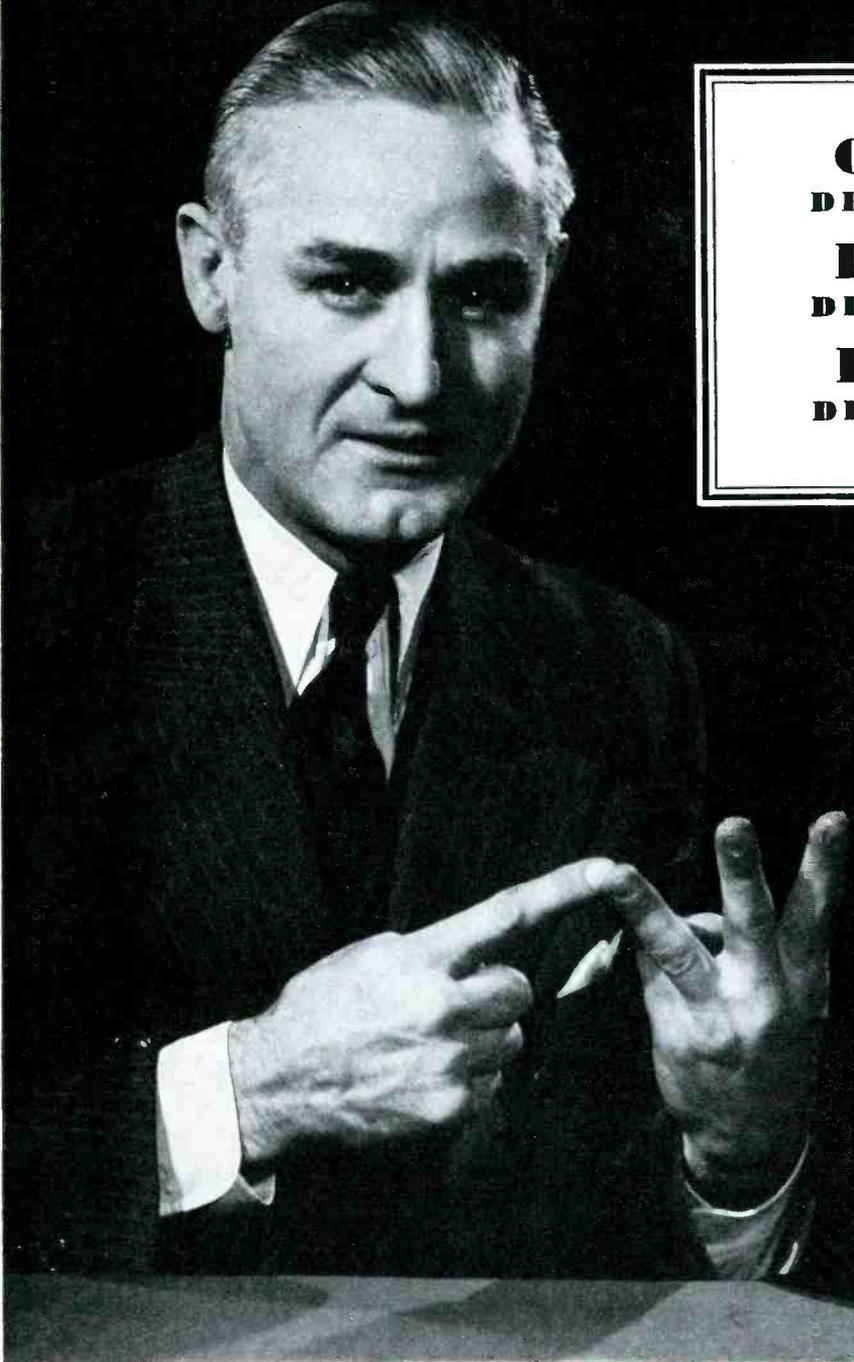
Andrea Ups Rojo

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.



UTAHMEN CONFER—Attending an informal sales conference at the Utah Radio Products Co's. Chicago office, seated left to right: H. S. Neyman, G. Hamilton Beasley, O. F. Jester. Standing: E. L. Barrett, J. M. Hume, F. H. Wilke, W. Dumke, W. A. Ellmore.

SYLVANIA WINS *on 3 Counts*



**COMPANY
DEPENDABILITY**
**PRODUCT
DEPENDABILITY**
**PROFIT
DEPENDABILITY**

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

• " D E P E N D A B L E A L L W A Y S " •

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, tube and 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 chairmen 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 Clips" have just been announced. In order, they are: Fred L. Bartley, Holland Electric, Los Angeles; Richard P. Kuper, Drownes

Refrigerating Service, Chicago; Edwin Senserig, 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 Rutenber

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 Rutenber 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



ST. LOUIS SALE—Stromberg-Carlson's Ken Gillespie and O. C. McCanne (center and right) show a new automatic combination to Fred A. Wiebe of Brown Supply

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, Conn, 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 Transformor 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. Kinner; his secretary, Mrs. Helen Couzens; vice president, George Kinner and Emerson's field man, Harry Elkan

**This
TUBE TESTER
has**

Everything

MODEL 1213 . . . \$22.00 NET



TRIPOLETT

THE NEW FOLDEX 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 1612

An Impressive Counter Tube Tester you will want to own . . . with a 7-inch RED.DOT Lifetime Guaranteed Instrument. Illuminated Speed Roll Chart shows 36 tube settings at a single glance . . . entire chart can be covered in less than 10 seconds. Tester provides for future filament voltages—20 steps from 1 to 110. Contains all tube sockets, including Loctal, Bantam Jr. and the high voltage series (including the 117Z6G).



Dealer Net Price. \$29.84

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%. 10 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

MODEL 1232-A

New AC operated Signal Generator with Triple Shielding and completely NEW design. Top panel is insulated from R.F. Main wiring is beneath double shielded panel. Coils and the band switch are individually shielded. Improved attenuation. Large dial opening improves readability. Dial is direct geared, permitting quick and accurate settings. Six bands cover frequencies from 115 Kc to 30.5 Mc. Total scale length over 50 inches. Direct reading . . .

Dealer Net Price. \$29.84

WRITE FOR CATALOG

SECTION 208, HARMON AVE.



THE TRIPLET ELECTRICAL INSTRUMENT COMPANY
Blufton, Ohio

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, Electrical Research Products and Paramount Pic-

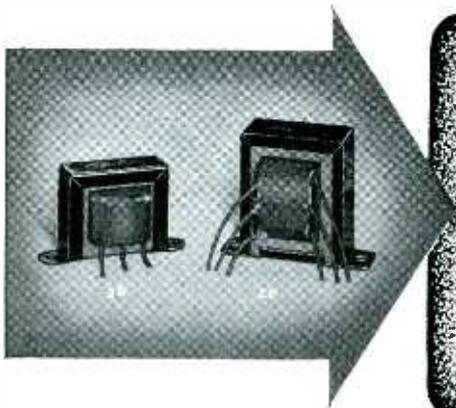
tures, heads the firm as president, announced that it would embrace Wire Broadcasting, Inc. and important subsidiaries such as Telegrams Inc., Tele-music Inc., Wire Programs Inc., Muse-Art Inc., Tele-Vision Music Inc. plus the Wholesale Radio Service Company, TeleCapital Corp., Syndak Corp. and the Transformer 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



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

THORDARSON NEW REPLACEMENT TRANSFORMERS TO MEET NEW REQUIREMENTS



- A new, midget size, pushpull input transformer, T-14A92, primarily for auto radio replacements. Mtg. Fig. 3B.
- A new replacement driver transformer, T-14D93, also for auto radios. Mtg. Fig. 3B.
- A new universal tube to voice coil transformer, T-57S02, equipped with leads instead of lugs to permit particularly neat wiring. Mtg. Fig. 2B.
- Two new replacement output transformers, T-14S83 and T-14S84, for 1A5G's, 1C5G's, and 1Q5G's. Mtg. Fig. 3B.

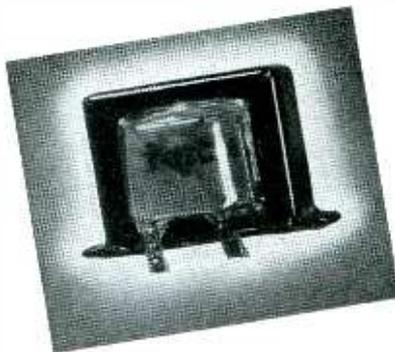
There is a new replacement transformer by Thordarson ready to meet each new requirement as it arises. Listed above are five units typical of Thordarson's thorough planning to anticipate the serviceman's requirements.



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"



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 Electrical 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 . . . 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.

PERM-FLUX

● 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", 5 1/4", 6", 8", and 10". Available with magnets weighing from 1 1/2 to 16 oz.

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

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

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



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

YOU'LL sell 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.

 **The GENERAL INDUSTRIES CO.**
 3937 Taylor Street, Elyria, Ohio

YOUR SHIP COMES IN!



... BRINGING A CARGO OF
EXTRA PROFITS
 from the ARCTURUS EQUIPMENT DEAL!

● Signing up for an Arcturus Equipment Deal means Full Speed Ahead to better tube business! Arcturus Tube quality, the completeness of the Arcturus line and the sales-pulling Arcturus Dealer Helps will help you increase your regular business—bring new customers into your store—pave the way to a more profitable tube and service business.

Then too, by taking advantage of the Arcturus Equipment Deal, you can equip your shop with the newest, most modern store and testing equipment—at almost no cost to you! No other Equipment Deal on the market today gives you such liberal, easy terms—Lower Down Payments, Standard Tube Prices, Low Tube Requirements, the Latest Models of high-quality equipment, a wide selection of valuable, useful items that you need every day.



NEWEST EQUIPMENT NOW AVAILABLE!

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!

ARCTURUS

ARCTURUS RADIO TUBE CO., Newark, N. J. R-22
 Without cost or obligation, send my copy of the ARCTURUS DEALER HELPS Folder and details of your new equipment deal.

Name.....

Street.....

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

I am a dealer I am a serviceman. My jobber is.....

For your convenience this coupon can be pasted on a penny postcard



Each one
is
TESTED



**Individually
Tested
Condensers**

There are no class distinctions among AEROVOX condensers when it comes to routine factory inspection and test. The ten-dollar X-mitting condenser and the ten-cent by-pass tubular are treated alike in safeguarding the good name of AEROVOX.

With an experience second to none in mass-production of quality condensers, AEROVOX still prefers to test each unit individually. Only in this way can your servicing and assemblies be insured against condenser gambles.

Ask for CATALOG . . .

A new edition is now ready. Ask your local jobber for a copy. Or write us direct—for the new catalog and a sample issue of our monthly "Research Workers".



NRPDA Holds Tube Meeting

Parts jobber group also defines requirements for membership, 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 including problems affecting the replacement market. Definite recommendations are to be made shortly after completion of a national survey, according to executive 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 Jappe, George D. Barbey, John Stern, Walter Hollenback, Charles Ollstein, 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 wholesalers, who are hereby defined as persons, firms or corporations actively engaged in the distributing of radio parts; who shall, generally speaking, maintain and warehouse a stock of such products sufficient to adequately supply the requirements of the trade; who shall maintain a minimum investment in radio parts in their principal warehouse, not on consignment, amounting to \$5,000; who do a gross annual dollar volume of business of at least \$25,000 per year; and who do not do any retail radio repair service for hire.

Relative to dues, the following schedule has been established:

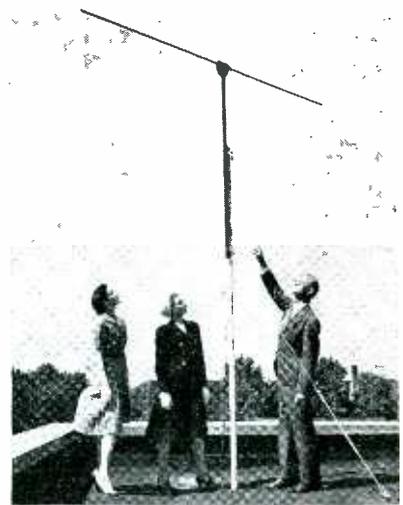
"No initiation fee shall be charged. Annual dues of each member shall be based on his gross radio business (excluding radio sets) for the previous fiscal year, i.e.:

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



IT COMES IN HERE—To two young actresses keeping an interested and practical eye on television's progress, Belden sales manager, H. W. Clough, shows a new antenna on the roof of his firm's Chicago factory

week of August 14. Advantage seen by the management was the avoidance of extra loads thrown on working employees 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 sufficient 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 Appliance 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. Dulweber (head of table), feeds his execs and reps during a sales meeting in Chicago

Eastern Sales Managers Meet

Rider, Osler 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 copped low gross with a 78, despite a rankling four-putt. Bill Osler took second low gross with a comfortable 85. Kicker's Handicap prize went to Roy Schenck. Messrs. Valerius (who had some considerable discussion with Rider about a three-buck bet), Wiltbank and Kalker romped home 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 Bernard and Walter Jablon.

Trade Gets Capps Products

NEW YORK—"Capps" recording and reproducing styli, 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 under way 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.

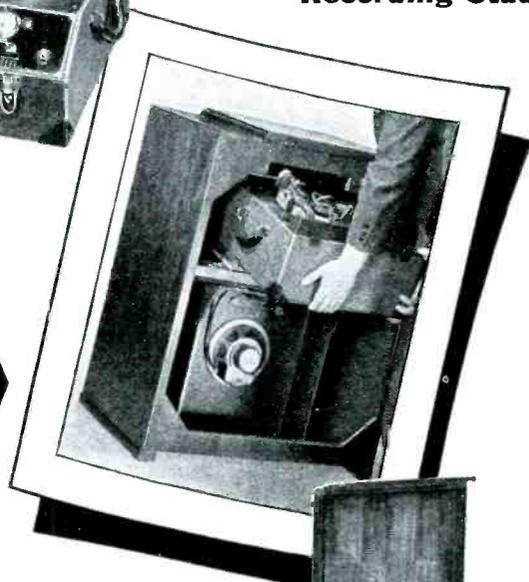
Biggest Sensation IN RECORDER SALES IS 4 Way Federal



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

This model PR-12 combining recorder, radio, phonograph, P-A system, is one of several in the Federal line, including portables and consoles. Portable model P-12 with 12-inch turntable, Wright-De Costa dynamic speaker, \$25 crystal microphone is a sensational Recorder buy at \$179.

This unique Federal cabinet converts the portable model into a handsome console of modern design, walnut finish, for home and studio use. Back view shows portable being set in place. Front view shows cabinet assembly.



➤ **A perfect recorder; an electric phonograph; a licensed radio; a public address system, all in one super-efficient unit, priced within the easy reach of every school, professional outfit, and thousands of homes.**

By the simplest process, the Federal records with amazing fidelity anything spoken, sung, or played into the microphone. The record is instantly playable, without lifting from the turntable.

No technical nor radio knowledge is necessary in selling or operating Federal Recorders. Ten minutes with the simple directions, and you can make a perfect demonstration. Soundproof room or recording laboratory not required.

Almost unlimited are the sources of Federal Recorder sales,—and profits. Remember, too, that every Federal Recorder installation means continued repeat business in disks and supplies.

Write today for your free book on Federal Recorders. Get the whole story first hand. Get yourself set now with Federal for a sweeping business with enormous profit. Write today sure.

FEDERAL RECORDER CO., INC.

Dept. 8753 630 S. Wabash Ave., Chicago, Ill.



Anyone can operate this remarkable machine. The simplified control desk makes it as easy as running a phonograph or tuning a radio. Records also playable on any electric phonograph.

essential!

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 you 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.

essential for profitable servicing

RCP test instruments for lively profits

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. voltmeter 0/10/50/500/1000; A. C. voltmeter 0/10/50/500/1000; D. C. milliammeter 0/1/10/100/1000. D. C. amps 0/10. Also D. B. meter and output meter. Fused D'Arsonval 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 charts or tables required. Output can be modulated at will. Special lead-coated steel in case and chassis provide excellent shielding. Automatic shorting of all coils not in use prevents dead spots. Attractive panel and fittings finished in chromium. Dealer Net **\$25.95**



MODEL 308 NEW DYNOPTIMUM TEST TUBE CHECKER

Tests (under R.M.A. specified plate voltages and loads) 35-45-50-70 up to 117 volt tubes all metal, M.G., glass, OZ4, cold cathode rectifiers, octal, loctal and single end tubes. Tests all ballast tubes (separate chart included). Hot interelement short and leakage test between ALL INDIVIDUAL ELEMENTS. Provision for audible test of noisy tubes. Dealer Net **\$16.95**



RADIO CITY Products Co.
88 PARK PLACE NEW YORK CITY

SEE THE RCP essential line of test instruments at the authorized RCP jobber in your locality or write direct for the complete descriptive literature.



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. Seven-foot cable without connector. List **\$16.50**
Price

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 Partsmen

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 chairmen 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 N. Dagavar is chairman of the Board and Travis S. Levy serves as general counsel.



DETROLA SNAPS DETROLA—Taken with a Detrola camera by Alicia Leong 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. Freudenthal 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 salesmanager for Finch Telecommunications Laboratories facsimile apparatus.

W2XBF, 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.

OUT AUGUST 19th

1664 pages—covering over 2600 models—Price \$10.00

COVERS 30% MORE MODELS

Than Any Previous Volume of Rider Manual

XTRA NUMBER—of models are covered in Volume X. Because of the tremendous increase in the number of models being issued by manufacturers, Volume X will cover more than 2600 models. This is over 750 more than any previous edition.

XTRA INFORMATION—Television—Facsimile—Wireless Record Players—you must have the manufacturer's instructions when you install or service any of these new instruments. You'll find every bit of the latest available information on these important new developments in Volume X.

XTRA DATA—Because servicemen need the greatest possible amount of essential data, Volume X has been carefully edited to eliminate all the commonly known data and the space used to present more of the wanted material.

XTRA SECTION—New revised 64 page "How It Works" section gives easy to understand explanations on the theory of Television—Facsimile—Wireless Record Players, etc. Many servicemen regard this section to be as valuable as the manual itself. Volume X index covers all 10 Rider Manuals.

XTRA PROFITS THROUGH GREATER KNOWLEDGE FROM RIDER BOOKS

Servicing Superheterodynes
Changes, changes, changes! That has been the history of the superheterodyne circuit. Make repairs quickly by analyzing the different parts of the circuit quickly. Rider shows you how. 288 pp. profusely ill. Price **\$100**

Aligning Philco Receivers
This new book presents authentic and complete instructions for fast and accurate alignment operation on ANY Philco receiver. Every trimmer is located for you. 176 pp. Hard cover. Only **\$100**

Servicing Receivers By Means of Resistance Measurement
Tells how to take guess-work out of servicing by using an ohmmeter. This method is in line with continuity data being furnished by set manufacturers. 203 pp. 93 ill. Price **\$100**

The Cathode-Ray Tube at Work
With introduction of new, cheaper Cathode-Ray Tubes, this book is even more indispensable for its complete practical information on Oscillographs, etc. 336 pp. 450 ill. Price **\$250**

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YOU NEED ALL 10 RIDER MANUALS



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

Export Div.: Rocks-International Electric Corp., 100 Varick St., N. Y. C.

Cable: ARLAB

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 revealed 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 R. 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 L. 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: *Byrum Music* of Greenville, S. C., *Wimberly & Thomas Hardware* of N. Birmingham, Ala., *Raybro 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 on 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. Reay & Co.* of Norfolk, *Philadelphia Motor Accessories* 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.

New... SMALLER 15c SIZE IN FLASHY BOX

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

Ask for samples of **SUPERIOR and ACOUSTIC** hi-fidelity needles

RECOTON
CORPORATION
178 Prince St., New York City



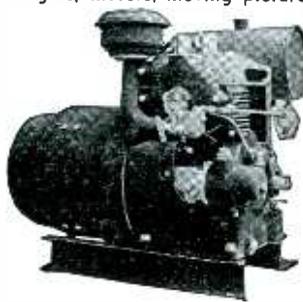
110 VOLTS AC ANYWHERE!

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

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

List prices \$50.00 and up.
Jobbers and Dealers Write For Latest Catalog

Kato Engineering Company
Elm and Front Streets
MANKATO, MINN., U.S.A.



A DOUBLE SHOT AT THAT PROFIT DOLLAR WITH FULL DEALER DISCOUNTS

Sentinel

QUALITY RADIO SINCE 1920

A COMPLETE LINE SENSIBLY PRICED

AC MODELS
FARM MODELS

Sentinel Radio Corporation • Dept. RR • 2020 Ridge Ave., Evanston, Ill.



Dealer Helps

TWO BULLETINS—*Crowe Name 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, motors, pickups 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.

VIBRATOR GUIDE—Priced at 25¢ is a new vibrator manual and auto radio guide book by the *Radiart Corporation* of Cleveland. Has 128 pages of extremely useful reference and technical data of lasting value to anyone in any branch of the auto-radio business.

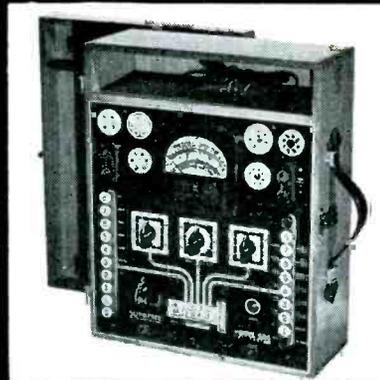
HOME LAUNDRY HELP—Included in a wealth of dealer help material just released by *Bendix Home Appliances, Inc.* of South Bend, is a 6x6-ft. background for displays featuring the new Standard Model Bendix Home Laundry. Includes interchangeable panels which may be changed to keep the display up to date, 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 500 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.

6 REASONS

... why more servicemen are buying the SUPREME 504 than any other kind



1. SERVICEMEN DEMAND OVER-ALL ACCURACY. The 504 has an over-all guaranteed accuracy of 2% on all D.C. and 3% on all A.C. functions. Contrast this with instruments in which ONLY THE METER is guaranteed 2% or ONLY THE RESISTORS to some percentage. SUPREME guarantees the accuracy of the ENTIRE INSTRUMENT—not just one component part.

2. SERVICEMEN DEMAND BETTER RECTIFIER PERFORMANCE. The copper-oxide rectifier in the 504 is unconditionally guaranteed for 90 days—exactly the same as every other part.

3. SERVICEMEN DEMAND ACCURACY REGARDLESS OF TEMPERATURE. The 504 incorporates an entirely new "Perma-Grad" TEMPERATURE compensated circuit. Each rectifier is individually matched with a specially wound spool of HYTEMCO wire which nullifies the result of temperature change on the rectifier by reacting in the opposite direction. Thus accuracy is not guaranteed at only one temperature but is guaranteed to be within 3% over a wide range of 40 degrees to 95 degrees. THIS IS AN EXCLUSIVE FEATURE. Summer or winter your 504 is always accurate.

4. SERVICEMEN DEMAND A COMPLETE CONDENSER ANALYZER. The 504 is also a COMPLETE condenser analyzer and will check leakage of all electrolytics, regardless of the CAPACITY or the WORKING VOLTAGE. There are seven D.C. test voltages from 25 to 450 volts with complete

listings on the roll chart. Tests are made on an English reading scale and discard limits were set with the co-operation of three of the leading condenser manufacturers.

5. SERVICEMEN DEMAND PROTECTION AGAINST OBSOLESCENCE. There are two ways in which a tube tester can become obsolete: (1) a change in tube base arrangements and (2) a change in filament voltage.

The 504 has a "PATENTED DOUBLE FLOATING FILAMENT RETURN SELECTOR" which AUTOMATICALLY re-connects every tube socket to the proper arrangement while the instrument is being set-up according to the tube chart. This is done REGARDLESS OF PRESENT OR FUTURE TUBE BASE CONNECTIONS. There are now about 120 different bases—the Model 504 does not care if there are 1000 or more.

The 504 has also licked obsolescence due to high filament voltages by using the SUPREME VARIVOLT FILAMENT SELECTOR CIRCUIT which makes possible any filament voltage from 1.5 to the full line voltage. Arrow-way test system, set controls from left to right—just follow the arrows.

6. SERVICEMEN DEMAND QUALITY AT A PRICE THEY CAN AFFORD TO PAY. If you can afford a telephone or if you can buy your cigarettes you can afford the Model 504. This big Model 504 laboratory, combining a 7-way tube tester, a 31 range set tester, and a complete condenser analyzer, costs you no more than 18c a day on the world's easiest installment terms.

NO WONDER SUCCESSFUL SERVICEMEN EVERYWHERE ARE CHOOSING THE MODEL 504. BIG NEW CATALOG OF 140 MODELS JUST OFF THE PRESS. WRITE FOR YOUR COPY TODAY.

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EXPORT DEPT., Associated Exporters Co., 145 W. 45th Street, New York
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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 discounts insure real profit for jobber and service man. Write for details—you'll want to read about the features of the NEW Webster Electric Crystal Pick-up.

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+
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PORTA-POWER**



**BIG IMMEDIATE
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**MODERNIZE SETS BY
SELLING COMBINATIONS NOW!**

Double your profits now by selling GTC Porta-Power in combination with portable radios for considerably less than the combination set.

Give portable set owners a light-weight set for portable operation and an economical unit for home use during the cooler months.

Prepare now to cash in this Fall when portable owners will want them as second home sets.

GTC Porta-Power replaces batteries in battery operated 4 or 5 tube portable or farm radios using 1½ volt tubes. Operates on 110-120 v., 50-60 c. current, using only 7 watts. About the same size as a single B battery . . . 2"x3½"x6". Fits all battery compartments. Universal sockets to fit all battery plugs.

ATTENTION Dealers and Service Men
Cut battery cost and be assured of peak efficiency by using GTC Porta-Power when demonstrating and testing.

List \$7.50 ea.

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

ARE YOU SELLING DOWN

(Continued from page 15)

chew on with these figures. Fifteen or sixteen years ago a 4 tube t.r.f. receiver with its awkward external horn, batteries, battery charger, etc. would have set him back around \$275, whereas a modern 8 tube superhet with latest type speaker, multi-purpose tubes and automatic tuning may now cost him only a matter of \$75.00. Or ask him to think of the better radios belonging to friends of his. Tell him to figure *in his own mind* the yearly cost of such performance. The chances are that the top figure will be around \$30 a year for a good console. Ask him whether or not he considers that expensive. If he is like most other Americans, surveys prove his radio is turned on over four hours a day. Ask him if he knows of any other way of getting four hours of entertainment a day for his family by spending less than ten cents.

SPECIALTY SELLING

(Continued from page 21)

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)

Direct Reading "Leakage per Mf." Scale



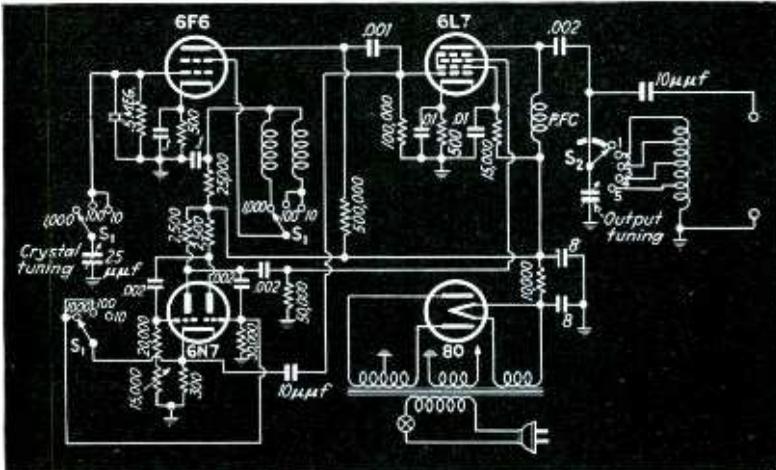
Rejection Calibrated to U. S. Navy Specs.

Model 230 A-C Bridge eliminates time wasted in calculating measured leakage per mf. In addition, the voltage method of determining leakage avoids hazard of placing a milliammeter in high-voltage circuits. Applies up to 550 polarizing volts. Leakage or insulation-resistance tests are performed simultaneously with capacity measurement. No switch resetting or flash counting. Range—2 mmf.-200 mf., 2 ohms-20 megs. Leak.-and-Ins. Res.—0-2500 megs. Elect. P. F.—0-50%. Paper P. F.—0-.5%. Trans. Turns Ratios—.01-100. Write for complete data. \$37.50.

The CLOUGH-BREngle CO., 5501 Broadway, CHICAGO, ILL.

SERVICE

DESIGN • REPAIRS • INSTALLATION



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_1 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_1 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_1 to the last position, namely 10 kc., switches the 6N7 multi-vibrator into the circuit to give 10 kc. beats in between the 100 kc. points. The multi-vibrator is adjusted by means of the 15000 ohm potentiometer in the left grid circuit so that the frequency of oscillation locks in

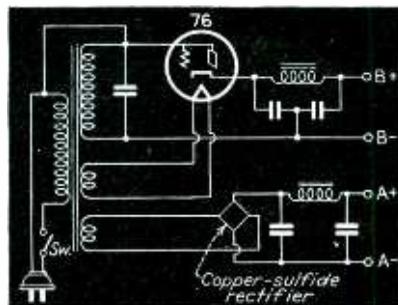
with the 100 kc crystal. Thus its stability is as good as the crystal oscillator.

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

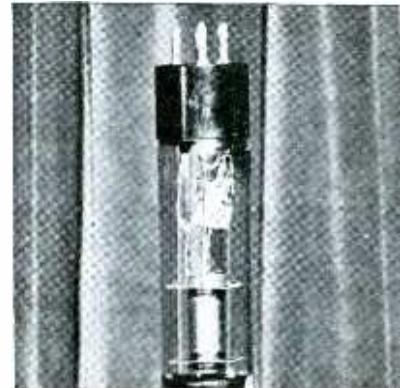


by General Transformer provides universal sockets to accommodate most plug-in connections.

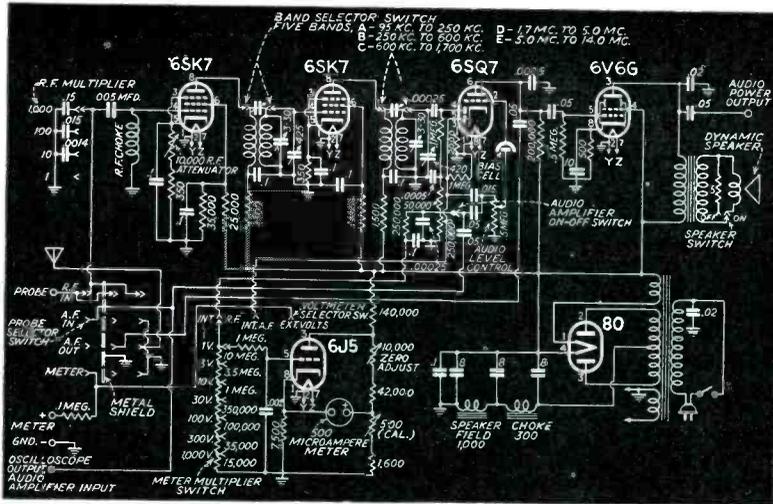
The "A" section contains a full wave, copper sulfide rectifier filtered by a condenser input filter, a choke and an output condenser. The terminal voltage is 1.5 volts with a 200 milliamper load and 1.1 volts at 300 milliamperes.

The "B" supply employs a 76 as a half-wave rectifier and condenser input. A supply voltage of 90 volts at 13 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.



DRY CLEANED—The ion spot familiar to viewers of electro-magnetically deflected cathode-ray tubes is absent in Philco's new tubes. This is accomplished by an offset in the electron gun which can be seen directly below the tube base. This shoots electrons (and the accompanying ions) out at an angle. The electrons are deflected back by a weak magnetic field into the cylindrical electron lens shown directly below the gun and used to paint the image on the screen. The ions, being heavier, are not deflected as much, missing the lens and expending their energy on the side of the tube. In addition the new tubes have perfectly flat screens



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 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.



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



This dual 8-8 mfd. 450 V. Atom is only 1"x2 3/8" and sells for only 60c net. Think of the saving you make!

The MOST FEATURES in the SMALLEST SPACE

Smallest midget dry electrolytics on the market—available in more sizes—self supporting to mount like paper tubulars—all voltages—dual capacity combinations—dual capacity lead on duals to simplify wiring—build up to common negative with lower leakage to simplify wiring with lower leakage and lower power factor than any other midgets—exclusive vent feature that positively eliminates blowups... that, in brief, is the story of Sprague ATOMS. They're the fastest selling midgets because they're far and away the most reliable. Get next to ATOMS today.

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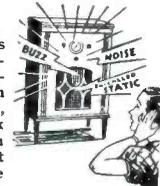
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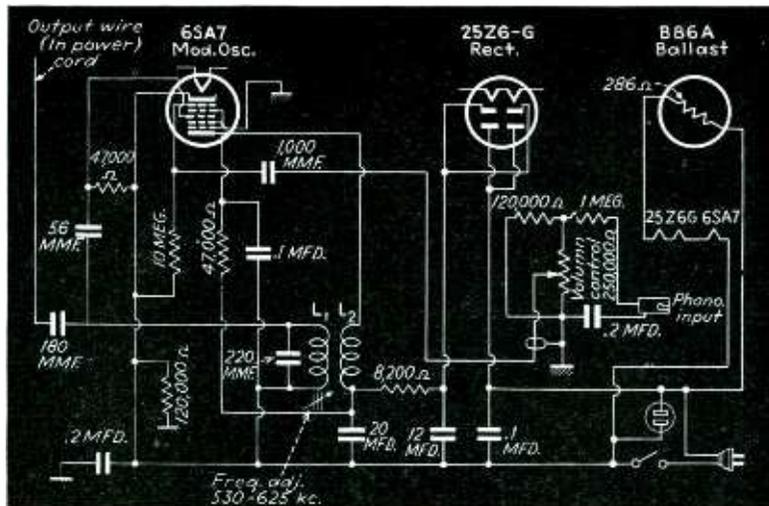
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"The Sound of Tomorrow"



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 oscilla-

tor 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.

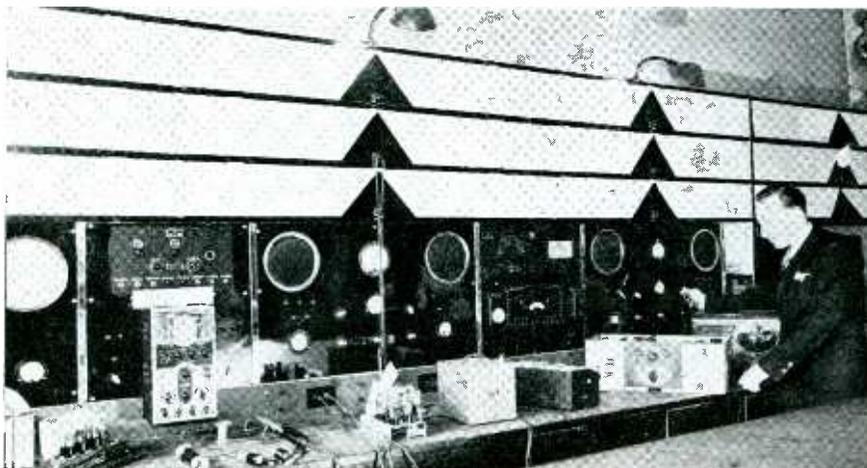
New Tubes

HY114—High frequency 1.4 volt triode oscillator, r.f. amplifier, detector by Hytronic with grid and plate terminals brought out at the top; ratings up to 300 megacycles. Characteristics as r.f. power amplifier or oscillator are:

Heater Voltage	1.4 volts
Heater Current12 amp.
Plate Voltage	180 volts



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

Plate Current	15 ma.
Grid Current	3 ma.
R.F. Power Output.....	2 ma.

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:

Plate Voltage	90 volts
Screen Voltage	90 volts
Grid Voltage	—9 volts
Plate Resistance	0.2 megohm
Transconductance	925 umhos
Plate Current	5 ma.
Screen Current	1 ma.
Load Resistance	12000 ohms
Total distortion	10 per cent
Power Output	200 mu.

Triode Characteristics are:

Plate Voltage	90 volts
Grid Voltage	0 volts
Amplification Factor	25
Plate Resistance	43500 ohms

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MODEL 773 TUBE CHECKER

ONLY \$ **50⁶³** 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



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

★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.



\$ **4⁹⁵** SAVES YOUR
TUBE
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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.

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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



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



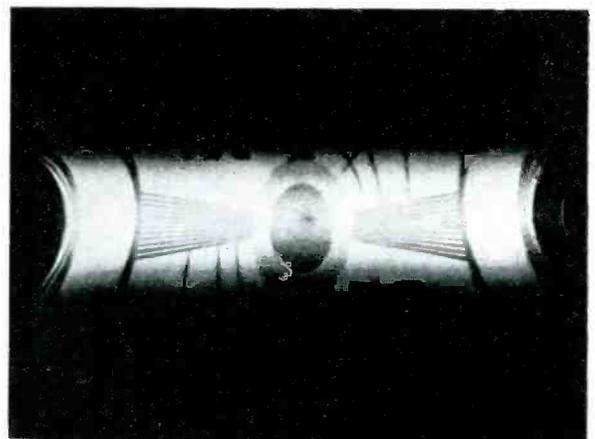
DIATHERMY INTERFERENCE—An irregular “herringbone” effect can usually be traced to a local diathermy machine. Interference of this type is only momentary, drifting in and out of the picture



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



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



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”)

"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

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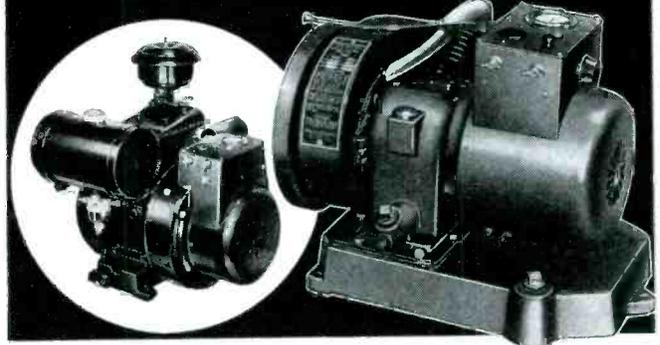


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Owensboro, Ky.

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"PINCOR"
Gasoline Engine
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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.

"BLUE DIAMOND"—COMBINATION A.C.—D.C. POWER PLANT. All New "2-in-1" electric plant supplying 300 watts, 110 volts A.C. 60 cycles; also 200 watts, 6 volts D.C.; 250 watts, 12 volts D.C. or 325 watts, 32 volts D.C. Electric starting.

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Please send me literature, price sheets and other information about the New "PINCOR" GOLD CROWN and BLUE DIAMOND Power Plants.

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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.

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

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RR-839



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



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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.

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- **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.

T R I C K S

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 $\frac{1}{4}$ 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 bypass on 24 r.f. for open.

PHILCO 610

Mushy . . . 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 candohm 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 chokes from candohm 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 avc system.

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.v.c. circuit.

TRUETONE 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 squealing point. The i.f.s. are now re-peaked 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 padder, (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.

Gift Merchandise added to FREE EQUIPMENT



86 PIECE ROGERS SILVER SERVICE
RETAIL VALUE, \$60.00

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

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



ELGIN WRIST WATCH
RETAIL VALUE, \$37.50

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

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

. . . AND MANY OTHER ITEMS!

ASK YOUR JOBBER OR WRITE →

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



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

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

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

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

Both Tubes and Condensers Count on N. U. Premiums

NATIONAL UNION RADIO CORPORATION RR-839
57 State St., Newark, N. J.

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

.....
Name
Address
City State

AUTOMATIC RECORD CHANGERS
MOTORS • ACCESSORIES
FOR COMPLETE STORY AND FREE CATALOG

GARRARD

DEPT. 67H9
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GARRARD SALES CORP.
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by selling
TONK cabinets
for PHONOGRAPH RECORDS

We make a complete line of cabinets harmonizing with the finest phonographs and room effects.

Style 7802 illustrated. Smartly styled walnut door cabinet. Height, 35". Top, 22 1/4" x 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 R-37, R-38 (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 96T4, 96T5, 96T6

Pushbutton antenna trimmers will not tune . . . look for short to rivet

between back to back band 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 mfd 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.

TWENTY-FIVE DOLLARS
worth of
SERVICE DATA
only 25¢
Your Radiart jobber
now has your copy
THE RADIART CORP. • CLEVELAND, OHIO

Repair radios expertly

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

Just Out!



Principles and Practice of
RADIO SERVICING

By H. J. HICKS

Radio Instructor, Hadley Vocational School

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

- INCLUDES CHAPTERS ON:**
- selecting and using test equipment
 - servicing public address systems
 - getting and keeping service business

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

10 DAYS' EXAMINATION ON APPROVAL—SEND THIS COUPON
McGRAW-HILL BOOK CO., INC., 330 W. 42nd St., N. Y. C.
 Send Hicks—Principles and Practice of Radio Servicing for 10 days' examination on approval. In 10 days I will send \$3.00, plus few cents postage, or return book postpaid. (We pay postage on orders accompanied by remittance.)

Name

Address City and State

Position Company ITR. 8-39
 (Books sent on approval in U. S. and Canada only.)

SEARCHLIGHT SECTION

New "SEARCHLIGHT" Advertisements

must be received by September 6th to appear in the September issue.

Address copy 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 Serviceman
Low List Prices—Big Discounts
ALSO PHILCO PARTS AND TUBES
SEND 10c IN STAMPS FOR "R.M.S. SUPER"
BROADSIDE, PHILCO PART CATALOGUE AND
WHOLESALE PRICES.

WILLIAMS PHILCO CO.

804 S. Adams St. Peoria, Ill.

BURSTEIN-APPLEBEE CO.
1017-14 McGee St. Kansas City, Mo.

REPRESENTATIVES WANTED

REPRESENTATIVES with following of Jobbers, Chains, and larger Dealers, to sell standard radio item in continuous demand. Several Eastern and Southern, most Mid- and Far-Western territories still open. Write fully. RW-131, Radio Retailing, 330 W. 42nd St., New York, N. Y.



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.

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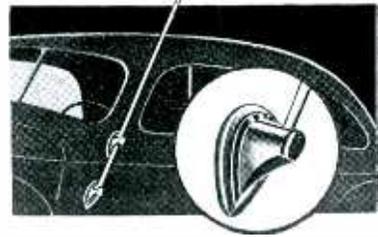
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BRACH COWL AERIAL



Radio's Smartest—

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

Approved and recommended by leading car manufacturers.

L. S. BRACH

MANUFACTURING CORPORATION

World's Largest Makers of Antenna Systems

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NEWARK, N. J.

Today's BEST MULTI-PURPOSE TESTER Buy

Model
432-A-742



Only
\$26.85
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RANGER

with RED • DOT
Lifetime Guaranteed Meter

- Complete Volt-Ohm-Milliammeter, 16 Ranges.
- Sockets for All Tubes. Filament Voltages from 1 to 110 — A Safeguard Against Obsolescence.
- Precision Indicating Instrument With Two Highest Quality Sapphire Jewel Bearings.
- Separate Line Control Meter.
- Neon Shorts Test.
- Approved RMA Circuit.
- Portable Rich Black Leatherette Covered Case — Professional in Appearance.

MODEL 432-A-742 is a combination Tube Tester (Model 432-A) and Volt-Ohm-Milliammeter. Volt-Ohm-Milliammeter section is a separate panel with range selector switch, ohmmeter zero adjuster and jacks, with ranges as follows: AC-DC Volts 0-10-50-250-500-2500 (DC at 1000 ohms per volt); DC Milliamperes 0-1-110-100; Resistance—5 to 500 with 25 ohms at center scale; 0-100,000 ohms and 1½ megohms. Complete, less Batteries, \$26.85 Net. Write For Information—Section 820 College Dr.

READRITE METER WORKS, Bluffton, Ohio

Where You Tell Us . . .

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 CONTROLLERS, from high-line connections, are fully approved by the Industrial Commission 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 Fence, 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 Wisconsin, 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. MONAHAN
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 received 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, however, 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 published 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 telephone 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 radiomen 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.

LUTHER WRIGHT
CHARLESTON, ILL. *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 congratulate 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 purchasers.

For the past five years there has been a camera boom. Camera addicts, both still and ciné, are under foot wherever you go. Photographic concerns are working day and night planning new factories, running behind 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 neglecting 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. Otherwise, no.

CROSLLEY 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. Armco 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.

UNMATCHABLE VALUE

through quality
manufacturing processes.

PRICES BEGIN BELOW \$200

THE CROSLLEY 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.

Waukesha Motors, Spicer Axles, Warner Transmission, Rockford Clutch, Murray Body, Autolite Starter, Ross Steering Gear, Goodrich Safety Tires, Timken Bearings, Tillotson Carburetor, Delco-Lovejoy Shock Absorbers.

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 CROSLLEY 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.

UNMATCHABLE VALUE

Through Quality
Manufacturing Processes

8 TUBE \$69.95
3 BAND

Curveflector with automatic feather touch tuning



THE CROSLLEY CORPORATION

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

POWEL CROSLLEY, Jr., President

CINCINNATI

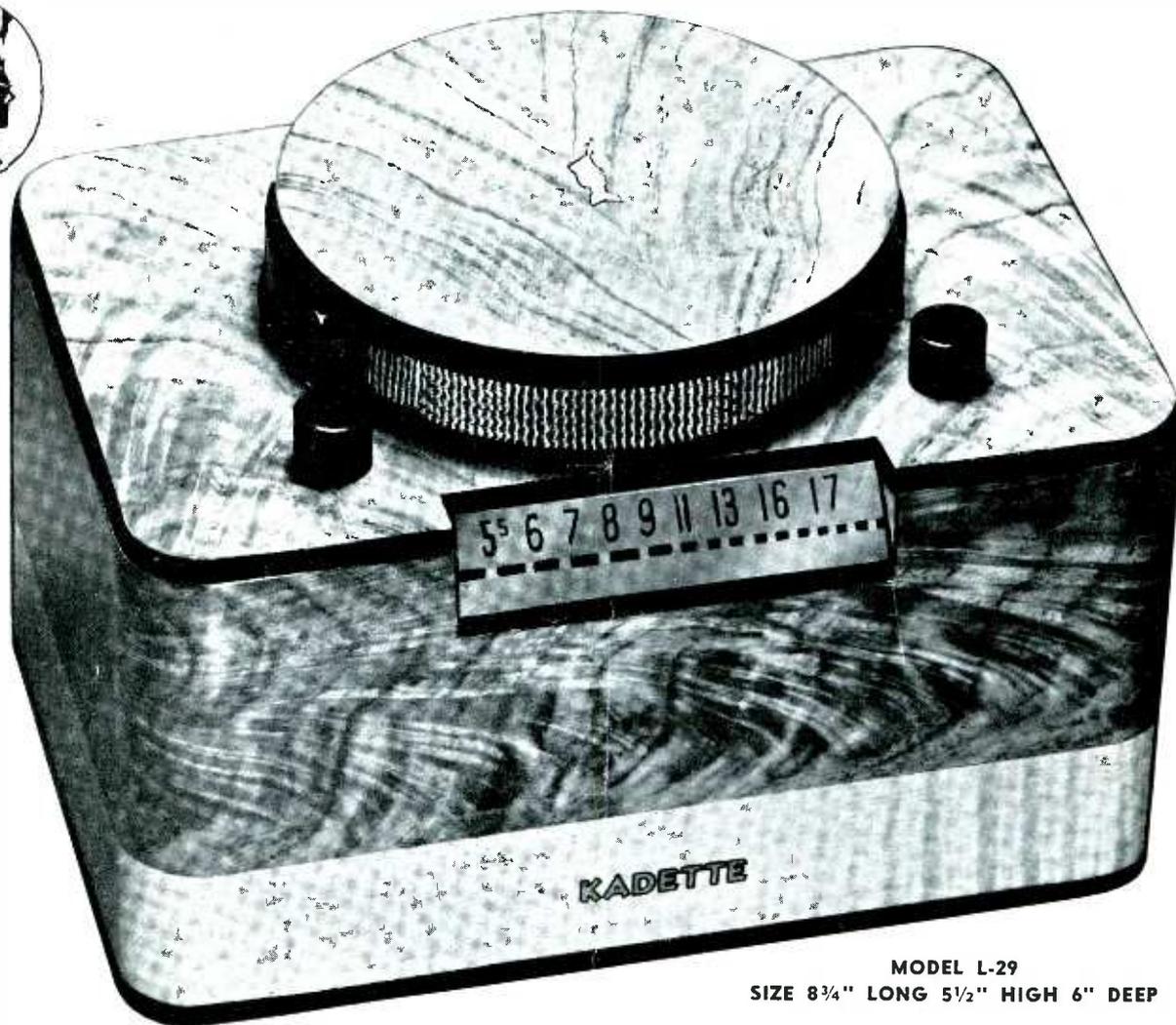
See the Crosley Building at the New York World's Fair

KADETTE

RADIO & TELEVISION

RETAILLING

BRING YOU GREATER PROFITS



MODEL L-29
SIZE 8 $\frac{3}{4}$ " LONG 5 $\frac{1}{2}$ " HIGH 6" DEEP

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

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