

RADIO *& Television* RETAILING

CALDWELL-CLEMENTS, INC.



FEBRUARY 1945
IN TWO PARTS • PART ONE



Keep Your Store before Her
While She Plans Her Post-War Buying

In This Issue ★
News of Radio, Records,
Appliances, and Servicing

Look Ahead...Through Your Mallory Distributor's Eyes

IT takes a real *leader* to plan ahead. And that's how men become Mallory distributors—on the basis of the *leadership* they show!

Only the *best* radio wholesalers are selected to handle Mallory Precision Products. They've really got to know radio... know how to sell... give exceptional service... prove that they're alert and on their toes.

The Mallory distributor who serves your

area is a good man to cultivate and know. His experience is broad, and you know you can depend on it. His stock is the best that money can buy. *And he'll really help you with your procurement problems—without cost or obligation to you.*

As you look ahead to tomorrow's uncertainties, remember your Mallory distributor! He's there to help you along the way. And back of him, already planned or in service, are amazing developments for the future!

Here is What He Offers

1

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

2

A program of standardization that meets the maximum number of application needs with the minimum number of parts... reduces investment, simplifies replacement, speeds up delivery.

3

Efficient service... backed by detailed information on prices, parts, catalog numbers... promptly applied, whether orders are large or small... especially effective in meeting emergencies.

4

Technical service helps... bulletins, booklets, catalogs, letters, with complete data on what to use and where to use it... special publications on radio fundamentals and new developments.

5

A background of personal experience... acquired through years of service in radio... helpful in solving difficult or unusual problems... effective in training dealer personnel.

6

Commercial "know how"... implemented by sound methods of keeping your business on the beam... with special attention to promotion devices that help sell your story to the public.

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

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



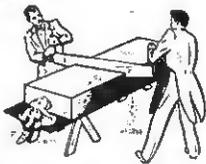
More than ever—
ALWAYS
INSIST ON

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

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

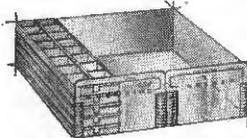
ALSO MALLORY "TROPICAL" DRY BATTERIES, ORIGINALLY DEVELOPED BY MALLORY FOR THE U. S. ARMY SIGNAL CORPS, NOT PRESENTLY AVAILABLE FOR CIVILIAN USE.

* Trademarks



There's magic in DUAL TEMP, too!

2 REFRIGERATORS IN 1!



1 A Separate, Insulated

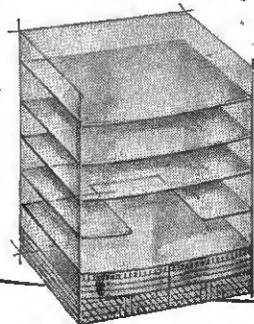
HOME FREEZER . . .

at 37° Below Freezing

2 A Purified, Moist Cold

FOOD COMPARTMENT . . .

at 5° Above Freezing



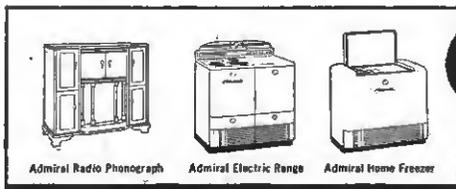
Yes, there IS magic in DUAL TEMP . . . selling magic for the peacetime days ahead. Just open the door and everything your customer wants in a refrigerator . . . everything you need to make a sale . . . is there! A built-in HOME FREEZER that really quick freezes . . . stores 80 pounds, nearly two bushels of frozen food for months. A Purified Moist Cold Compartment that keeps food fresh and moist . . . no space stealing coils, NO MESSY DEFROSTING, no covered dishes and no "ice box odors." Sterilamp ultra violet ray action controls odors, kills bacteria, retards mold growth.

DUAL TEMP is miles ahead of competition in every selling feature. It's YOUR appliance leader for greater postwar profits . . . so Get Aboard with Admiral. Admiral Corporation, Chicago 47, Illinois.

TUNE IN: CBS Sundays, 2:30 P.M., EWT, for Admiral's "World News Today."



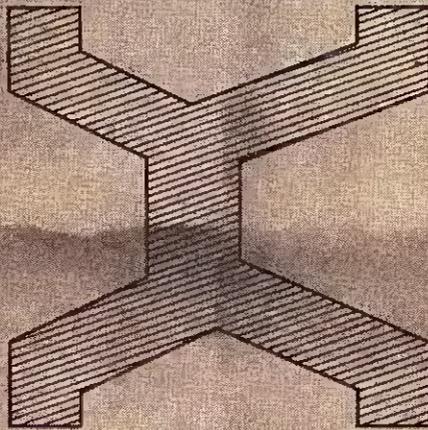
And Remember, Only



Admiral

Can Build a DUAL TEMP

Quality Counts



IN THE International Bureau in Sevrés, France, there is a peculiarly shaped rod, a picture of which is shown above. That rod is the internationally accepted length of the meter, the basic unit of the metric system. Its length determined mathematically as a part of the terrestrial meridian contained between the north pole and the equator its shape developed after much experimentation and its composition a special platinum and iridium alloy,

it is a standard of quality to which the whole world refers. In the judging of any product, it is the quality that counts.

In the antenna field, **THE WARD PRODUCTS CORPORATION** is a nationally known manufacturer of quality products. **WARD** sectional and one-piece antennas are the workmanship of craftsmen using modern equipment under ideal conditions. For quality antennas for all applications, look to **WARD**.



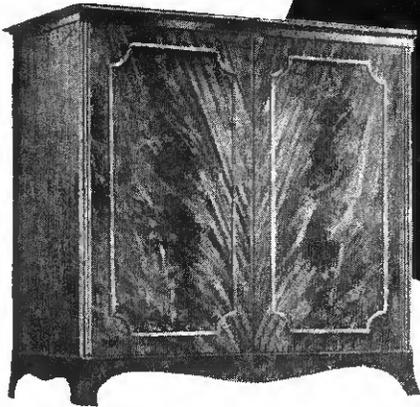
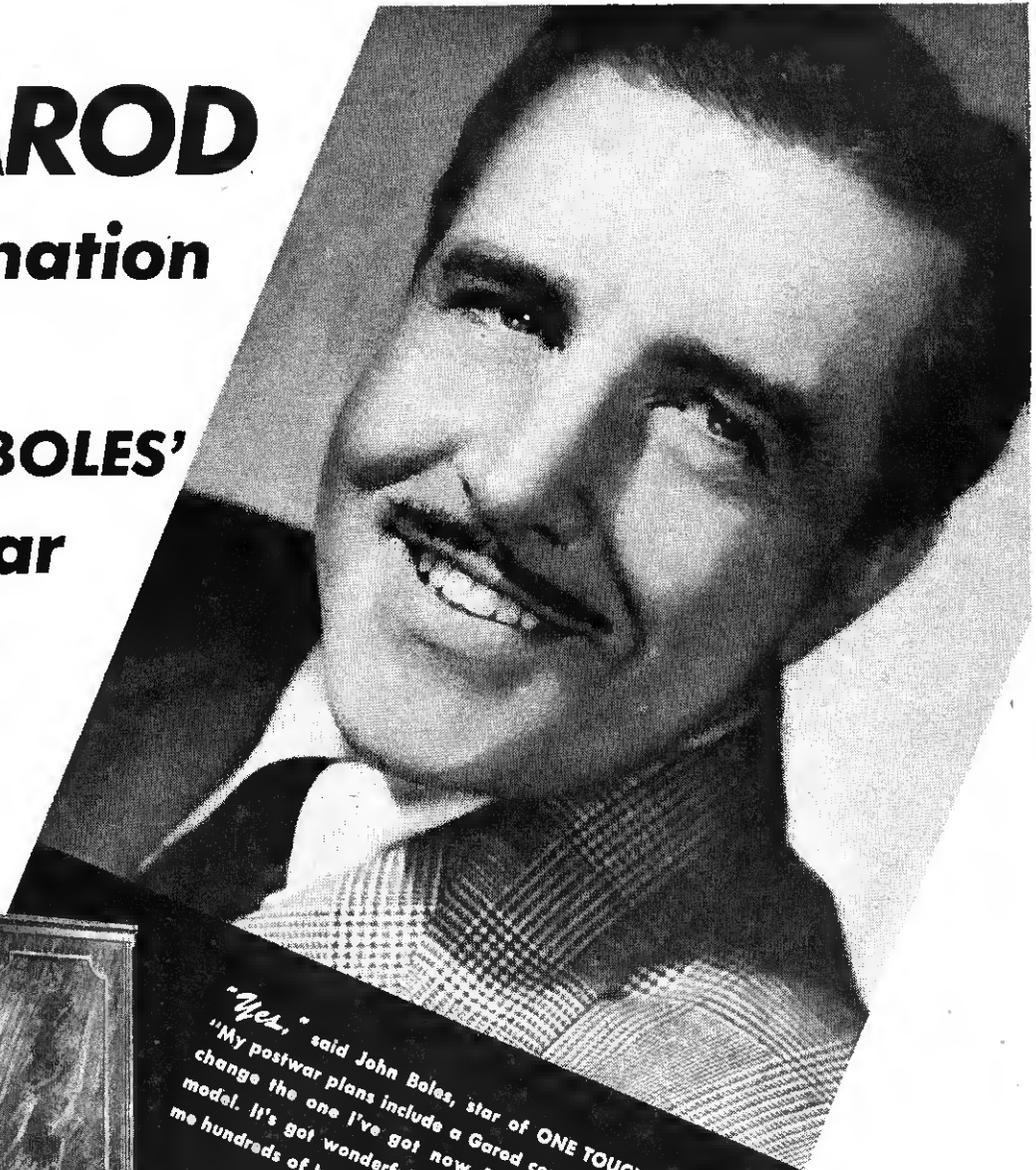
BUY WAR BONDS

WARD

Antennas

THE WARD PRODUCTS CORPORATION, 15 23 1/2 E. 45TH STREET, CLEVELAND 3, OHIO

**a GAROD
combination
is
JOHN BOLES'
postwar
choice**



"Yes," said John Boles, star of **ONE TOUCH OF VENUS**, "My postwar plans include a Gared combination. I wouldn't change the one I've got now for anything but a newer model. It's got wonderful tone, smart lines, and has given me hundreds of hours of entertainment."

Your future sales will depend heavily on how well you plan your postwar program. There are thousands of "selective" people like John Boles, and they'll be satisfied with nothing less than quality. And that, of course, means Gared-built radios. With a background of experiences as old as the industry itself, Gared

will provide a hard-hitting line of AM and FM receivers . . . backed by equally hard-hitting advertising, merchandising and sales promotion programs. Don't risk customer dissatisfaction. Plan now to carry quality from the start. Get in touch with your nearest Gared distributor, or write directly to us.

GAROD  **RADIO**

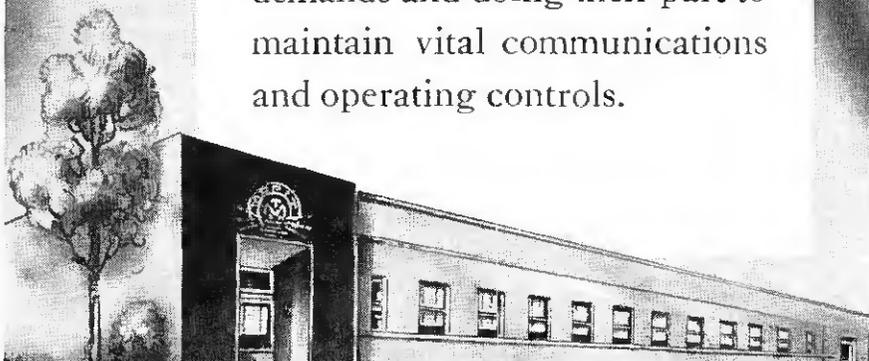
GAROD RADIO CORPORATION • 70 WASHINGTON STREET • BROOKLYN 1, N. Y.



When the Going Is Hardest

MERIT TRANSFORMERS

are in the thick of the fight, standing up to the most exacting demands and doing their part to maintain vital communications and operating controls.



MERIT COIL & TRANSFORMER CORP.

4427 North Clark St. Telephone Long Beach 6311 CHICAGO 40, ILL.

RADIO* Television RETAILING

Including Radio and Television Today

MEMBER AUDIT BUREAU of CIRCULATIONS

FEBRUARY, 1945

COVER—Constant contact with prospective customers will pay dividends to the dealer tomorrow.

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PART II

Tube Substitution Chart,
In colors

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*Trade-Mark Reg. U. S. Pat. Off.

ORESTES H. CALDWELL
Editor

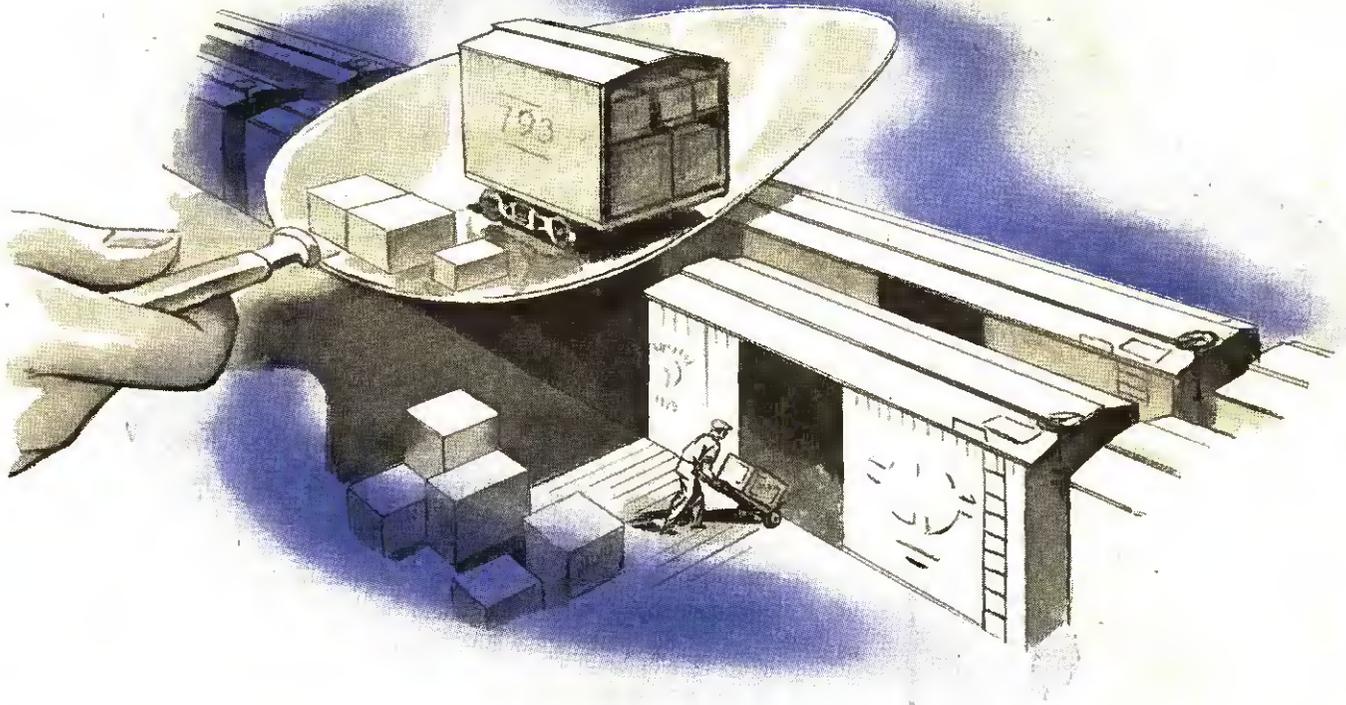
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Cut Yourself a Slice of the First Radio Shipments

-- guarantee delivery on your
first radio requirements



"Buy your new radio from
Your Radio Dealer"—that
is the theme of MECK ad-
vertising to your customers
—appearing in Liberty.

Your biggest postwar problem is—deliveries. Here is a sales plan that answers that problem by guaranteeing deliveries.

An organized sales and distribution plan makes it possible for you to depend on *your share* of the *finest* radios available immediately after civilian set production starts.

Meck Radios will be sales leaders, year in and year out—from the start. You can now reserve a section of my production line, get your share of the first radio shipments, and stop worrying.

Ask your Parts Jobber today or write

JOHN MECK INDUSTRIES, Inc., PLYMOUTH, INDIANA

John Meck



MECK RADIOS

TABLE MODELS • PORTABLES • CONSOLE COMBINATIONS • PHONOGRAPHS

SYLVANIA NEWS

RADIO RETAILER EDITION

FEBRUARY

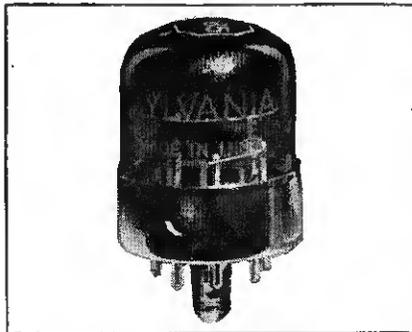
Published in the Interests of Better Sight and Sound

1945

Type 1AB5 Used as Mixer, RF Amplifier At 50Mc. and Above

With current public interest in FM indicating a trend toward higher frequencies, radio retailers will be especially interested in Sylvania's new 1AB5 tube.

The new tube is a filament type pentode for use as a mixer or RF amplifier in



circuits requiring a tube of greater mutual conductance than the 1LN5.

The 1AB5 is especially designed for operation at frequencies of 50Mc. and higher. Its combination of characteristics results in higher effective input resistance at these frequencies.

The tube has an 8-pin base of the Lock-In type, and a short T-9 bulb. It is designed for a filament voltage of 1.2.

A wide use of this tube in postwar sets is anticipated.

DID YOU KNOW...

That new long, small diameter fluorescent lamps soon to be placed in production at Sylvania Electric will be of the instant starting type? Using no starters, they will need less maintenance.

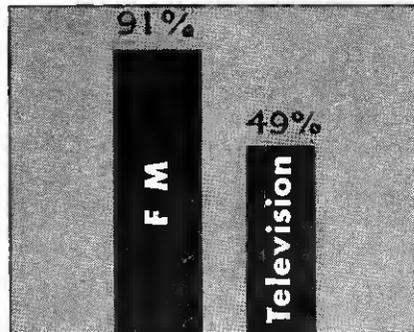
★ ★ ★

That the taking of tube characteristics by photographing an oscilloscopic trace permits the measurement of tube performance which could not otherwise be obtained? This is the method used in the Sylvania Laboratories.

Present Set-Owners Place FM First In Current Sylvania Radio Survey

91% of Consumers Interviewed Say They Want This Feature in Postwar Receivers

Preliminary reports of the nationwide survey being conducted by Sylvania Electric indicate a high degree of public interest in frequency modulation. Of the thousands of set-owners who have been interviewed, 91% have indicated their desire to have FM incorporated in their postwar receivers.



Graph shows percentages of set-owners stating that they want FM and television in their postwar sets.

SYLVESTER SURVEY



"Would you be willing to go as high as \$300 to have FM and television included in your radio set?"

70% say they are willing to pay an additional sum in order to get this feature.

Television, while also a subject of considerable interest, ranked behind FM in the tabulation of survey results, 49% of those interviewed stated that they wanted television reception after the war. The same percentage indicated their willingness to pay extra for it.

INFLUENCE OF COST

In order to give radio retailers, distributors and manufacturers an idea of the potential postwar market for radio sets, the Sylvania survey is also eliciting information on the amounts which customers will pay in order to have FM and television. The results of this phase of the survey will be published in future editions of SYLVANIA NEWS.

SURVEY CONTINUES

In addition, Sylvania is broadening the scope of its initial survey through the medium of a series of questionnaire-type advertisements appearing in leading national magazines.

The purpose of these advertisements is to gather additional information on consumer preferences and interest in various types of radio and television receivers. This Sylvania research should be helpful to radio retailers in their plans to serve the postwar market.

SYLVANIA ELECTRIC

SYLVANIA ELECTRIC PRODUCTS INC., Radio Division, Emporium, Pa.

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, ACCESSORIES; INCANDESCENT LAMPS

Pioneers of Progress

America is the achievement of fearless men who pushed West and West and West despite the cruel hardships, the physical dangers they encountered. But pioneering was not finished with the colonization of the new continent. The same spirit is evident in the improvements Fada has pioneered for 25 years. And still we are not satisfied! That's why you can always look to Fada for the newest and finest in whatever electronic marvels war's end will bring.



PLACE YOUR FAITH IN THE

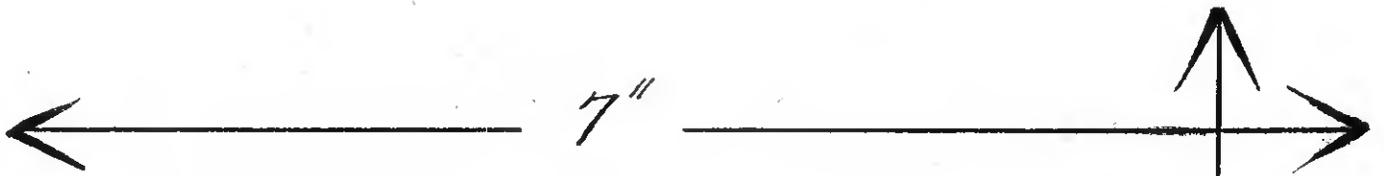
FADA

Radio

OF THE FUTURE

Famous Since Broadcasting Began!

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



*Too small a page
Too big a list*

so all we can say here is that
991 National Advertisers
used Fawcett Publications
in 1944

10"

Fawcett Publications, Inc.

World's Largest Publishers of Monthly Magazines
1501 Broadway, New York 18, N. Y.

True Confessions • Motion Picture • Movie Story
Mechanix Illustrated • Life Story • True
Fawcett Magazine Comics



AMPHENOL *Offers*

The Most Complete Line of U. H. F. Cables and Connectors . . .

Approved R-G CABLES with Characteristics and Dimensions

A-N NO.	NOMINAL IMPEDENCE	NOMINAL MMFD.FT.	CONDUCTOR WIRE SIZE	O.D. OF DIELECTRIC	INNER SHIELD	OUTER SHIELD	JACKET		ARMOR MAX. D.D.
							MATERIAL	O.D.	
RG-5/U	53.5	28	16	.185	COPPER	COPPER	BLACK VINYL	.332	
RG-7/U	76.				COPPER		BLACK VINYL		
RG-8/U	97.5		7-21	.285	SILVER*		GREY VINYL†	.430	
RG-9/U	53	29	7-21	.280	SILVER*		BLACK VINYL	.405	ARMOR .475
RG-10/U	75	29			COPPER		VINYL	.405	ARMOR .475
RG-11/U	75.	29							
RG-13/U	74.	29							
RG-14/U	52.	29							ARMOR .945
RG-15/U	76.	29							
RG-17/U	52.	29							
RG-18/U	52.	29							
RG-21/U	53.	29							
RG-22/U	95.	29							
RG-29/U	53.5	29							

In the production of polyethylene dielectric cables Amphenol ranks first. This is the solid, flexible dielectric which was developed by the Army, Navy and Air Corps for wartime electronic use. Amphenol lists thirty-two sizes and types approved by the Army and Navy and most satisfactory results are obtained thru the use of Amphenol low-loss connectors designed specifically for these cables.

Complete assembly components may be obtained from Amphenol. For manufacturers using U.H.F. cables and connectors in quantity there is a definite advantage in having them assembled by Amphenol's highly expert Cable Assembly Department. This assures accurate and skilled workmanship and a definite saving of materials and labor.

Your request for Catalog D will bring you the latest information on high frequency cables and connectors. Complete information on Amphenol assembled units will be furnished on request.

Depend upon



Quality

AMERICAN PHENOLIC CORPORATION
Chicago 50, Illinois
In Canada, Amphenol Limited, Toronto

U. H. F. Cables and Connectors
Conduit
Fittings
Connectors
(A-N, U. H. F., British)
Cable Assemblies
Radio Parts
Plastics for Industry

*Silver Coated C

THE
DAY
IS
COMING

A few years back, when production of household appliances was stopped, sales rationed, and no one knew what next to expect, we continued to extend our full regular financing service. Appliance dealers continued to be served by us with full collection service on outstanding accounts. New plans were created for emergency items taken on by the dealer.

When war-time restrictions are eased, and new refrigerators, washers, ranges and radios begin to roll from the assembly lines, we'll still be in there pitching and backing you up.

The kind of service we have maintained through wars and depressions . . . through the unprecedented period of non-production and rationed sales . . . is the kind we will continue to give you, on an even bigger and better scale, from now on.

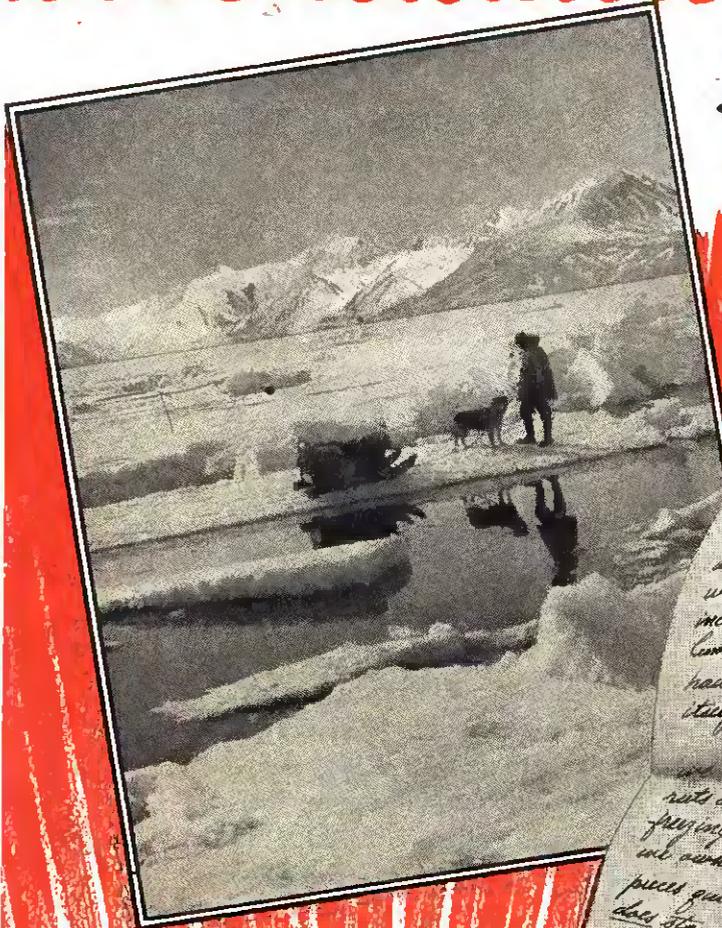
COMMERCIAL CREDIT COMPANY

BALTIMORE 2, MARYLAND

Capital and Surplus more than \$65,000,000

Credit Bankers to America's Families for 33 Years

We've learned a lot in The ALEUTIANS



and I'm also sending you a snapshot of two
farmer citizens of New Hampshire. One is Tulik
and the other is me. Tulik is the eskimo name of
one of our mountains, but we call the dog that
because that is the way he sits his show.

You would never know me in this sourdough
costume, but everybody dresses to suit the weather
up here and P.E.'s and generals all look alike any
way when they are plastered with mud.

Speaking of weather we have all the bad
kinds. This picture looks bright and sunny but
that was the first break in the fog in a week
and before the day was over the fog in a week
was blowing a hundred miles an hour with
included. When it was over we have with snow
Camber that we had spent two days piling up
had all blown down to the beach and collected
itself on top of one of our P.E.'s.

This climate is tough on equipment. On day
we are bogged in mud and the next day the
rats are frozen solid as concrete. When it isn't
freezing the dampness is soaking into everything
we own. If stuff isn't built right, it goes to
pieces quick in the weather and if anything
does stand up here, it will stand up anywhere.

I understand we are having a Christmas tree
shipped to us. This will be the first tree here in
a million years.

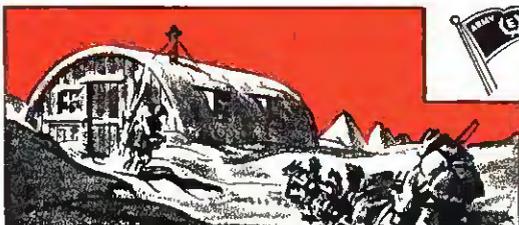
There isn't even any soil to grow

The fellows who are fightin' the war in the Pacific and in Europe are learning lessons that they could never have learned from books. So are we at Automatic who are making their radio equipment. Just as the Aleutians are tough on equipment, so are the Solomons and the Sahara. In fact any place where radio equipment is being used in combat—in planes, tanks, or ships—is a tough assignment.

In the proving ground of global battle, the

Automatic sets that you will sell tomorrow are being tested today, and you may be sure that the results of this testing will be apparent after the war in the better values that Automatic will give to its customers.

You know that Automatic made good sets before the war, and you can be sure that we will make better sets than ever when the war is over. Consult Automatic before making any future commitments.



Automatic

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





THE OVERWHELMING LEADER FOR 12 STRAIGHT YEARS!

The story of radio, as a major industry in the United States, is the story of Philco and its long history of leadership in radio engineering, production, sales and merchandising.

From 26th to 1st place in three years... then overwhelming leadership for 12 straight years, through good times and bad. Think back over those 12 years and you'll remember times when Philco carried the burden of promoting and advertising radio to the public *practically alone*, and kept the business alive as a source of profit for the radio dealer.

When good times came, Philco met the challenge of leadership again. Progressive engineering and aggressive merchandising kept Philco constantly in front as *America's Favorite Radio with both trade and public!* From 1930 through 1941, continuous leadership... *in dollar volume... in unit sales... in dollars per sale*, by an overwhelming margin, the world's largest radio manufacturer.

The story of radio in the future will be as closely identified with Philco and all those factors that made it, over the years, the leader of the industry... the chief source of profits for the radio dealers of America.

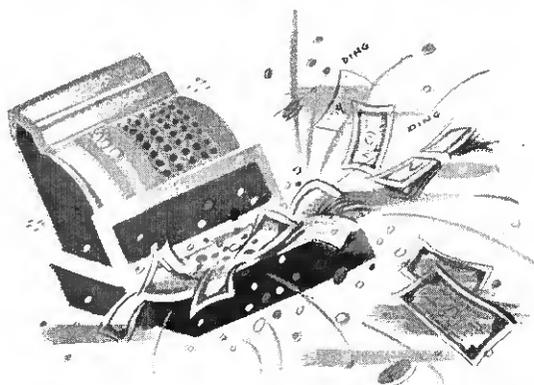
After Victory, Look to
PHILCO *for Leadership!*

Here is your answer

**WHEN
FACTORY PRODUCTION
WON'T GO AROUND**



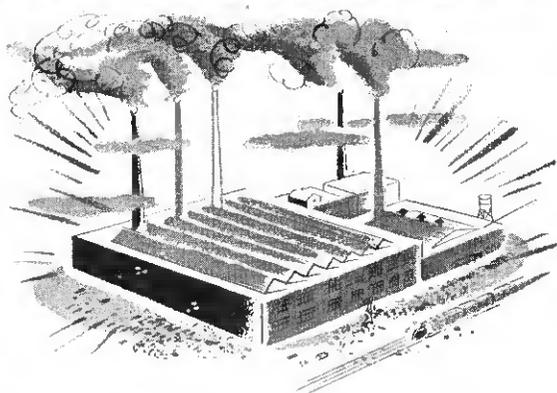
You can make capital out of a small factory output by concentrating your selling in the \$4,496,734,000 Chicago market. Instead of spreading your distribution thinly throughout forty-eight states and not being important in any of them, you can be an outstanding success in this rich key market, famous for its purchases of autos, washing machines, radios, furnaces and other "big unit" products.



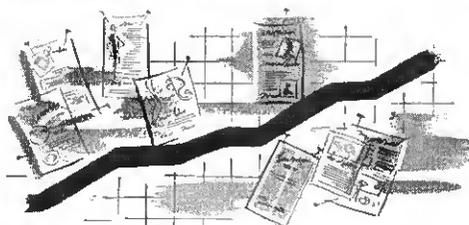
Here is a compact market easily accessible to factory and salesmen, with billions of pent-up savings and celebrated for breaking sales records again and again. Dealer and consumer surveys reveal a tremendous backlog of business. Postwar purchases—new and replacement—make certain you can get going quickly and can build solidly for sustained high volume.



You can get dealer support and consumer acceptance throughout the entire market at one low cost through a single advertising medium—the Chicago Tribune. Seven days a week, the Tribune reaches the families in this market with a selling impact that is without equal. One out of every three families in 756 cities and towns of 1,000 or more population reads the Tribune on weekdays. On Sundays, it is practically every other family—at one of the lowest milline rates in the United States.



If your factory production is going to be small during the first year or so after reconversion, the Chicago market merits and will reward your full attention and sales effort. If you can stock dealers throughout the United States, this market is still too big to leave wide open to competitors. For market facts and merchandising suggestions, call for a Tribune representative.



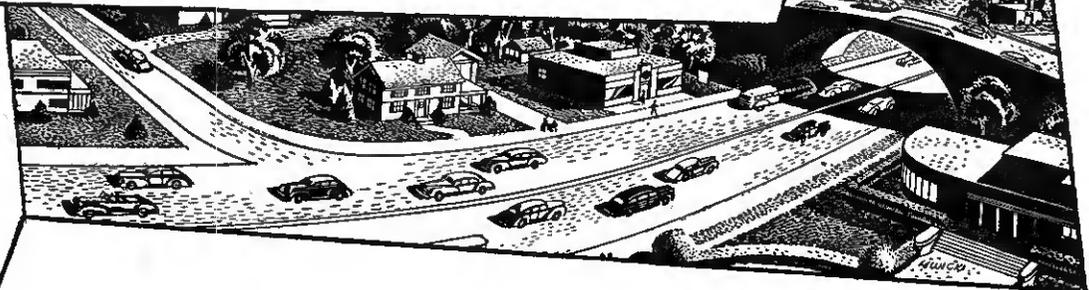
Now available for your study and use are the findings of a market-wide dealer and consumer investigation revealing ownership of automobiles and electrical appliances, brand preferences and expected buying. To get these facts, address C. S. Benham, Manager, National advertising, Chicago Tribune, Tribune Tower, Chicago 11, Ill.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

December average net paid total circulation: Daily, over 920,000;
Sunday, over 1,300,000.

What's Back of **LEAR RADIO**



THE NAME "LEAR" on home radios is something new. But Lear has a long history of success in radio development.

This history dates back to 1930.

Lear thinking helped to make automobile radios possible. It was Lear inventive foresight that contributed to the success of many of the most famous radios on the prewar market.

But before the war, Lear preferred to produce aircraft radios—instruments for a service that was tough and exacting.

All through the war, Lear continued radio development.

Now this ability to foresee and create is being directed into fine radios for

America's homes. They will be radios such as you and your customers have never known before.

This will make the Lear distributor franchise a particularly valuable one. But there is even more! Lear policy is aimed to protect Lear distributors and dealers.

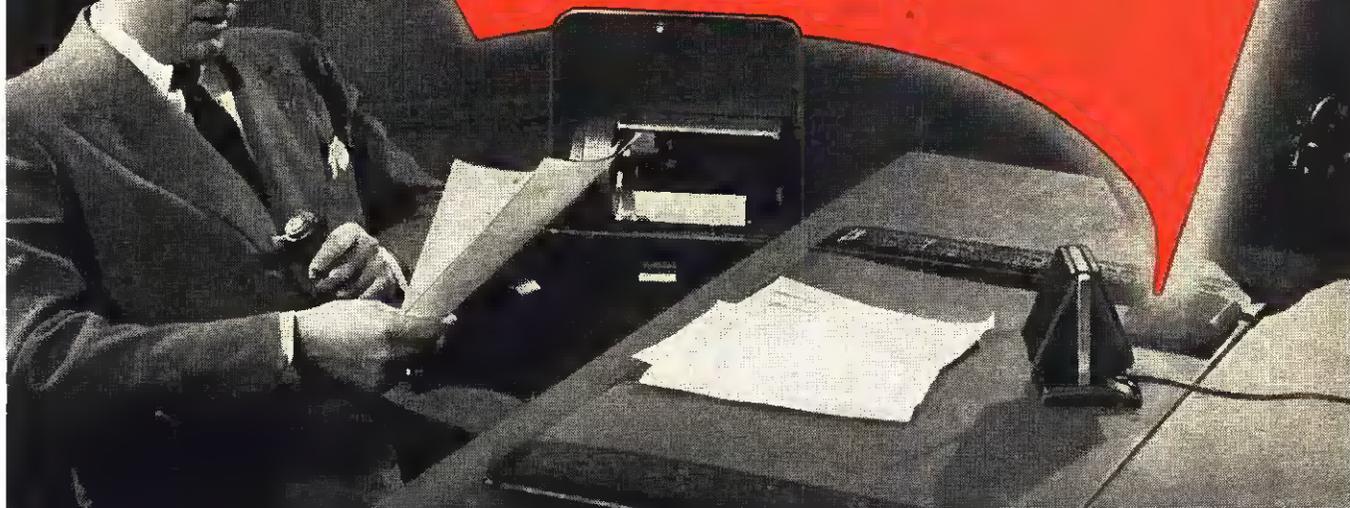
Stable discounts on stable prices on stable models will provide the sound basis for a long, steady, successful business.

You'll be interested in knowing more about selling Lear home radios. We'll be glad to tell you about it. Address LEAR, Incorporated, Home Radio Division, Sales, 230 East Ohio Street, Chicago 11, Illinois.

LEAR RADIO



DICTAPHONE ELECTRONIC DICTATION *and . . .* RAYTHEON TUBES



● If you're a radio serviceman or engineer, you'll appreciate the ingenuity and development work which produced this new Dictaphone Electronic Dictating Machine which is available for essential uses. And if you're a busy executive, as well, you'll praise it as an aid to getting things done more easily, more quickly and more conveniently. Not only does it record dictation, but over-the-desk conversations and both ends of phone-calls too!

Raytheon high-fidelity tubes used in this remarkable new machine consistently deliver clear, realistic reproduction and give long, dependable performance...just as they will in the future for this and an infinite variety of other electronic devices.

When peace comes, Raytheon tubes will be more readily available. And they'll be even finer than Raytheon's pre-war tubes,

for their design and construction will have been proved by the toughest test of all—the acid test of battlefront performance. We can promise, too, if you're a serviceman or dealer, that the Raytheon tube line will be the most *beneficial* line for you to handle. After Victory it will pay you to switch to Raytheon high-fidelity tubes!

Increased turnover and profits . . . easier stock control . . . better tubes at lower inventory cost . . . These are benefits you will enjoy after the war as a result of the Raytheon standardized tube type program, which is part of our continued planning for the future.



Raytheon
Manufacturing Company

RADIO RECEIVING TUBE DIVISION

Newton, Massachusetts • Los Angeles
 New York • Chicago • Atlanta

Listen to
 "MEET YOUR NAVY"
 Every Saturday Night
 ENTIRE BLUE NETWORK
 Coast-to-Coast
 181 Stations

RAYTHEON

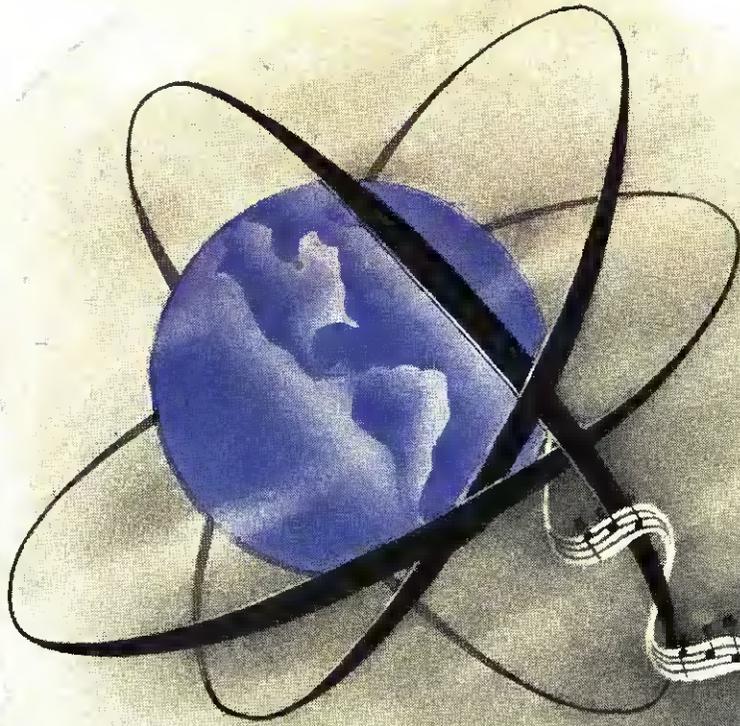
High Fidelity

ELECTRONIC AND RADIO TUBES



All Four Divisions Have Been Awarded
 Army-Navy "E" with Stars

DEVOTED TO RESEARCH AND MANUFACTURE OF TUBES FOR THE NEW ERA OF ELECTRONICS



From a 21-year background in radio

—enriched by vital

electronic war-production

—comes the brilliant, new, post-war

ECA RADIO

by ELECTRONIC CORP. OF AMERICA



ECA Radio presents WILLIAM S. GAILMOR, and his personal interpretation of the news, Monday through Friday, 11:05 P.M.—over WJZ, key station of the Blue Network. Featured on the program is ECA Radio's free 44-page book "A Plan For America At Peace," outlining a workable proposal for a post-war world of peace and plenty. Thousands of copies—potent salesmen for ECA Radios—have already been distributed throughout the nation.

**A COMPLETE, PROFIT-PROTECTED LINE —
SOLD DIRECT, TO "SELECTED" DEALERS ONLY**

If you are the outstanding radio dealer in your community, you can't afford to miss today's opportunity for a post-war ECA Radio Franchise! Because we realize that what is best for the dealer is best for ECA Radios, our sales plan was developed in close collaboration with leading retailers. It embodies every feature vital for a successful retail operation. It assures you the utmost in profit, and your customers the utmost in value!

**CHECK THESE PROFIT-PRODUCING FEATURES
OF ECA RADIO'S UNIQUE SALES PROGRAM!**

- Complete line of radios
- Advanced styling by top-flight designers
- Latest electronic features
- Protected dealer profits
- Extensive advertising
- "Pre-sold" consumers
- Distribution to limited number of dealers
- Assured deliveries

Post-war production of ECA Radios will be allocated only to franchised dealers...
NOW is the time to apply!

ECA

RADIOS

HARMONY IN SOUND AND DESIGN

ELECTRONIC CORP. OF AMERICA

45 WEST 18th STREET, NEW YORK 11, N. Y.



ELECTRONIC CORP. OF AMERICA, Dept. T
45 West 18th Street, New York 11, N. Y.

Gentlemen: We are an outstanding dealer in our community, and are interested in the ECA Radio Franchise. Please send details, without obligation.

Store Name.....

Address.....

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

WATCH FOR THE Sentinel POSTWAR PLAN



SORRY...no details, yet! These will be released when Victory is nailed down. However, we can tell you that Sentinel will be ready for production the moment war demands relax. Designers, engineers, production men and sales experts have put their heads together to shape Sentinel's plans for the future.

To build and establish new markets for its army of dealers, Sentinel continues to advertise nationally . . . Radio on nationwide programs creating ready consumer acceptance for Sentinel Radios. Backed by quick deliveries, you, as a Sentinel dealer, will be assured of a sound, constructive plan for sure profit.

LISTEN . . .
to Sentinel's Nation-Wide Radio Program
 • JOHN W. VANDERCOOK
 analyses the news every Saturday afternoon! 5:30 to 5:45 E.W.T. over NBC's complete network. See local newspapers for time and station.

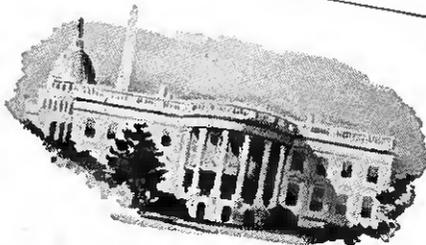


Sentinel RADIO

QUALITY RADIO SINCE 1920

SENTINEL RADIO CORPORATION, 2020 Ridge Ave., Evanston, Ill.

Here is page 27!



THIS IS MY AMERICA

By Eleanor Roosevelt

NOT long ago I saw a friend off at the Union Station in Washington, and afterward dropped in to the handsome room which was designed for the reception of visiting celebrities and is now a Serviceman's lounge. One of the young soldiers with whom I chatted offered to see me to my trolley car, but all the cars were so crowded I decided to walk back to the White House. I told him that if he cared to come with me I would point out the different Government buildings as we went along. When we arrived at the White House we were deep in conversation so I invited him to come in to lunch and finish our talk. As we went in the young soldier said to me, "Mrs. Roosevelt, this is something that could only happen in the United States—my dropping into the President's house just as I would at one of the neighbor's back home. That's the America that's worth fighting for."

That is my America, too. I have travelled in all the States and met Americans of all national backgrounds and from all walks of life. There is no place in the country where I do not feel at home, because America is a way of life as well as a nation, and we all share the same basic beliefs that tie every community with the whole United States.

My America has a past of which I am proud, but—what I am still prouder of—it has a future. Democracy never stands still. It is a constantly growing and developing condition and therefore it is a constant adventure. We are Americans, not because we have studied a certain form of government, or even because we have learned the Constitution and how to salute the flag and sing the Star Spangled Banner. We are Americans because we believe in the rights and responsibilities of the individual and know that



we can all help to make our country the kind that we wish it to be. My America is not only a nation of fertile farms and industries, great natural resources, mountains and rivers. It is a country where people meet to discuss their problems and find a way to better their own lives by taking part in the Government. My America is not only cities and small towns. It is forums where citizens can hear the great questions of the day discussed by authorities without fear of any consequences. It is public schools where young people share equality of educational opportunity regardless of race or creed. It is a country of churches and libraries and radio networks; a country where every man and woman can listen to candidates for office before election, follow their records and vote for their own leaders.

Here is an example of what I mean. I have often thought that sickness is the rock on which so many families are shipwrecked. People seem able to save for other things but few plan for sickness. It seems to be a blind spot in human nature. Now Americans are beginning to think of this common problem and talk about various ways of solving it. How it is to be done, no one seems to have completely decided. But the mere fact that it is being constantly discussed means that some day we will find the solution.

Not long ago two college students journeyed to my home in Hyde Park to take part with me in a radio program. One was born in Germany, one in Italy, and they were both naturalized citizens. They questioned me on various ways in which young people could be useful to a democracy. When the broadcast was finished I took the two students in to meet the President who was then entertaining several notables and we all chatted together amiably on these same subjects. Yes, This Is My America.

27

PAGE 27 is a highlight from the February issue of one of the most influential magazines in America.

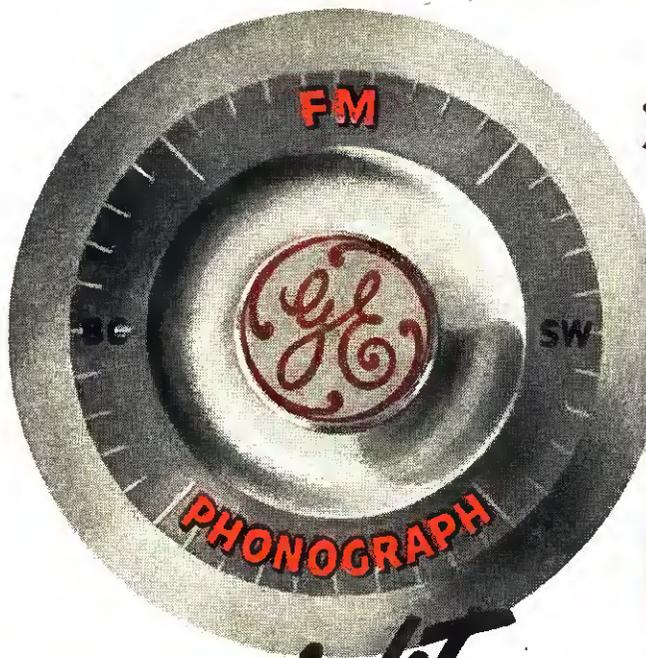
It is part of a series appearing each month. Last month, Fannie Hurst pictured *her* America for the almost two million women who buy this magazine regularly at newsstands. In March, Maurice Maeterlinck is going to tell what *his* America means.

Read Mrs. Roosevelt's message. Like the whole

series, it says proud things that should spur Americans on today.

We reprint it all here, so you will see it. Otherwise, you might not . . . because it is an example of the bigness that features a most surprising and famous magazine, one you probably do not read regularly . . .

The magazine is **TRUE CONFESSIONS**:



The right combination
... for post-war radio SALES and PROFITS!

THOUSANDS of your customers are eagerly waiting for the time when they can buy a G-E radio-phonograph or one of the other coming models. How do we know? *Because they've told us!*

This intense public interest in coming General Electric radios of all types, especially FM radio-phonograph combinations, is the result of these two important facts:

- ① G-E radio will be of unprecedented quality, guaranteed by superior component parts, war production innovations and improvements, rigid inspection and testing methods;
- ② The G-E tremendous pre-selling campaigns of the past three years—by far the greatest of any home radio manufacturer!

THE NEW G-E RADIO LINE WILL GIVE YOU THESE SALES-PRODUCING FEATURES:

FM (Frequency Modulation)—that virtually eliminates static, interference and fading; that brings natural color music, surpassing all previous standards of radio entertainment...

RADIO-PHONOGRAPH—that reveals music on records never heard before. G-E engineers have discovered a revolutionary way to bring to life

every tone of recorded music...

PLUS—brilliant improvements in all the regular features of radio.

Give your customers the best in post-war radio reception and radio-phonograph reproduction. Consult with your G-E radio distributor. Write to *Electronics Department, General Electric, Bridgeport, Conn.*

General Electric is building more military radio equipment than any other home radio manufacturer.

GENERAL  ELECTRIC

178-D2

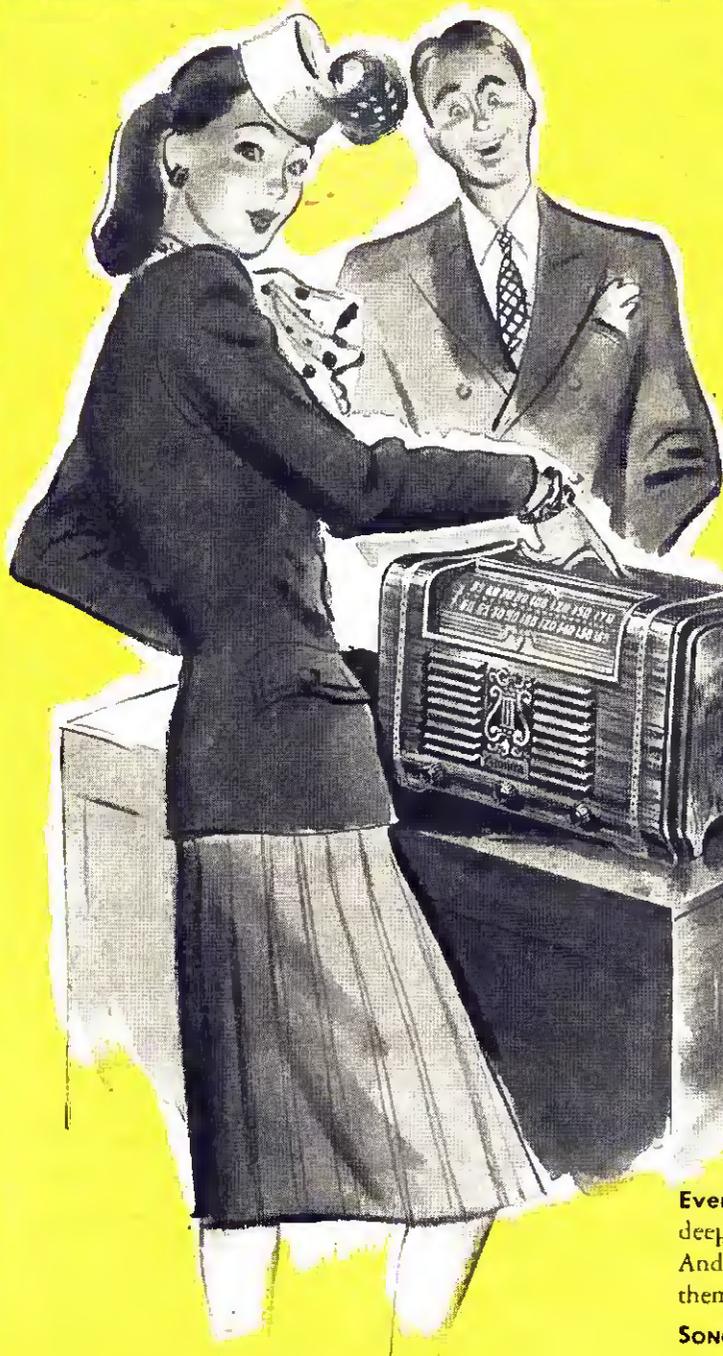
PORTABLES • TABLE MODELS • CONSOLES • AUTOMATIC PHONOGRAPH COMBINATIONS

Carmen Miranda's voice in natural color—a thrill only FM radio captures!

More than just a radio, it's a window into the world of music. The new General Electric FM radio captures the natural color of Carmen Miranda's voice, bringing you the full, vibrant sound of her music as it was recorded. This is the only radio that can do this. The new General Electric FM radio is the only one that can capture the natural color of FM music. It's the only radio that can do this. The new General Electric FM radio is the only one that can capture the natural color of FM music. It's the only radio that can do this.

GENERAL ELECTRIC
 FULL-COLOR, FULL-PAGE RADIO

One of the many full-color full-page G-E advertisements, carrying the story of FM radio to your customers.



Tone MAKES THE SALE!

Every woman knows that beauty is more than skin deep... that *real* beauty, in radios, is *beauty of tone*. And they *choose* radios in the same way they *enjoy* them—*by ear*. Tone makes the sale!

SONORA cabinets are noted for beauty of finish, beauty of design. But SONORA gives you—and your customers—*extra* beauty... the beauty of the famous tone that is "Clear As A Bell."

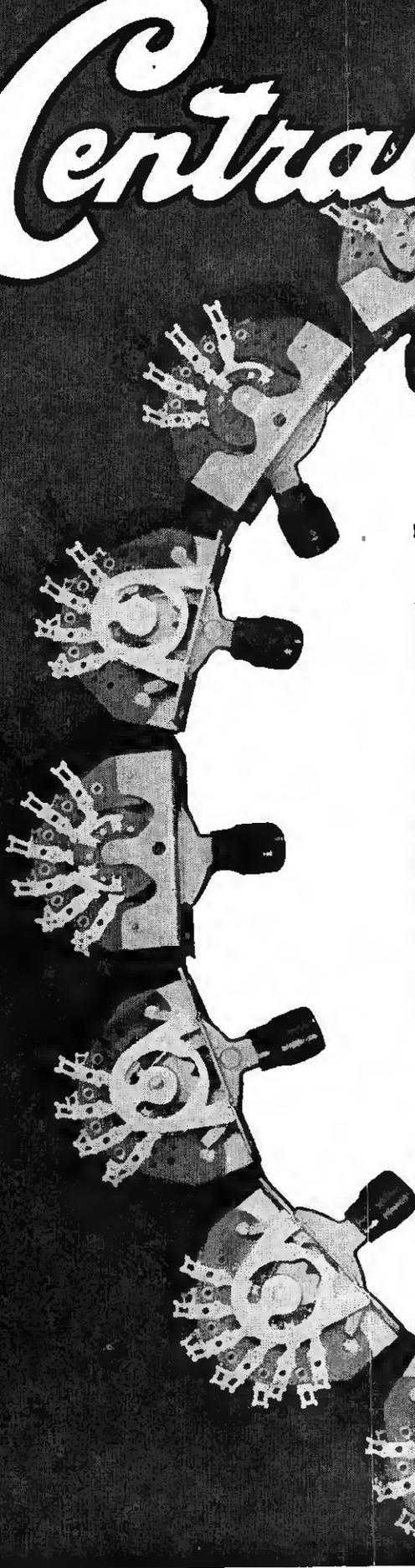
Every SONORA radio must have the finest tone in its price class, or it isn't good enough to be called a SONORA! That "Clear As A Bell" tone—nationally known and nationally advertised—gives SONORA a selling headstart over any competition!

SONORA specializes in home entertainment. Specializes in building a home entertainment line that cannot be surpassed. When manufacture of fine civilian radios returns—look to SONORA for HOME ENTERTAINMENT AT ITS BEST! SONORA Radio & Television Corp., 325 N. Hoyne Ave., Chicago 12, Ill.

Sonora
Clear as a Bell

HOME ENTERTAINMENT
AT ITS BEST

RADIOS • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS



Centralab

Lever Action SWITCHES

THESSE low-capacity space-saving switches are used singly and in groups.

In shops and laboratories, by experimenters and by manufacturers these Centralab switches are becoming increasingly popular.

They are particularly adapted to broadcasting, receiving, public address, test instruments and individual uses.

These Centralab switches are available in ten different combinations including positive and spring return action types with either shorting or non-shorting contacts.

Be sure to specify "CENTRALAB" when ordering Lever Action Switches.



Centralab

Division of GLOBE-UNION INC., Milwaukee

PRODUCERS of Variable Resistors; Selector Switches; Ceramic Capacitors, Fixed and Variable; Steatite Insulators and Silver Mica Capacitors.

*People in the Know
are Saying...*



Keep Your Eyes On Belmont

The American people expect great things from post-war radio and television. And Belmont is planning to fulfill these expectations.

You can confidently look forward to Belmont FM Receivers that virtually eliminate interference and static... to Belmont Television Sets that bring in clear and greatly enlarged pictures... to Belmont Standard Wave Radios that offer many important improvements and

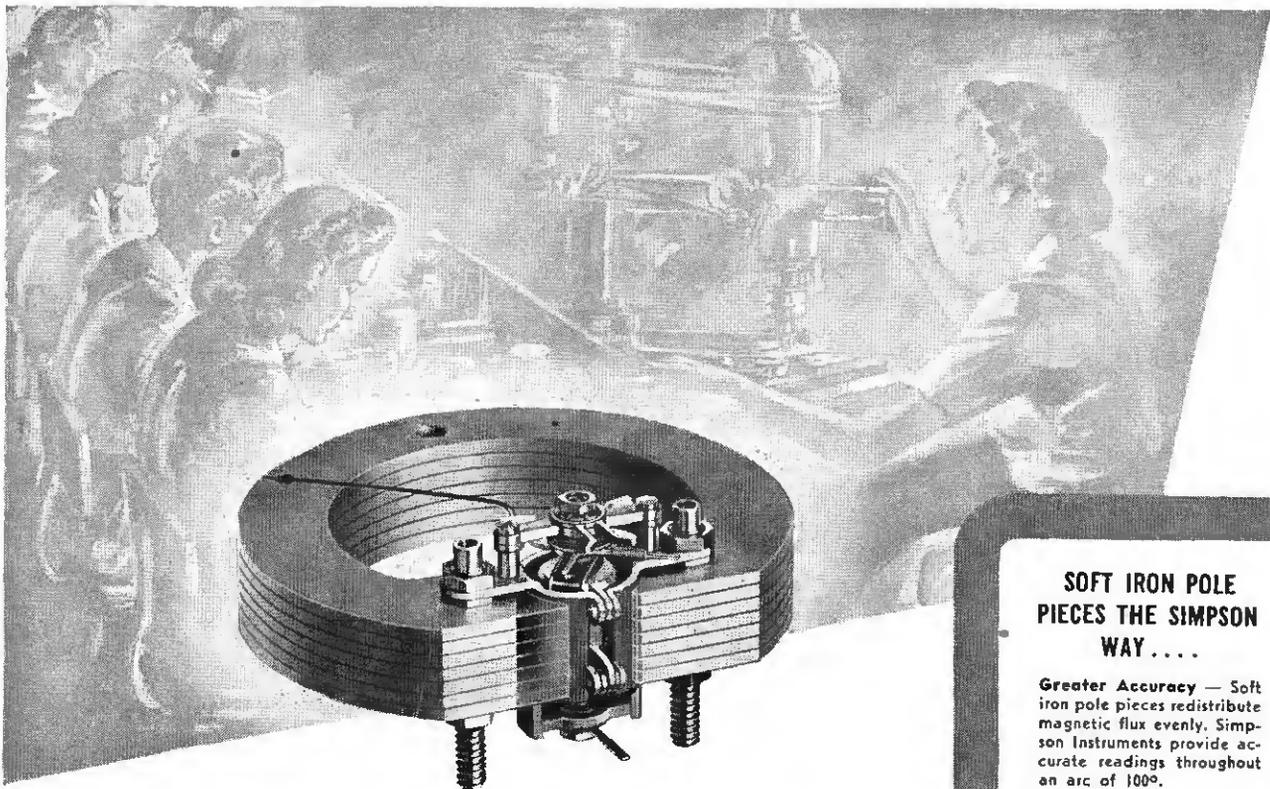
refinements... to a great line of Belmont Phonograph, Radio and Television Combinations.

All of these developments will come when Belmont's war job is finished. But as long as the Armed Forces require production of high-precision electronic equipment, Belmont will concentrate on turning it out... with all our facilities. Belmont Radio Corporation, 5931 W. Dickens Avenue, Chicago 39, Illinois.

Belmont Radio



RADAR * TELEVISION * FM * ELECTRONICS



These soft iron pole pieces tell the story—

EXPERIENCE is a much used, and too often abused, word. Yet in any field experience is the only source of practical knowledge—the only sound basis for further advance.

Measured in terms of time alone, the experience of the Simpson organization is impressive enough. For more than 30 years this name has been associated with the design and manufacture of electrical instruments and testing equipment. But the real value of this experience is to be found in the many fundamental contributions Simpson has made to instrument quality.

The use of soft iron pole pieces in the patented Simpson movement serves as an example. An admittedly finer type of design, these soft iron pole pieces have been employed by Simpson to provide maximum strength as well as accuracy, and to achieve a simpler assembly that permits faster, more economical manufacture.

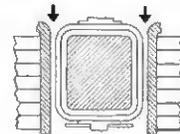
For today's vital needs, this experience enables Simpson to build "instruments that stay accurate" in greater volume than ever before. For your postwar requirements it will insure the correct interpretation of today's big advances.

SOFT IRON POLE PIECES THE SIMPSON WAY

Greater Accuracy — Soft iron pole pieces redistribute magnetic flux evenly. Simpson Instruments provide accurate readings throughout an arc of 100°.

Greater Strength — Pole pieces are used to anchor full bridges across top and bottom of movement. Moving assembly is locked in permanent alignment.

Smooth Walled Air Gap
No cracks or irregularities to invite dust or other foreign particles, which might interfere with movement of armature. Reamed to accurate dimensions after assembly.



Speed and Economy—Pole pieces are stamped, not machined. This is one of many ways Simpson has speeded construction, and lowered costs, of this basically better movement.

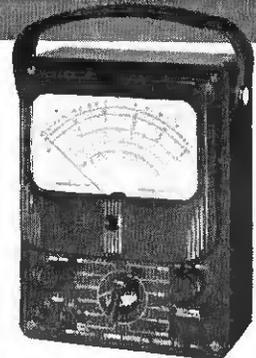
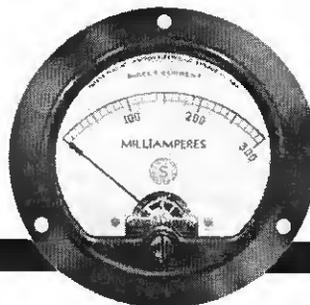
SIMPSON ELECTRIC CO.

5200-5218 Kinzie St., Chicago 44, Ill.

Simpson

INSTRUMENTS THAT STAY ACCURATE

Buy War Bonds and Stamps for Victory





tru·base

REG. U. S. PAT. OFF.

"Big Set" Tone in "Compact" Sets:

In Olympic's "tru-base" system, new electronic principles replace—within the electrical circuit—the rich bass tones . . . heretofore "lost" in all but large, costly consoles. By restoring true resonance to the bass register, "tru-base" releases "ear-balanced" realism throughout the entire tonal scale. "tru-base" will be available in modestly-priced, brilliantly styled Olympic table sets and radio-phonograph combinations. Register your interest by writing to: Olympic Radio & Television, 510 Sixth Ave., New York II.



restores the "lost" bass tones

only **Olympic** has "tru·base"



DIVISION OF HAMILTON RADIO CORPORATION

RADIO & Television RETAILING • February, 1945

"make it a STROMBERG-

CARLSON



THAT'S THE POINT we are currently presenting to your post-war radio prospects through more than 475,000,000 impressions in leading national magazines.

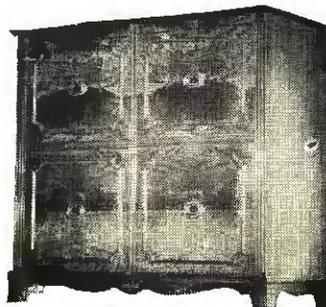
To you, it's an important sales point. To your customers, it's mighty sound buying advice. For the main radio in any man's home should be a quality musical instrument — as fine a radio as its purchaser can buy. And there's nothing finer than a Stromberg-Carlson.

So hold this program in mind when reviewing your own post-war plans.

And hold in mind, also, that Stromberg-Carlson is:

- the *important* radio unit
- the radio unit carrying real *profit-opportunity*
- the radio unit with easy-selling *public acceptance*.

Activate your post-war sales around this sound and convincing Stromberg-Carlson sales theme. You'll find the Stromberg-Carlson "main radio" a consistent profit maker — whether in an outstanding table model, console, or radio-phonograph combination.



STROMBERG-CARLSON

ROCHESTER 3, NEW YORK
Radios, Television, Telephones,
and Sound Equipment



RADIO & Television RETAILING

Including Radio and Television Today

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

KEEPING 'EM GOING WITH SUBSTITUTES

The tremendous demand of our Armed Forces for radio tubes throughout the war has so taxed plant and manpower facilities as well as strategic materials that production of domestic receiving tubes has been greatly curtailed.

The primary importance of the military demand has meant that only a meager trickle of tubes reaches the radio technician and in general this has been inadequate to meet maintenance requirements.

Shortages Called for Ingenuity

The radio technician has "taken the bull by the horns" and done a fine job in keeping sets going. It has meant a lot of brain work and ingenuity to utilize parts and tubes on hand for many difficult jobs.

With tubes the most serious shortage facing radio technicians, the editors of RADIO & Television RETAILING have, since March 1943, presented authoritative articles on substituting such tubes as were available for the more scarce types. The diagrams from these articles have been combined and re-grouped for convenient ref-

erence on the 4-page chart included as Part 2 of this issue. This separate chart can be hung up for easy reference.

The Tube Substitution Circuit Chart combines the most useful circuit changes for Rectifiers, Amplifiers, Converters and Second Detectors. In using this chart, follow the general precautions of checking the wiring to socket lugs where they may be used as anchor points and thereby possibly cause trouble when another tube is substituted.

Changes Found Most Useful

Tube substitutions will continue to be important for some time. Tubes will undoubtedly be available in quantity before new sets are. Many sets will have to be re-converted back to their original types to keep them operating until receivers are again in dealers' stores.

Conversion changes must always be explained to the customer. It is important to get the owner's approval for such changes. A well handled job will "pay off" in customer confidence and future jobs.

With This Issue, Forming Part 2

See Four-Page Color Chart of

TUBE SUBSTITUTION CIRCUITS

Wiring changes most often needed for substituting different tube types in radio receivers and amplifiers. Divided into four classes by circuit function, these reference schematics and notes cover the more common tube types. Follow notes and check socket wiring against tube pin connections. Often changes can be accomplished with use of adapters.

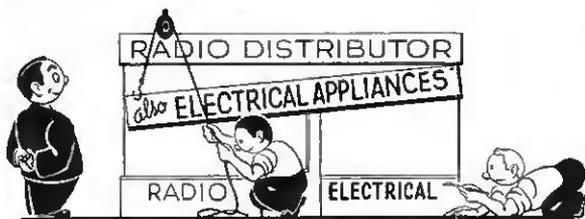
COMPILED BY WILLIAM E. MOULIC, TECHNICAL EDITOR . RADIO & TELEVISION RETAILING

RADIO Electrical Appliances,

TUBES EASIER NOW, TIGHTER LATER—Because of the freeze in tube output at the close of 1944, first two months of present year are seeing tubes more plentiful for both distributors and retailers. When this back-up is exhausted, tube supply for second quarter may be tighter than ever.

DEARTH OF TRAINED SALESPEOPLE will be experienced by appliance merchandisers in the postwar period, according to Crosley's James H. Rasmussen, who points out the necessity for facing the problem of recruiting and educating new sales forces. One survey among a group of war workers who had formerly been salesmen, indicated that 69% of them preferred factory work—only 31% wanted to return to selling. Former salespeople who have been in other lines of work, says Mr. Rasmussen, have lost touch with selling techniques, and those who have continued in the sales field haven't been doing a real selling job, simply "dividing among their customers quantities which were available."

DEFENSE SUPPLIES CORP. OFFICIALS report that 117 component manufacturers and 18 radio and equipment manufacturers have signed contracts to act as agents in the disposal of surplus war property. Officials hope that the number of component manufacturers signing may reach 150, and that 200 radio and equipment firms will sign. They also urge all companies which have not yet signed to give this matter prompt attention so that arrangements for disposal of surplus property will be completed when the war ends.



MANY RADIO DISTRIBUTORS who never sold household appliances before are now setting themselves up to do so, in view of present indications that civilian radio production will follow some time after production of certain minor and major appliances. Still other jobbers will stock wide varieties of electrical merchandise because of the apparent dealer trend toward diversification.

ORDINARY LIGHTING AMPLE FOR NEW PICK-UP TUBE—Rumors circulating in television circles tell of a new camera tube now on the way, which is 100 times more sensitive than any pickup tubes now used. This new tube will permit any interior to be televised using only ordinary lighting amounting to a few foot-candles. New advance will enormously increase the flexibility of television reproduction, eliminating present elaborate, costly (and hot!) lighting equipment.

IMPORTANCE OF RECORDS has led to an innovation for a department store, by Stern's, New York City, in moving its record department from an upper floor to a prominent position on the main floor. The new department carries a full selection of records and accessories, but no sheet music, record players or machines or any kind are sold. Miss Jane R. Bishop, record buyer at Stern's, explained that the relative high cost of main-floor space has deterred most department stores from selling records in this location. However, she predicts that many stores will now follow Stern's move.

ORIGINAL STOCKPILE OF 700,000 REFRIGERATORS, set up in February, 1942, has now dwindled to less than 45,000. Withdrawals, according to WPB, are permitted only for the most essential uses. Before the war, 3,700,000 mechanical refrigerators were made per year. Spot authorizations for the making of 116,228 vacuum cleaners in 1944, and 313,492 in 1945 have been issued. Production of 35,000 domestic electric ranges per quarter has been approved for 1945. Despite authorization for more than two million electric hand irons, manufacturers estimate that they assembled only about 700,000 or 800,000 in 1944.

TESTED COSTS OF DOING BUSINESS in one statewide chain of radio stores, range between 29 and 30 per cent, according to figures just released to this publication. Moving out to "crossroads" locations, with big stores, large stocks and ample salesforces, is this chain's plan for the future.

WPB CAN MAKE EXCEPTIONS. This is proven in a report from Kirsch-Delavan, San Antonio Air-Temp dealers who installed a package cooling unit in the home of a sick rancher at Cypress Mills, Texas, after WPB had granted the necessary priority.

HOME RADIOS ARE TEMPORARILY USELESS in the liberated cities of Holland's southern provinces, due to insufficient electrical current supply. Those hungry for news must brave the severe winter weather, sometimes as low as fifteen below zero, and make their way to public listening posts erected in main squares. Loudspeakers broadcast news from BBC, the free Netherlands radio in Holland, and OWI's "Voice of America."

A NEW 6½ LB. VACUUM CLEANER can easily be carried from one floor to another, and its compact, slender broomlike design permits its storage in very little space (can hang on a hook in the closet). Postwar production will be on a large scale and the unit will retail at \$39.50!

WILL A NEW APPLIANCE FIRM cut into current table appliance manufacturers' pie, when appliance selling is resumed, with a combination toaster-grill-broiler?

Records and Television **TODAY**

EASY WASHING MACHINE CORP. displayed at the Chicago Housewares Show a spinner washing machine of modified 1942 design, to be their first postwar model. Frank Edwards Co., Inc., showed Deepfreeze home units made by the Deepfreeze Div. of Motor Prods. Corp.

PROCTOR'S APPLIANCE RESTORATION plan shows up exceedingly well in a Pittsburgh utility's recent 18 months report on a total of 18,951 out-of-service appliances swapped for War Savings Stamps. These appliances when reconditioned were resold at an estimated \$334,183. 5740 were electric irons, 2892 radios, 2578 cleaners, 2254 washers, 1292 toasters, 1065 refrigerators.



CIVILIAN WALKIE-TALKIE SERVICE just authorized in FCC's 1945 allocation set-up will provide handy means to keep in touch with MD's for emergency calls while on their rounds. Widest public use is promised for these new channels, postwar, including farm applications.

TELEVISION THE INAUGURAL CEREMONIES from Washington January 20, had been planned by Philco, which had its cameras and relay stations all ready in the capital. But White House wouldn't give consent for televising the proceedings.

IN THE POSTWAR FUTURE, as in prewar days, the Espey Mfg. Co., New York, will continue to manufacture radio and television receivers under brand names for retailers throughout the country, according to Harold Shevers, president of the company.

MORE HOME-RADIO MAKERS—The following companies have been newly licensed to manufacture home receivers: ARF Products, 7713 Lake St., River Forest, Ill.; Medico Mfg. Co., 5 West 45 St., New York, N. Y.; Whiting & Davis Corp., 23 W. Bacon St., Plainville, Mass.; Ranger Electronic & Mfg. Corp., 320 E. 65 St., New York, N. Y.

HYTRON CORPORATION, Salem and Newburyport, Mass., with an eye to present and future, is concentrating its production of receiving tubes on preferred Bantam GT types for war and for civilian replacement use. Postwar, Hytron will emphasize miniature, sub-miniature and special purpose tubes. In addition to the plants at Salem and Newburyport, the firm has branches in Beverley and Lawrence.

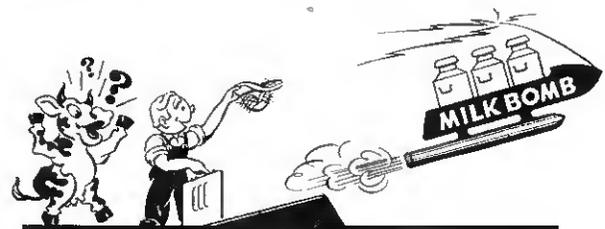
BC LINKS ACROSS THE PACIFIC would be provided by a series of island stations now being planned, capable of extending chain programs and American culture to the Philippines, China and the Orient. Supplanting "coast-to-coast" broadcasts, would then come "continent-to-continent" hookups and "round-the-globe" programs.

WOODEN MOCK-UPS and blowups of postwar models were among the displays at the recent Chicago Housewares Show. Several models of home freezers for after-war distribution through jobbers were shown, one priced at \$225 f.o.b. These will be manufactured by an elevator company. Photos of actual as-they-will-be models of a new washer and a new ironer were displayed to dealers by two large laundry equipment manufacturers.

MORE PRACTICAL FOR DEALERS RIGHT NOW was the record cabinet and electric butter churner exhibited by one company. These products will be available for current sales.

HF RADIO COOKERY for hot-dog stands is already here, by grace of GE's electronic department. New Schenectady gadget delivers rf energy right through cellophane wrapper to frankfurter inside roll, baking the whole to a delicious turn!

WHEN WARTIME RESTRICTIONS are lifted, Decca Records, Inc., New York, will commence manufacture of discs in its newly-purchased four-story building at 960 No. La'Brea Ave., Los Angeles. The building has 52,000 square feet of floor space.



ROCKET BOMBS IN PEACE-TIME USES are promised by inventors, who see radio control being applied to steer such projectiles exactly to pre-selected destinations. Rocket-express conveyors may take place of trucks for delivering perishable farm produce, these air enthusiasts insist.

APPLIANCE NEWCOMER, F. L. Jacobs Co. of Detroit, Mich., is definitely set for postwar production of automatic and conventional home laundry units.

SETS WITH ODDLY-ASSORTED COMPONENTS may appear in first M-day crop. In some smaller factories, engineers have been provided with surplus military parts and instructed to design sets around these, producing novel hookups of odd materials.

Sales Formula for

Yonkers Dealer Writes Own Prescription for Sales Increase in Radios, Washers, Refrigerators, etc.

Better Home Appliance Company's Plans for the Future

Will spend 3% to 4% on advertising
Will have constant radio-appliance window display
Trade-ins to be sold in separate store
Model kitchen to increase sales

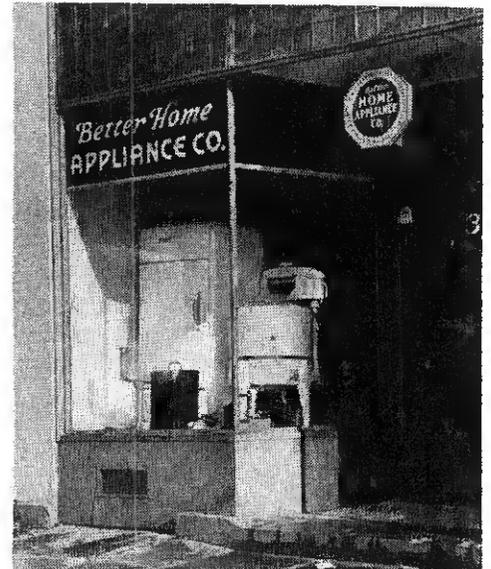
● In August, 1941, shortly before the freeze order came into effect prohibiting the manufacture of radios, appliances and other consumer goods, Joseph P. Hughes, proprietor of the Better Home Appliance Co., 36 Warburton Ave., Yonkers, N.Y., opened his doors for business a short distance from his present location. If ever there was an inappropriate time to launch such an enterprise, this was it. That he has continued to stay in business is a tribute to his resourcefulness.

Hughes was fortunate enough to obtain some radio and appliance merchandise immediately prior to the curtailment of civilian products. He succeeded in getting about 25 refrigerators, and a small quantity of radios, vacuum cleaners, washers and other appliances. When this meagre supply was exhausted, Hughes, like almost all retailers throughout the country,

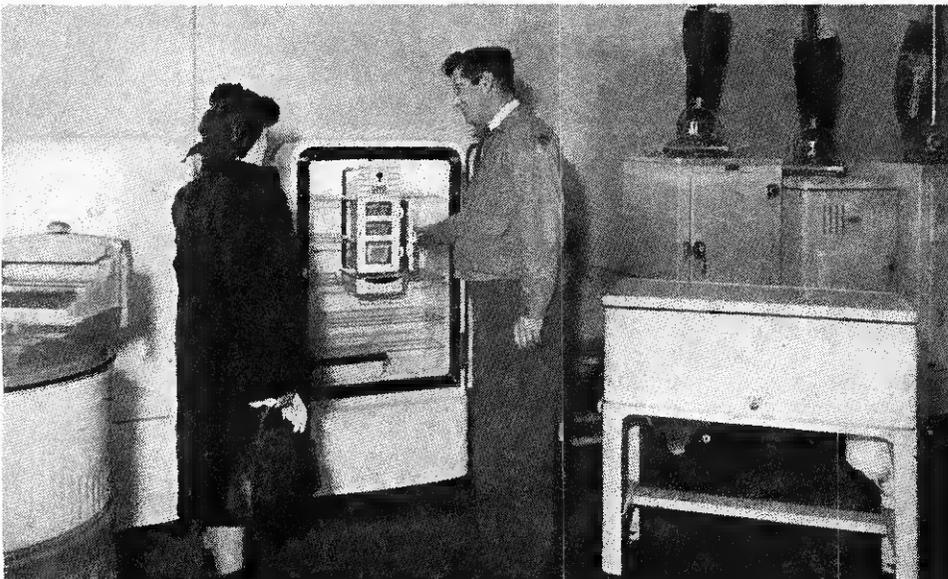
had to rely on servicing for profits. Not only does he do a lively business in repairs, but he has also become well-known in this community as radio and appliance dealer.

Does Not Emphasize Service

Some of the repair work that comes into the store—large jobs particularly—is farmed out to other technicians in this area. Aside from the fact that the scarcity of skilled labor compels Hughes to distribute his servicing, he is not primarily interested in handling major repair jobs. This dealer is more eager to establish a reputation in the merchandising of new goods, than he is in becoming known as a community repair man. However,



Invaluable window display keeps attention focused on the store. Left, Hughes maintains contacts with a potential customer.



during these times Hughes does not overlook the importance of rendering maintenance service to customers as a means of keeping his business going. Postwar, Hughes plans to concentrate on sales, and to render first-class service to his own customers.

Commenting on the present critical situation in the service field, Hughes points out that large numbers of people have acquired the habit of making many of their own repairs to electrical equipment, and have become educated in the practice of making their present appliances last. However, while this is not only commendable, but necessary during these

Home Appliances



This dealer is primarily interested in bolstering his reputation as a radio and appliance dealer. Inquiries from customers today will mean more sales when this merchandise is available.



times, Hughes believes that this tendency may be carried to some extent into the postwar period, to the detriment of both retailer and consumer. In some cases, says Hughes, the customer will have to be urged to purchase a new appliance, instead of his attempting to have worn-out, dilapidated equipment repaired.

The Better Home Appliance Co., has not taken in any sidelines at all since the outbreak of the war, and has no intention of stocking anything which has no relationship to radios or appliances. Hughes does not want to lose his identity as a dealer in this merchandise and feels that selling unrelated goods might divert interest from his principal lines.

This dealer believes radios and

electrical home appliances will be equally important in the postwar period, and he intends to promote both vigorously. "Despite that fact that radios sell for less than some of the major appliances, radio sets may represent somewhat more volume and profits in the future since receivers are repeat items," declares Hughes. "You can sell a customer one refrigerator in ten years, but the same customer will buy several radios during that time," he added.

Providing for "Trade-Ins"

Hughes sees a tremendous pent-up demand existing now for radios and appliances. He declares he could sell "carloads" of laundry equipment, and could do a "land-office" business in most appliances for the home in his trading area.

The store is a firm believer in the value of advertising, and before the war allotted 3 to 4 per cent of its sales volume to space in local newspapers. Since experience has proven this medium to be very effective, Hughes states that advertising will be resumed upon an even larger scale in these publications when merchandise is once more available.

With his eye on postwar expansion, and upon the problem of "trade-ins"—and what to do with them—the proprietor has purchased another store, a few doors distant from the main establishment, where trade-ins and second-hand goods will be sold

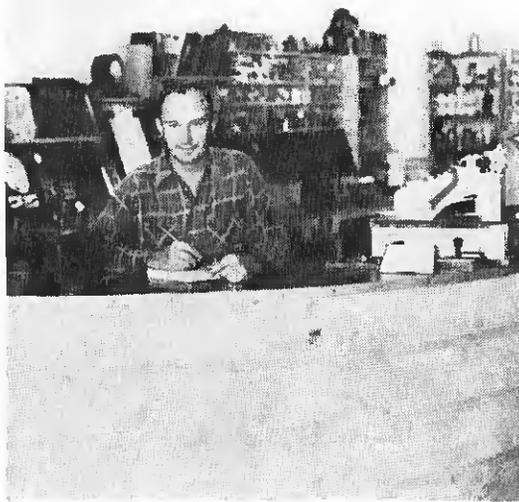
exclusively. This strategy, he feels, will not only go a long way toward solving the "trade-in" question of what to do with the appliances taken in on deals, but will also give him a "double-barreled" opportunity to close sales—particularly where price is a prime factor with the customer. For instance, if he fails to sell a shopper an article because the latter considers the amount too large, he will still have a chance to interest the prospect in a reconditioned unit in the other store. In addition to the important features previously outlined, Hughes, in operating the two stores, will be enabled to keep his "new merchandise" store's appearance more attractive since "used" articles will not be on display there.

Appliance Window Display

To further support his identity as a radio and appliance dealer, and to supplement any advertising that he may do, Hughes keeps a constant display of at least one radio, one refrigerator and one washer in the store windows. This dealer attaches a great deal of importance to his windows, and feels that this display is worth as much as thousands of dollars spent on advertising.

As proof of the effectiveness of keeping this merchandise where everyone can see it, passing motorists and pedestrians who see the display, often call the store to inquire about these

(Continued on page 76)



Proprietor Gene Shapley who runs his business by "remote control" daytime, seen in his repair department.

● Finding a new profit item suitable for a radio store is not easy these days. However, Mr. and Mrs. Gene Shapley of Shapley's Radio Store, 4209 Park Blvd., San Diego, Cal., have found it . . . and it promises a bright future.

Four months ago the Shapleys opened a recording studio in conjunction with their store—just as an experiment. Today it is no longer an experiment, but a business that, along with radio repairing, is carrying the store through this lean period of little merchandise. If it continues to grow, it will become a permanent part of Shapley's store. The idea of a recording studio came about this way:

At the time of Pearl Harbor, the Shapleys moved into their present location. For the first time since they

'Recording'

San Diego Firm Builds Specialty Idea, and Finds Studio Profits Shoot to All-Time High

started the radio repair business in 1932, the Shapleys now had sufficient space for displays of radios and electric appliances. With attractive knotty pine, Shapley had built three attractive record listening booths, while along the opposite wall he constructed a long "service bar" housing the radio repair department.

When 1941 faded away, so did all need for display space. First the small appliances began to disappear, then the radios. When the Navy looked at Gene's record as a radio technician, and wanted him as a civil service employee in their radio shops at the Naval Air Station on North Island, it looked as though the last chapter was being written to the Shapley radio business.

Necessity for Action

Actually it was only the beginning, for when Mrs. Shapley took over the reins of the business, surveyed the empty space where radios and appliances had once been, and took cognizance of the fact that record shipments were becoming smaller day by day, she decided that the time had come for action.

Talking to radio repair manager Arthur Aylesbury one day, she discovered that he had a fine recorder

Arthur Aylesbury, radio repair manager, engineers the actual record cutting. The professional recording machine has a Leach head, while the amplifier system has a few original "Shapley" additions.

plus the experience of having made records of many operas, symphonies, and solo performances for the private collections of Los Angeles and Hollywood celebrities. Why couldn't a recording studio bring in some additional business?

Converted to Studio

The Shapleys purchased the recorder, made some modifications to the amplifier, and set it up in the back room. One of the larger listening booths that had once been used for the demonstration of high-priced console radios was converted into a small audition studio. Heavy drapes were hung from the walls to improve acoustics. An old sofa was re-upholstered and, along with an upright piano and microphone, installed in the room.

In September, 1944, ads in three daily papers invited customers to the Shapley Recording Studio to have permanent records made of their voices, musical or dramatic ability.

Popularity Spreads

As with any new idea, people were a little slow to try it out. It cost the Shapleys several spoiled records and considerable time to attain the perfection they desired. But gradually the idea took hold, and today the Shapleys are turning out records that bring their customers back for more!

And who are these customers? Many are musicians who want recordings made of their voices or of their performances on instruments. Some are music students who are making records of their musical progress. Several orchestras come in regularly for recorded "checks," to hear for themselves how they sound to others. Sometimes it is a music student who wants a recording made of his own composition. Shapleys have found that the gamut of musicians runs all the way from bass viol and timpani players to masters of the cat's whisker (drum) and ocarina (musical potato).

But customers are not confined to musicians. One regular patron is a



Promotion Pays Profits

professional reader. Another is a drama student seeking voice correction. There have been several records made of radio programs, spot programs, or the monitoring of a radio station. Always there are those who wish to send messages to the "folks back home." It is not at all uncommon for a sailor or soldier to come in to sing, play, or perhaps "just talk" a message that will warm the hearts of someone waiting for him thousands of miles away.

Made on special discs, the recordings are much softer in tone than popular commercial records. Their life is from 50 to 150 playings, depending on the weight of the pick-up arms of the record player on which they are used.

Advertise Daily

To attract business, two-column, two-inch ads are run in the daily papers. The telephone directory carries their ad, while the San Diego New Resident Service notifies many strangers of the Shapley Studio. Form letters will soon be going out to all music students in the city.

True, the idea probably is not new, but it appeals to the customers' vanity. They like it, and what's more, it pays profits to its promoters. Four months of experience has taught the Shapleys that the rate of studio profits is even better than the rate on record sales. Once the recorder is paid for, the cost for record blanks is very slight.

Reasonable Fees

Shapley's retail prices are as follows: A 12-inch record cut on both sides sells for \$5.00; 10-inch records retail for \$4.00, and 8-inch discs for \$2.50. Professional fees for recordings ordinarily run three times as much.

Working daytime for the Navy means that Gene Shapley can spend his evenings in the shop repairing radios and keeping an eye on the business. Mrs. Shapley does the book-keeping, handles sales, and does the ordering of needed parts. Arthur

(Continued on page 130)



Mrs. Shapley, above, shows two customers how easy it is to use the "mike." Below, in the completely stocked record department Mrs. Shapley says that the fastest moving stocks are popular, boogie-woogie and comic opera records. Classics are also carried.



GOOD DEALS for the DEALER

Now's the Time for Merchants to Line Up Franchises and Study the Terms Offered

• Brand-choosing and franchise terms are two very important phases of radio-appliance retailing. Before this war these two problems were equally vital to the success of the merchant, but when the war is over their importance will be even greater, since the dealer will be starting off from scratch—free from old-time commitments, connections and contracts—and in a position to instill new life-blood into his business.

While many retailers will continue with lines they previously handled, large numbers will make brand switches, and *all* will be concerned more than ever with what the manufacturer and jobber will offer in franchise contract terms.

Study the Terms

The necessity for careful brand-choosing is obvious. The dealer, in deciding what makes he will offer for sale to his customers, sits not only in the role of merchandiser to his community, but also as an experienced judge of appliance quality and performance, and as the buyer for the customers in his trading area. However obvious the need for critical brand-choosing is, it must be linked up with the problem of franchises if the dealer wants to sell profitably.

A glance at the panel, upper right, accompanying this feature discloses the five most commonly employed methods of goods distribution included in franchise agreements, while the two other panels point out the pros and the cons of the question.

In examining the various franchise plans here listed, it should be borne in mind that few popular priced radio receivers were given to dealers on an exclusive basis in the pre-war period. However, exclusive dealerships were often set up for the sale of de luxe sets. Leading brand refrigerators, laundry equipment and some other major appliances were often franchised to the retailer upon an exclusive basis, while, as a rule, minor appliances were handled by many retailers in the same territory. Mer-

chandising experts do not look for any radically different procedures when production is resumed.

Number One in the upper panel is concerned with selling upon a "non-exclusive, open territory" basis, and it is noteworthy to record that for a few years preceding the war there was a very definite trend toward this method, particularly on the part of the "chains." The dealer who practiced Number One plan usually sought to get as *many* different makes as he could—he took all the leaders

IN FAVOR OF "EXCLUSIVE" BASIS:

1. Customers "sold" on brand must come to you for it.
2. Factory leads, secured through advertising, will be sent to you.
3. Repeat business results from dealer's name being associated with brand.
4. Large volume wholesaler and maker to render field services, selling aids, etc.
5. Can secure advance information from factory on model changes.

he was able to get, and a lot of "weak sisters" too. It is apparent that the retailer operating upon the "non-exclusive, open territory" basis must have numerous wholesale outlets to draw upon for his merchandise.

Under plan Number 2, listed in the panel, the dealer handles certain items upon an "exclusive" basis, but not in "protected" territory. This means that his franchise protects him to the extent that the distributor and/or the manufacturer agree not to sell certain makes and models stipulated in the franchise contract to any other dealer in a given territory. It is important to note that while a contract of this type prohibits the supplier from selling identical makes and models to anyone else in the territory, it does not protect the dealer

against other retailers, out of the area mentioned in the contract, selling the same merchandise in this dealer's allotted area.

Here are some of the other clauses which may be in the franchise contract under Plan Number 2: (a) The dealer may have to agree not to handle any other competitive make. (For example, if he takes on a certain make refrigerator, the contract may prohibit him from offering other refrigerator makes for sale.) (b) The merchant may have to agree to set up and maintain a service department meeting certain requirements. (c) In order to secure a franchise under plan Number 2, the dealer is often obliged to purchase in considerable quantities.

In viewing the Number 2 plan, there are certain factors which govern whether the terms will be favorable or "restricting" to the retailer, and these are always based upon the tested public acceptance of the products. The field salesman, having a weak line, will naturally offer better terms than the man who has a fast-seller.

Plan Number 3, with one exception, is identical to Number 2. The exception is that "protected" territory is offered. This means that under the terms of the franchise agreement, *every* sale of stipulated makes and models sold in the protected dealer's territory is construed as being his sale, and he is permitted to collect certain previously agreed upon commission or profits on all such sales.

"Protection" Is Problem

For example, Dealer Jones has "protected" territory on the XYZ washer. A nearby department store, out of the "protected" territory sells and delivers an XYZ washer to a customer in Dealer Jones' domain. If Dealer Jones finds out through his own efforts about such sale—or if it is reported to him by the department store or the jobber, for instance, he can claim his "cut" on the deal. If Dealer Jones sells in the other fel-

THE FIVE FRANCHISES

1. Non-exclusive, "open territory."
2. Exclusive, but "open territory."
3. Exclusive, with "protection" on some or all lines.
4. Exclusive with makes of one manufacturer, usually with closed territory.
5. Exclusive lines to different types of business.

low's territory, he must in turn reimburse his competitor.

"Protected" territory is very difficult to control fairly, since there are so many different angles and so many different interpretations to the question of purchases made out of the territory, but eventually delivered into it. This latter problem is not so hard to handle where certain large installations, such as oil burners, are made, and where the unit sale can be checked by both dealer and distributor, but where nothing more than the delivery of a crate or a carton is involved, the "protected" dealer may often have his share of the profits bypassed, intentionally or unintentionally on the part of his competitor.

Number 4 plan is one make of varied appliances "under one roof." Here the dealer specializes in plugging the name of one manufacturer, though under the terms of his contract he is usually permitted to sell other makes of merchandise which do not compete, and which he may display in his showroom and advertise on signs, etc.

"One-Brand" Features

The "one-make" franchise is often executed upon a "protected" territory basis, and though this arrangement may seem simple enough to carry out on the face of it, there are often complicating elements present. For example, many large appliance manufacturers, having complete lines of major and minor household articles deem it better merchandising, or are compelled for other reasons, to split up various items and give them to different wholesale organizations in the same territory. This frequently results in Dealer Jones handling, for instance, the famous XYZ radio, washer, ironer, range, vacuum cleaner and all the XYZ minor appliances except the XYZ refrigerator which is handled by a competitor. Dealer Jones therefore stocks and advertises the UVW refrigerator. This condition, often unavoidable because of previously executed contracts, etc.,

usually serves to confuse the Jones' customers, and to put him on a merchandising spot. It is obvious that he can't consistently knock the XYZ refrigerator and praise all the rest of the line made by XYZ.

Customers brought into a store by a familiar trade-mark on a sign, who have made up their minds upon this make are often extremely skeptical when offered another along with the statement that "we do not carry the XYZ refrigerator, but we do carry all the rest of the company's products."

The dealer then attempts to influence the customer in a UVW refrigerator. If he succeeds in this—fine, but if the customer refuses to be swayed, picture the plight of the merchant when the customer asks, "Well,

store, one music store, one electrical store, etc. Thus kindred business establishments would not be competing with each other. This plan worked out successfully in some sections and not so well in others.

The problems of franchising, it will be seen, need careful study by the retail merchant, and the leading lines are the ones which present the manufacturer and the distributor with the choicest territory allocation puzzles, and the hardest merchandising nuts to crack. It goes without saying that the smart manufacturer would rather set up a dealer with his complete line than split the appliances up amongst several, but he is often faced with long-term contracts for distribution of one or more of his products in the line, or some other condition over which he has no control, preventing him from so doing.

The dealer must know his territory so thoroughly in relation to brand-preferences and know his customers so well in respect to their general opinion of his, the dealer's judgment as a *buyer*, that he will not be gambling with the future when he takes on a famous line or proposes to pioneer a promising, though, unknown one.

Get Set for Sales

Accompanying this article are listed the pros and cons of exclusive and non-exclusive radio and appliance merchandising plans. The highlights therein are the results of discussions with a number of prominent dealers and others in the field. No attempt has been made to break down the "exclusive" and "non-exclusive" factors into their ramifying elements, since the latter have been treated in the article itself.

With the current jockeying for favorable position in the postwar selling field on the parts of dealers, distributors and manufacturers, no progressive merchant can afford to overlook the importance of getting his franchises in order.

IN FAVOR OF

"NON-EXCLUSIVE" BASIS:

1. Not necessary to stock heavily on single items.
2. If the customer refuses one brand, he can be shown others.
3. You're not building up business for someone else in case mfr. refuses to renew contract.
4. You're not holding the bag if mfr. "folds up," or quits making items you handle.
5. "Non-exclusive" basis permits greater selling price ranges.

who sells the XYZ in this town?"

How should the dealer cope with this situation? Shall he say, "Why my competitor, Adams, across the street sells the XYZ," or shall he do a little fibbing and say he doesn't know, and perhaps lose the customer's goodwill?

Number 5 is still another method of setting up "exclusive" dealerships by types of businesses. For example, the field salesman representing a certain appliance make, would agree to sell exclusively in certain communities, to one radio store, one furniture

Tuning In On the Nation's

RADIO

APPLIANCES

RECORDS

MERCHANDISING

SERVICE

FM

TEMPE, Ariz.—B. M. Eskridge, 518 Mill Ave., works in what he calls a "fish-bowl atmosphere." In the window of the Eskridge Radio Service, surrounded by his testing equipment, Eskridge works in full view of the public. To avoid a cluttered up appearance, the stock room at the rear serves as storage place for all inactive material.

"Working in front of the window really put my business over," Eskridge says. "What people see sticks with them a little better than if they just hear about it." Person-to-person advertising is very important, Eskridge feels, "for success in service work is just the result of plain hard work, taking care of your customers, and building friendships. A real factor in earning a clean reputation is achieved by not charging for something you don't do," he suggests.

When RADIO & Television RETAILING's correspondent paid Eskridge a visit this winter, he found him busily extricating himself after being "snowed under."

MOBILE, Ala.—Edwin Farver, formerly the owner of the Radio-Record Shop, Pritchard, Ala., is now operating the Radio Lab, a wholesale outlet at 119 S. Water St. Henry Brock bought Farver's Pritchard store, and is now doing a flourishing business in records and repairs. (See Jan., '45, issue of RTR, p. 42.)

BRIDGEPORT, Conn.—Situated directly across the street from one of the city's large industrial plants is the General Radio and Sound Service, 789 E. Main St., George Dreyer, proprietor. An odd fact about this close proximity of the store to the factory is that a high percentage of the repair work which the firm handles comes from employees of the plant. Workers on the day and night shifts often leave radios at the store either before or after work—sometimes bringing two or three sets at a time. Employees of this war plant on the midnight shift—during those hours when the radio establishment is closed—often leave their sets at a nearby cafe or restaurant where they are called for after repairs are completed. As many of the plant's workers drive to work, Dreyer frequently persuades them to use their cars to bring in large combination and console radios for repair work. Pay-day at the plant is a big day—not only for the workers but for this radio store as well, as on this day particularly, innumerable receivers are brought in for repair.

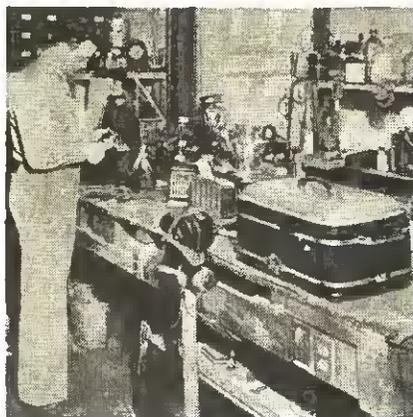
BRONX, N. Y.—Felix Kellerman, proprietor of the O.K. Radio Shop, 1328 Wilkins Ave., has not relied exclusively

on service to maintain his business, but has stocked up on a varied assortment of merchandise to reap additional profits. Among the items carried by the store are hardware, lamps, cocktail sets, gift items, and an assortment of furniture. One of the results of this expansion has been the tapping of a huge reservoir of potential customers, who will come back later to buy radios, television sets, refrigerators and washing machines. "Stores must expand to keep pace with the times," Kellerman said, and he is preparing now by stepping into stride for the future.

MINNEAPOLIS, Minn.—All the bright and shiny clocks, irons, toasters, grills, coffee-makers and other small appliances on display at the Fingerhut Co., 5 East Lake St., were remade from previously discarded items. Given the proper repair and touching up these appliances enjoy quick sales. Modernistic fixtures are used for attractive layouts, and appliances are grouped together to make customer selection easy.

Twelve men are employed in the repair department, each specializing in various types of reconditioning. Each repair man of the company has his own workshop, fully equipped for the line of repair that he is engaged in. Two men do nothing but buy appliances. Two truck drivers are on the staff to pick up old appliances and deliver them after they have been reconditioned and sold.

NEWTONVILLE, Mass.—In addition to its radio maintenance service, the Garden City Radio Co., 295 Walnut St., stresses the sale of records in its attractive store, and carries a few gift items for



MINNEAPOLIS, Minn.—The appliance repairman is shown at his bench at the Fingerhut Co., where each serviceman has his own workshop, fully equipped for the line of repair that he is engaged in.

seasonal selling. A set of venetian blinds is used effectively here as a show window background.

DETROIT, Mich.—Roberts Radio Sales & Service, 16369 East Warren, finds so much repair work in the Outer-Warren region that all service calls and deliveries have been discontinued. About 300 sets piled up in the establishment recently, and the store closed to avoid taking on more than could be handled. "Jack" and Mrs. Roberts then worked behind drawn shades to get out the volume of repairs before re-opening.

They have been at their present location since 1938, and have an excellent reputation in the vicinity. In addition, they stretched their advertising budget to include the sponsorship of a bowling team in the East Warren Businessmen's League, and consider the resulting goodwill a strong asset.

Several years ago the Roberts' repaired all the used sets on hand and made a drive for other small receivers from families having two or more. Then they made these available to men in the armed forces.

The store also owns PA equipment which is rented out.

DURANGO, Colo.—Wm. Crawley opened a new electrical appliance and sporting goods store here, and intends handling complete line of electric appliances once these are available. In the meanwhile he is specializing in service and continuing with his out-board motor sales and service. Crawley's tin shop and repair service on 8th St. will also be in operation.

LOWVILLE, N. Y.—Leroy Williams, whose store at 107 Main St., is located right in the heart of a farming community, finds that his "sell or swap" electrical appliance service has provided him with the answer to some of these scarcity of merchandise problems. Williams runs notices in all the nearby country newspapers suggesting that farmers bring in their old electrical items if they wish to sell or trade them. Williams estimates the amount of repair work necessary and its probable resale value, and then arrives at a price. His customers have found this arrangement very satisfactory.

His record sales have been booming these past few years and Williams especially promotes rural dance and folk music discs. He says the farm folk prefer this type of music to "hot swing." He also sponsors a "Saturday Night Radio Barn Dance" on a nearby station. This broad-

Radio-Appliance Retailers

TELEVISION

REFRIGERATORS

WASHERS

REPAIRS

SIDELINES

POSTWAR PLANS

cast consists of recorded music requested by individuals who come in or write to the store.

The stock in Williams' self-service rural record bar is catalogued by title and by recording artists in a special card index system. Customers may look through the catalogue and determine if a particular number is in stock. Each record is checked daily, and numbers which disappear from the rack and cannot be replaced are taken out of the file.

In conjunction with the local school, Williams features classical music recordings in his displays. Children are encouraged to listen to the music and write brief articles about it. These write-ups are put on posters in the windows. Williams feels that farmers and their families definitely do appreciate good music, and his promotion efforts have brought returns.

Williams buys and sells used phonographs, and has a flourishing rental service for both popular and classical recordings. He finds that all these combined activities yield an increased number of net sales, and profits.

ST. PAUL, Minn.—A large white and red lettered sign stressing radio and washer repairs attracts the attention of the large numbers of potential customers who pass the Dolney Appliance Co., Snelling and Selby Sts. The convenient location of the Dolney shop, on a cross-town street car line, close to a busy transfer section, encourages many persons to bring their radios and appliances in on their way to work. The major percentage of repairs requires no pick-up or delivery, and the lowered cash and carry price as a result of this policy has proved a boon to customers and proprietors alike.

Radios brought in for repairs are displayed in the front of the shop. Vacuum cleaners and washing machines are arranged in the center of the floor as they formerly were. Other groupings of radios on shelves and in the windows are all done with an eye to serving as postwar reminders, as well as to call attention to present day service.

SALEM, Mass.—Although Willard A. Early, owner of Early Radio Co., 292 Derby St., sold a few refrigerators and washers before the war, he plans extensive merchandising of home appliances after manufacturing is resumed. As soon as he is able to do so, Early will move his repair department into the basement, and will modernize his large showroom for the display of radios and appliances. This 14-year-old business is jammed up with service work on home receivers at the present time, but Early still finds time to

do a big business in rentals and maintenance work on public address equipment.

MARTINSBURG, W. Va.—The Radio Service & Supply Co., 308 West King St., recently celebrated its tenth anniversary in the radio business. Ralph Plummer, proprietor, combatted the merchandise shortages by developing what he calls the "product turntable technique." He cites as an example the paint sideline that he has expanded to such an extent, that even after M-Day, with radios once more available, he intends to retain his paint line as a profitable sales medium.

NEW YORK, N. Y.—Modern treatment of a store interior to present convenient and effective displays highlights Sid Vorzimer's newly-opened Yorkville Electronic and Television Corp., at 497 Lexington Ave. Light green walls, white ceilings, and an interior lighting that is bright without being glaring, all serve to increase the illusion of spaciousness. A long counter for record and tube sales lines the left side of the store. Self-service racks for additional single discs and albums are on the right. Two comfortable glass-enclosed record listening booths are placed at the far end of the store, and a repair department and some general office rooms are to be partitioned off and built in the rear.

The use of mirror glass on the right side of the entrance, as advocated on page 39 of the October, '44, issue of RADIO & Television RETAILING, gives a doubling reflection, which also increases the apparent size of the Vorzimer storefront. The window features an attractive and abundant record display.

CHICAGO, Ill.—Bob Becker's (5647 W. Irving Park Road) decision to move his work-bench from a cranny in the rear of his shop to a prominent place in his front window resulted in increased profits. Becker working at his radio repair bench is a display that causes passing pedestrians to stop and watch, and later return with sets to be repaired. Becker used to feel fortunate if he turned out 60 sets per month. Now he turns out more than three times that number, and does approximately a \$1,200 monthly business. Becker employs a part-time technician so that he won't get too far behind in his work. A record department was installed three years ago, with an initial outlay of \$100. The present inventory amounts to \$1,500 with the greatest volume of sales accruing from merchandising of popular records. Becker buys used electrical appliances which he pays for in war stamps. He repairs and resells these.

SAN DIEGO, Calif.—Cashing in on his engineering background, Martin Davidson, owner-manager of the new P.M. Radio Laboratories at 5928 El Cajon Blvd., plans to offer a specialty service of repairing meters and testing instruments for other radio dealers and repairmen. At present Davidson is conducting a brisk radio maintenance business, and after the war will merchandise a full line of appliances.



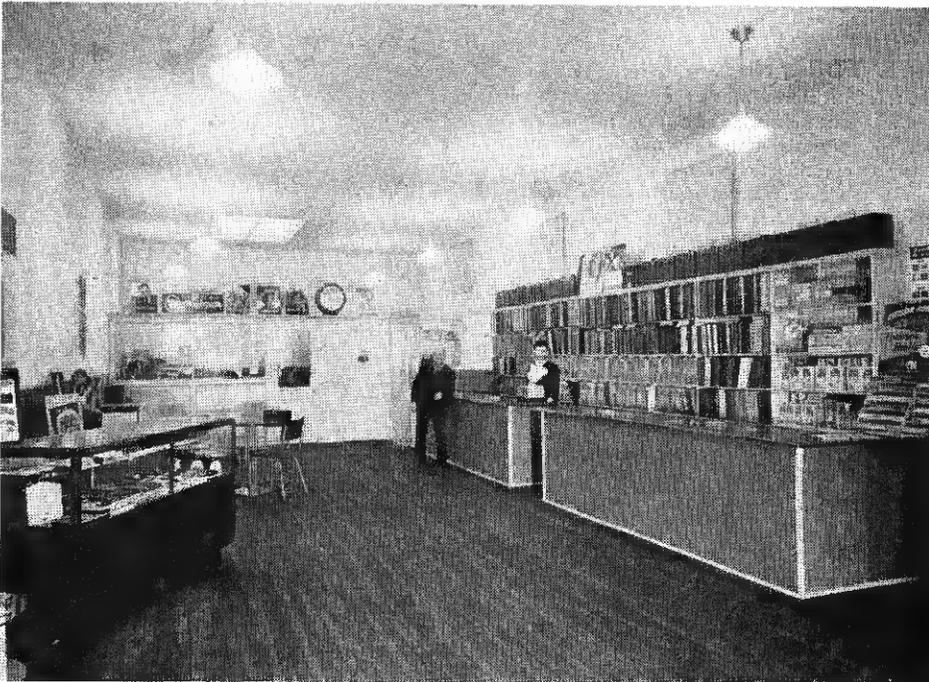
SUMMIT, N. J.—The front window of Ross Radio Service gives an effective view into the spacious display room stocked with reconditioned sets.

SUMMIT, N. J.—Ross J. Delia is the proprietor of the Ross Radio Service at 97 Summit Ave. At present he specializes in buying used radios which he reconditions, and then resells. He has definite plans for entering the selling field, but intends to continue with his repair work in the postwar.

Ross' has a very spacious front of store which is now well filled with finished sets, and those waiting to be repaired. This space will later be converted into a large display room, 34 x 30 feet, with the service department moved to the rear. Ross Delia has been at his present location for over 3 years, and averages 200 sets repaired monthly, with one helper.

He is interested in television, and expects to carry an extensive line of radios, telesets and appliances when these once again become available.

STORE



● Prominent among the cities that were the first to be television-conscious is New Brunswick, New Jersey. When television sets were first sold, the dealers and citizens of this enterprising city went all-out for this new means of broadcasting.

In 1939, when television broadcasts were made from the New York World's Fair, almost every radio dealer in New Brunswick had his store packed with eager throngs of people watching the television programs.

Tele Receivers Sold Well

Television was a big thing in this part of the country and, according to Andrew Eisler, proprietor of Eisler's, 63 French St, it will be much bigger after the war is won.

Eisler was among the first to introduce television sets to the people of New Brunswick. In a special dark room in his store, these new sets were demonstrated to inquiring customers. At night, television was shown in the window, and interested spectators blocked the walk to watch the televising of prize-fights and other special events.

These demonstrations were not in vain. Eisler did very well in selling receivers, which ranged in price from \$295 to \$600. Most of the purchasers were taverns, but a good percentage of private citizens also were eager to buy these sets. Among the telesets sold were DuMont, RCA and Westinghouse.

Making Video Survey

Eisler has been making a survey of television-interest in the city, and his results so far indicate that people will buy these receivers when they become available. Contrary to what some folks think, price will not frighten customers; at least not in this part of the country, if Eisler's survey is correct.

Effectively displayed in Eisler's window and store interior are records and giftware. Refrigeration servicing is current mainstay.

GEARED FOR FUTURE

"Prewar Volume between \$75,000 and \$100,000, but We Intend to Do Even More Business," Dealer Says

In preparation for postwar expansion, Eisler's moved into their present quarters, which is large and spacious. "There is going to be a lot of business done after the war, and I'm getting ready for it—now," declares this merchant.

Built-In Record Players

The new store is fully insulated for air-conditioning, to insure comfort and convenience for the customers. There will be plenty of room on the floor for radios, appliances and other peacetime goods when they become available. As the store measures 75 feet deep and 20 feet wide, there should be enough space for the proper merchandising and display of most lines.

Eisler's store, which is situated in his own three story building, is just a few doors from its former location. Eisler who has been doing business in these parts for twenty-two-years, is quite well-known.

To provide for privacy, a television

booth, measuring eight feet by ten feet, has been constructed where sets will be demonstrated. Here, television receivers can operate to their best advantage.

A very interesting feature of this new store is the record department. The record counter, measuring twenty-four feet in length and six feet in depth, has two disc-players built-in behind the counter, which are not accessible to the customers. Mounted to the front of the counter are the speakers; this arrangement, besides looking well, provides a convenient method to play recorded music.

Sound-Proof Booth

The record counters are set with glass tops, and merchandise inside these counters can be displayed to the best advantage. On view within the counters, at present, are an assortment of needles, record brushes and other related goods.

A record booth, large enough for

demonstrating combination radio-phonographs, is available, where serious music-lovers may listen to classical discs. Measuring six feet by seven feet, the booth has a glass top, and is insulated with Celotex, insuring undisturbed listening.

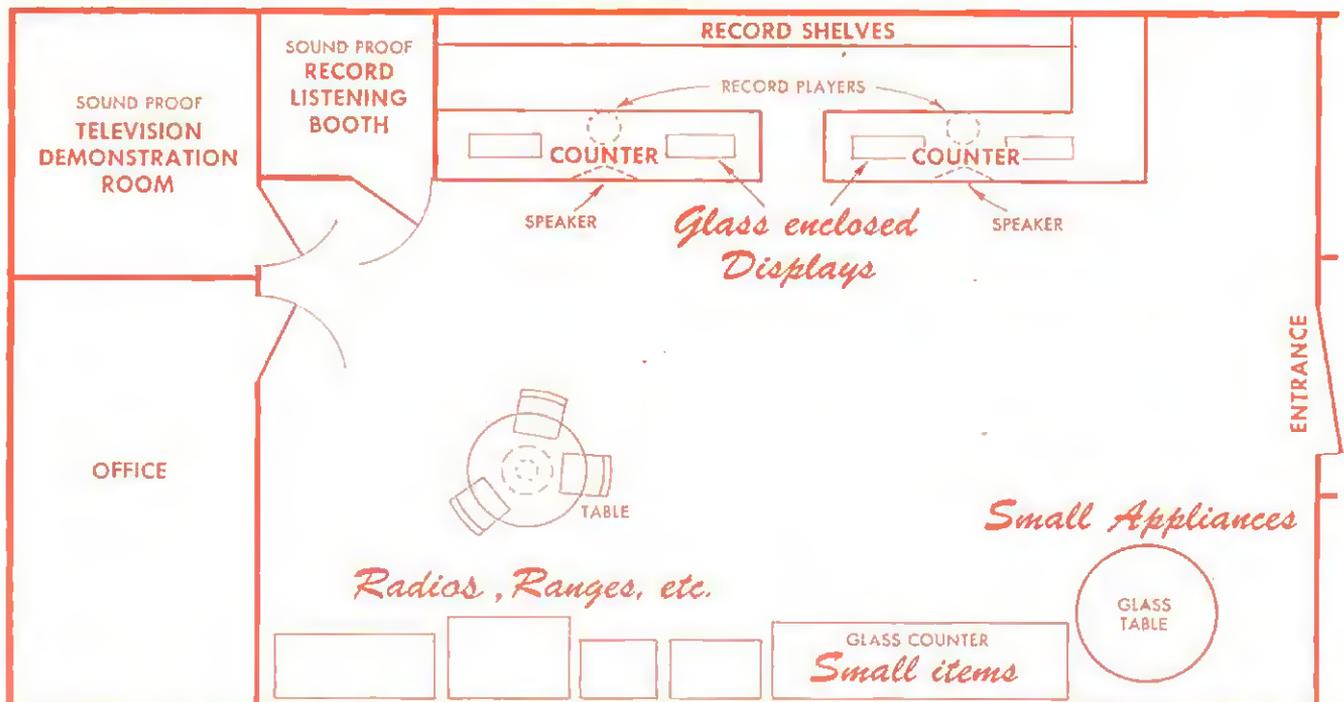
\$5,000 Record Stock

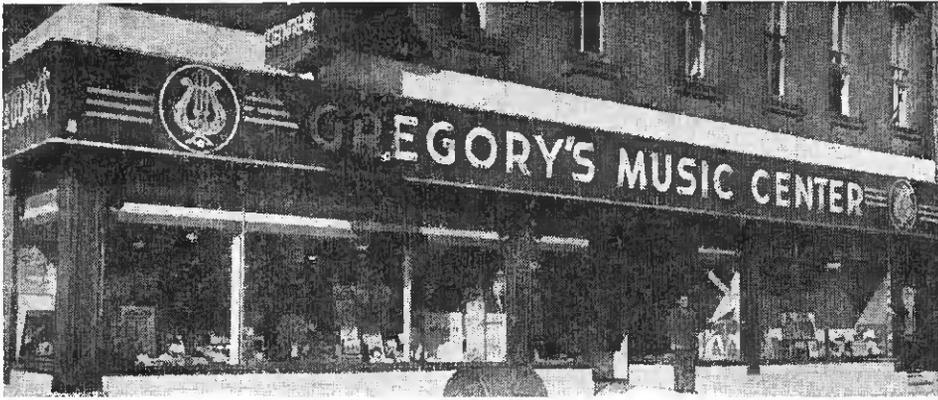
Approximately \$5,000 worth of records are stocked in the record shelves which are 24 feet long. At the moment, the stock of record accessories such as racks, cabinets, carrying cases, etc., is valued at about \$1,000.

Most of the platters sold today are popular selections, but Eisler thinks that classical records will be the largest sellers once the manufacturing of radio-phonographs is resumed. Discs recorded in foreign languages are in demand and a good volume of business is done with these records.

The record and music departments are under the guidance of Mrs. (Continued on page 76)

This New Jersey store is insulated for air-conditioning. Counter arrangement will facilitate the sale of records and accessories.





Entire building is devoted exclusively to music and related lines.

Musical Headquarters

• Even though they're far away in France, they remember Gregory. Local musicians, now fighting in the 102nd Infantry, captured a German drum on D-Day in France, and they sent it back to Plainfield, New Jersey, to Gregory's Music Center, for safe-keeping until their return.

Just to show his appreciation of this remembrance, Frank Gregory, owner and general manager of Gregory's Music Center, 328-332 W. Front St., Plainfield, N. J., insured the drum for \$1,000 for the duration and it now stands in the front of his store on display. Local people, of course, are interested in seeing this instrument, inasmuch as the boys from their town autographed it.

Frank Gregory has achieved an enviable position in the city of Plainfield as one of the best known music mer-

chants for miles around. He owns the entire building in which his store is located, and this is a building devoted entirely to music and allied pursuits.

Studios on Upper Floors

The first floor is divided into the display and selling sections for records, musical instruments of all kinds, and sheet music. Counters and display racks flank all walls, and plenty of space is allowed for central table arrangements for the showing of merchandise. All stock is neatly kept and arranged for easy finding by customers.

Gregory, himself a musician, has numerous friends among his customers, and can give many a musician valuable advice on the purchase and use of almost any instrument. He has

made a study of all musical instruments, and is probably among the best informed persons on this subject in the country.

The building's upper floors are devoted to dancing, music practice and instruction studios, and to recording.

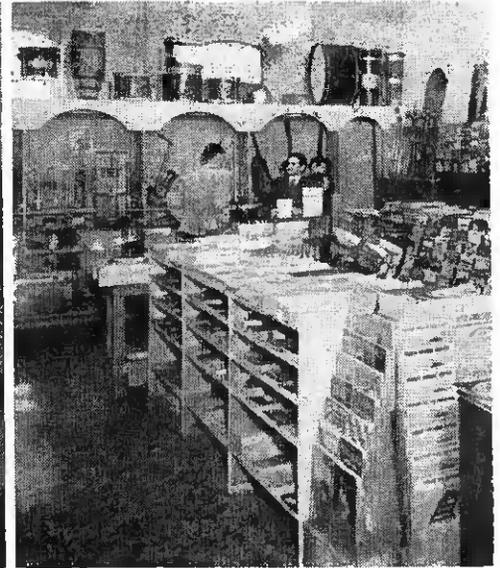
Gregory, because of the keen and sincere interest in music that he has inspired in the townspeople, has been able to obtain some of the best teachers from New York for his school, on the days of the week that they can give to coming over to Plainfield. These instructors like to work with Gregory's pupils because they are so definitely in earnest about learning.

The recording studio is now in a state of flux, but Gregory plans to build one of the largest in the state after the war. It will get plenty of use, naturally, in the kind of setup

Attractive album display helps this merchandise sell itself.



A musician, himself, Gregory offers sugge



"All-Out" Customer-Appeal Boosts Dealer's Volume — New Jersey Music Merchant Gives His Public What They Want



Gregory displays captured German drum, autographed and sent to him by local musician-customers, now fighting overseas.

Gregory has built. Musicians can audition, dancers can check their tap rhythms, singers can test their skill over a microphone, and countless other uses can be made of this studio which will mean more money and a better business for Gregory.

Sponsors Concerts

In connection with the recording, Gregory started to build this part of his business some time ago, when he used to take a portable recorder and accompanying necessary equipment into the various surrounding roadhouses in New Jersey, in order to record the orchestras during their working time. He also recorded high school orchestras, bands and choruses, and church choirs. The latter were the most difficult to achieve good record-

ings of, Gregory claims, because of the organ, which is not easy to record.

A smart piece of promotion handled by Gregory was his gift to the town each summer for the past several years of free concerts in the park, weekly. He engaged the orchestra and guest star himself and has spent as much as \$2,000 a season. Today, many musicians have offered to work for nothing at these concerts, as these music meets are extremely popular throughout the entire state. Young and old, alike, attend regularly and are very enthusiastic about the entertainment. Gregory, however, prefers to pay the entertainers, without exception, as he believes this to be the fairest method. Including the newspaper advertising which Gregory has consistently used in this connection, he figures an expenditure of about

\$2,000 each summer season brings him in return at least \$10,000 more worth of business than he would otherwise have had.

Enclosed Record Booths

Gregory's record department is exceptionally large and complete . . . both a jive enthusiast's heaven, and a library collector's dream. Ample large, glassed-in booths permit comfortable listening, in a homelike atmosphere. An expert not only on all recorded music, but on the various types of recordings, as well, Gregory can advise his customers on the selections he believes each individual will enjoy most.

The record business, along with the rest of the sales at Gregory's Music Center, is good, Gregory says!

stions on instruments and sheet music.

Music-library collectors frequent this department. Note listening booths in right foreground.



STARS

Recording



Gertrude Niles sings "I Wanna Get Married" from "Follow the Girls" on Decca disc 23382. This number from the Broadway hit is a popular novelty.

◆ Despite the lifting of the AFM ban on recordings, shortage of materials and decrease of available manpower still curb the record manufacturers. They are doing their best, but they would like to do more! Some have acquired additional plants in non-critical labor areas, and still another manufacturer plans to train and employ women pressers. The immediate outlook for increased production of discs is not too bright.

Spanish Flavor!

Decca is full of surprises with their Andres Segovia album, No. A-384, released February 1st. Segovia will immediately appeal to your guitar-loving customers. His talents are reportedly unique and the album contains classic Spanish music of the 19th century. Promotional aids: booklet and album cover reprints.

Also in the Spanish vein is Decca's first in their Language Series: "Spanish" (see RTR, Dec. 1944, p. 84). The set consists of 16 records, giving the 32 parts of the course, recorded by Spanish-speaking stars; study course book; Spanish-English dictionary of more than 50,000 words;

synopsis of the play "Las Aventuras de Roberto Martin." Something new in the language field of recordings.

Current Decca populars released Feb. 1st are "Let's Take the Long Way Home," Bing Crosby, 18644; "I Don't Want to Love You," Dick Haymes, 18645; "Don't Ever Change," Helen Forrest, 18646. Of recent note: "Song of Songs," Orson Welles, unaccompanied reading from passages of the Old Testament, 29157.

Album No. A-373, Decca's "The Three Caballeros," highlights South American music from Walt Disney's production of the same name, now appearing in New York theatres. Promotion available consists of counter card reproduction of album cover, album booklet, 10" x 20" streamer, album cover reprints, and newspaper mats for 1, 2 and 3 column ads.

Artist Tie-ins

Tie-ins for Decca artists: National release of the moving picture "Three Caballeros" is around Feb. 22 in 29 theatres throughout the country. Andres Segovia will be in Chicago March 4.

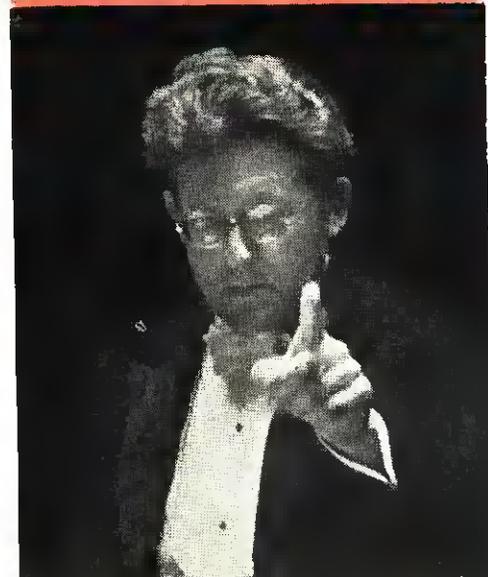
Tie-ins for past Decca releases:

"Oklahoma" road show will be at Detroit March 5; Columbus March 12; Cincinnati March 19; Buffalo March 26; Pittsburgh Apr. 9; Philadelphia Apr. 30 (for an indefinite run.)

Jascha Heifetz will appear in Oklahoma City March 4; San Antonio March 10; Houston March 12; New Orleans March 15.



▲ Decca's Andres Segovia (album A-384) toured Europe, South America and parts of the U.S.A. between World Wars I and II. Famed Artur Rodzinski makes a "first" recording for Columbia with the New York Philharmonic (Columbia set M-MM-558). ▼



BRIGHTEN DISC SKIES

Rush Continues—but Manpower Is Short!

Dinah Shore's Victor recordings of "Sleigh Ride in July," 20-1617, and "I Can't Tell Why I Love You," 20-1611, are in line for promotion by dealers in connection with International Pictures' "Belle of the Yukon." Local managers will have on hand a supply of glossy prints of stills from the picture. Victor further is supplying Dinah Shore-Belle of the Yukon

envelopes with illustrations in two colors for the packaging of these two discs, and colored title strips for the Victor merchandiser stand. Additional tie-in is Victor's Tommy Dorsey recording of "Sleigh Ride in July" and "Like Someone in Love," 20-1622.

Victor's "Rum and Coca Cola," 20-1637, recorded by Vaughn Monroe and his orchestra plus Bluebird 33-0521, "Weep No More, My Darlin'," Elton Britt, were ready for shipment Feb. 1.

Bluebird Valentine Special: "My Funny Valentine" from the musical, "Babes in Arms," recorded by Hal McIntyre, 30-0837. Promotion: 2-color 10" x 20" streamer.

Store Clinic

Victor's store modernization clinic, recently begun in mid-western cities, reports excellent results for dealers. The Taylor Electric Co. of Milwaukee was first to offer its Victor dealers the benefits of this helpful conference on the subject of self-selection installation and inventory control. Forty retailers attended this regional clinic and "tailored" systems of display and stock control were discussed. Contact your Victor distributor so that you will be sure to take advantage of this selling aid.

A new line of inexpensive art cover storage albums for record library collector use are readied by Victor.

March Promotions

Red Seal "Ave Maria," Marian Anderson, 14210; and the Koussevitzky-Boston Symphony recording of Tchaikovsky's "Waltz Serenade" and Greig's "Last Spring," 11-8727, are scheduled by Victor for their March promotion in magazines and on the air. "Dividender" displays holding 25 discs each will be included in dealer promotions on these singles.

Vera Barton stars in new Sonora "Hit Parade" album (MS-470) supported by national advertising campaign. Included are "Accents to Uplift the Positive" and "I'll Walk Alone," among other top tunes.

News at Columbia is Eugene Ormandy's first recording since he was signed during the "bans." Readied for Feb. 12: Beethoven's Symphony No. 7 in A Major, Op. 92. Rodzinski's first recording with the New York Philharmonic-Symphony Orchestra for Columbia is of Tchaikovsky's Symphony No. 6 in B Minor, Op. 74 (Pathétique).

More Populars

Other Columbia and Okeh promises for February: Columbia 36774, "I Begged Her," Frank Sinatra; Okeh 6733, "When You Love Me," Memphis Minnie; Feb. 5. Feb. 12; Columbia 36776, "More and More," Horace Heidt; 36777, "Carle Boogie," Frankie Carle; Okeh, 6735, "Silver Trumpet," Roy Acuff. Shipped Jan. 30: Columbia 36765, "Sweet Dreams, Sweetheart," Ray Noble and his orchestra; 36772, "This Heart of Mine," Ginny Simms; 36773, "I'm Confessin'," Harry James and orchestra.

Mercer Stars

Capitol's newest: "Candy," Johnny Mercer, 183; "I Should Care," Martha Tilton, 184; "Dream," Pied Pipers 185; "What A Sweet Surprise," Johnnie Johnston, 186; "Ev'ry Time We Say Goodbye," Stan Kenton, 187.

▼ A new Dinah Shore in starch and frilled lace captures all hearts in International's picture, "Belle of the Yukon." Victor's tie-ins: 20-1611, 20-1617 and 20-1622.



▼ Capitol's Johnny Johnston is heard weekly over CBS' national hookup Tuesday, Wednesday and Thursday at 7:15 PM on Chesterfield's "Music That Satisfies." His latest Capitol disc, No. 186—"My Heart Sings."



Is Your Store Haunted?

Time-Wasting Visitors and Chronic-Kicker Spooks Should Be Given the Cold-Shoulder

• "How much do you charge to haunt a house?" is a favorite question put to nuisances all over the world, and it reminds many retailers in this field that they are having their stores "haunted" free of charge—or rather the doubtful services of the "haunter" appear to be "free," whereas they are often extremely costly.

There are two classes of "haunters" frequenting radio-appliance establishments. One is the alleged customer who is a chronic griper, and the other is the non-customer who "haunts" the store in the guise of a casual visitor.

Dealer's Headaches

It is often easier for the merchant to rid himself of Number One "Haunter"—the griping customer, than it is to "get shed" of Number Two, whose favorite tactic is to fasten himself about the dealer's organization in an Old Man of the Sea grip.

The dealer usually has the weapons at hand with which to eliminate the chronic kicker. Having done everything in his power to satisfy the perpetual griper, such as giving this individual his valuable time and services, and still being unable to satisfy him, he can take the bull by the horns, and bring the matter to a climax by a firm refusal to discuss the trouble further. He may well lose the customer, and some of the customer's friends as a result, but in the long run he'll save himself money and cut down wear and tear on his physical and mental being.

Handle with Care

Fortunately, there are not many chronic kickers to contend with—not many persons who refuse to be satisfied when the dealer throws in everything and the kitchen sink in an effort to please. More often than not, the dealer or salesman *knows* beforehand that a sale to a person who is just downright mean, and who kicks over every picayune detail, is going to backfire. Often the salesman or dealer was only able to sell such person a major appliance in the first place because he was able to stand the gaff wielded by Mr. Chronic Kicker.

All this does not mean that the merchant should assume any semblance of belligerence toward a cus-

tommer unless the situation becomes hopelessly deadlocked.

The non-customer who comes in to do some plain and fancy "haunting" is a horse of a different color, and the insidiousness of his presence in your place of business lies in the fact that he may gradually worm his way into your organization as a permanent pest. You and your employees may eventually take him for granted, and allow him to go on his merry way, interfering with sales and wasting your time.

The "visiting pest" is well known to the retail merchant, for he has long been the bane of the latter's existence—a thorn in his side, and an overhead builder-upper.

There are various techniques the



HERE'S A NEW SUBJECT!

In presenting this article on the pests who up your overhead, Radio & Television Retailing scores a first in publishing something about a very real and familiar problem which too many retailers take for granted—the problem of pests who take up their valuable time.

time-wasting pest employs in order to fasten his tentacles securely into the framework on the dealer organization. Frequently he comes under the guise of a prospective customer, or, it may be, that sometime in the distant past, he bought a fuse, or a tube. Again, he may have dropped in for a free blotter or a calendar; or he may be a personal friend of the merchant or of one of the employees.

Once the non-customer type of "haunter" has been classified definitely as such, (and care must be exercised

in determining his status) every means should be taken to induce him to find a new "haunting-ground."

Almost every dealer has had experience with the professional time-waster and the methods he employs. How he gradually works back from the showroom to inner sanctums such as the business office and the service department.

How Spooks Operate

In the showroom the pest usually goes about turning radios on and off, opening and closing refrigerator doors, handling small appliances, and engaging salespeople in small talk. It has frequently happened that the pest occupies the salesman's attention so closely that a customer or customers stand about neglected.

In the business office, the pest is able to occupy his vast abundance of spare time glancing at personal papers on the desks, and he also can get in his licks listening to telephone conversations. Many cases are on record where these non-customer "haunters" have peddled confidential business matters between competitive firms.

Nowadays, with a war going on, one would think that all these chronic time-wasters would have been absorbed into useful employment, but such is not the case. The writer saw on a recent trip, a number of "haunters," worrying hard-pressed technicians with useless questions, worthless suggestions and petty annoyances.

Get Rid of Pests

Techniques used by "haunters" in the service department comprise a huge bag of tricks. They blow their breaths on the radio servicer's neck; stick their noses into torn-down refrigerator compressors and offer inane advice to the man who is overhauling a washer. They seem immune to soldering fumes and to the various gases employed in refrigerators.

Every business supports one or more "haunters." They're in automobile repair garages, watchmakers' shops and what-have-you, as well as in radio-appliance establishments, and many dealers declare that part of their postwar planning—and an important part—will be the elimination of the non-customer and customer "haunters."

We have something
to **SELL-NOW!**

RECORDIO DISCS and RECORDIOPOINT Cutting Styli and Playback Needles are available for immediate shipment. Priorities and limitations have not handicapped our efforts to supply you with these quality RECORDIO accessories.

New RECORDIO accessories will be announced as soon as production can be assured on a basis consistent with Wilcox-Gay quality.



WILCOX-GAY CORPORATION

CHARLOTTE, MICHIGAN

RECORDIO

Recording Instruments for home, commercial and professional use

Tuned for Postwar Trade

**Baltimore Dealer Getting Set Now For Anticipated Business.
Arrangement of Store Altered to Facilitate Increased Sales.**

● Hammann's Music Store, 206 N. Liberty St., Baltimore, Md., has its eye on the postwar trade, and is wasting no time preparing for its share of business.

This modern radio-music store, owned by Fred B. Hammann, has been catering to its customers from the early days of radio. Hammann is utilizing his long experience in preparing his store for postwar merchandising. The interior is being planned so that postwar customers will find the utmost convenience and pleasantness in shopping for their varied needs.

To Stress Radios

The floor plan, simple and in good taste, is designed to make purchasing easy as well as convenient.

Entering the shop, the customer finds on his right a selection of varied string and band instruments in addition to a widely diversified group of merchandise ranging from music to powder boxes to cake plates and piano miniatures. The counter on the left carries sheet music.

However, radio and radio equipment is, and will be given, prominence, and attention will be focused and directed mainly on these lines. Here, normally, radio combinations, Magnavox, etc., plus standard lines of Philco, RCA and other outstanding makes were featured.

Display Important

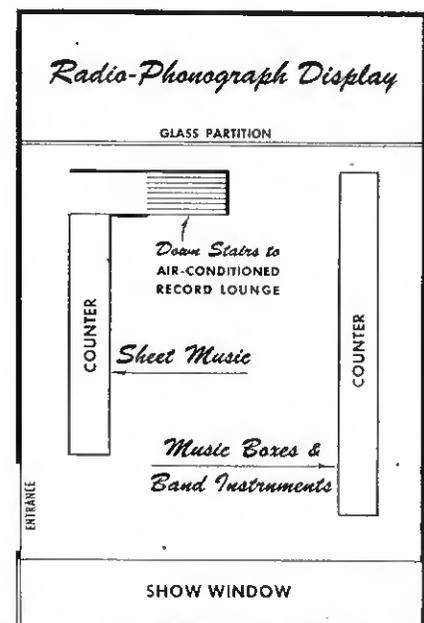
Originally, radios were displayed in the record lounge downstairs, but as radio sales-volume increased, these lines demanded a more advantageous display. Thereupon, the radio department was moved upstairs and given a prominent position on the first floor.

An air-conditioned lounge where records are selected, and attractively designed booths where the records are played, have stimulated and boosted sales of records a great deal. Today, Hammann possesses the reputation of being a leader in the sale and promotion of records.

In spite of manpower shortage, and the fact that Hammann's two sons are in the service, the repair depart-

ment is busy caring for the needs of its radio customers.

Warren Hammann, the shop manager, stated: "We are looking forward to having one of the most aggressive television and radio centers in the city. We are experimenting daily to keep our displays novel and up-to-date, and flexible as to arrangement.



Hammann's window displays a good deal of secondary merchandise, for these items mean more sales, now and after the war. When peacetime returns radio and television sets will be here.



Simplicity is the keynote of Hammann's floor-plan. The air-conditioned record lounge has boosted disc sales immeasurably.

As more and more products become available, we will learn the best methods to focus the purchaser's attention on secondary, but nevertheless important, merchandise. Customers," he continued, "will require very little persuasion to discard their obsolete radios for a new postwar set with many new features."

Warren Hammann also declared that an intelligent postwar sales-promotion campaign would have to be maintained if sales are to remain at a relatively high level.

When merchandise of all types is once more available to all the people, Hammann's store will be prepared to serve the public on a greatly expanded scale. It will be in tune and harmony with the times when the future has become a reality.

TRAVEL WITH TRAV-LER

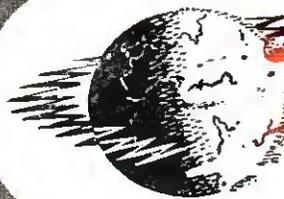


“THE MAGIC WINGS OF RADIO”—
a fitting title for postwar Trav-Ler Radios!
So vibrantly alive, so sensitive to shades
of tone that *listening* is like *traveling in a
flash* from your armchair to a studio seat.
In both AM and FM radios, Trav-Ler is wing-
ing its way to new heights of tonal fidelity
and cabinet design, at down-to-earth prices.

Future-minded dealers and jobbers
are invited to write:

TRAV-LER KARENOLA RADIO & TELEVISION CORPORATION
1028-34 W. Van Buren Street, Chicago 7, Illinois

Bing Crosby, Kraft Music Hall, NBC

 **TRAV-LER** Karenola
RECORD PLAYERS
RADIOS

APPLIANCE LINE-UP

• The postwar trend in the electrical appliance field is shaping up fast, to the effect that manufacturers are mobilizing their forces for quick production, once the go-ahead signal is given.

Right now many manufacturers of refrigerators and laundry equipment have readied modified designs of their prewar units, embodying slight changes. Secrecy cloaks exact designs, due to the fact that production, once it is permitted, will go into effect so quickly that each firm now is playing its hand close to the vest.

Market Potential

The total absence of during-the-war operation in the market in the sale of new appliances, with its attendant price restrictions and manufacturing curtailment, has made the approaching postwar market almost unpredictable as to definite price and distribution set-up—leaving the entire potential market open to conjecture.

One thing is certain, however, and that is that manufacturers and their distributors—now for the most part already selected—are making a big play for dealer distribution NOW. And the dealer, in turn, is doing all he can to line up franchises to the best of his ability—getting as many leading lines as he can in as protected an area as is possible. He is attempting to prepare for this nebulous future which may open up for him at any time that a swing to the better in war conditions may warrant. And it is not easy going!

Appliance distributors are making many concessions in order to assure themselves of the best in dealer coverage in their territories.

One of New York's largest distributors of home electrical appliances has been busy lining up its customers, picking key dealers and protecting them by segregating certain territories to individual retailers. Their message is, that, while dealers may now think postwar selling will be an unending sales holiday in a seller's market, they firmly believe that within 6 months' time after production gets into full swing, that rosy sellers market will be a buyer's market, and no mistake!

Wholesale, Only

Changes in policy are taking place with many of the jobbers. In the case

**Many Expect
Appliances
Before Radios . . .
Ready Franchises
Now . . .**

of one of the large eastern suppliers, specifically, it will no longer sell to purchasing agents, trans-shippers, or on any other basis than strictly wholesale. In a highly competitive market, which they predict after the first flush of new sales, they will endeavor to protect their retailers, and in turn they will expect the loyalty of their franchised dealers.

Freezers

Another of the large eastern wholesalers is plugging home freezers for postwar sales to its retailers right now. Furnishing the dealers with placards for store use to bring these freezers to the consumer's mind, they are giving the dealer plenty of sales ammunition in the form of tie-ins with their consumer magazine advertising campaigns and national network radio programs. Counter folders are designed to condition the future buyer now to the desirability and the uses of the home freezer in postwar for the preservation of foods and the use of fresh foods all year round, and are being furnished to the dealers for use in their stores now.

Cleaner Battle

Vacuum cleaners will constitute a major battle of their own as to the tops in value for the tank models and the uprights. Competition will run high in this field between suction cleaners and rotary brush types, the merits of the dust bag versus no dust bag, etc.

Makers of individual table appliances, comprising the toaster, broiler, electric coffee makers will vie with newcomers to the scene, some of whom will seek to combine all three appliances in one unit.

Streamlining seems to be the byword in new designs. Models seek to achieve space conservation qualities, weight saving combinations. Every effort is made to approach as nearly as possible in the new models the reduction of time, space and trouble in housekeeping for the postwar housewife.

Appliance Previews

In Carson, Pirie & Scott's windows, 60 electrical and household appliance prewar models were shown—not obtainable now—but a preview of what to expect when manufacture is permitted. Appliance manufacturers represented were: Bendix Home Appliances, Inc.; Barlow & Seelig Mfg. Co.; Casco Co.;



Sample of Carson, Pirie & Scott's (Chicago) windows, during recent Chicago Housewares Show.

Hoover Co.; Hamilton Beach Co.; Hurley Machine Co.; Ironrite Ironer Co.; Hobart Mfg. Co.; Conlon Corp.; GE Mfg. Co.; Chicago Flexible Shaft Co.; Frigidaire Div. of Gen. Motors; McGraw Elec. Co.; Manning Bowman Co.; Maytag Co.; Natl. Pressure Cooker Co.; Natl. Enamel & Stamping Co.; Proctor Elec. Mfg. Co.; Silex Co.; Tappan Stove Co.; White Sewing Machine Co.; Westinghouse Elec. & Mfg. Co.; Natl. Die Casting Co.; Nutone, Inc.

This Emerson Radio Dealer is "nailing" future Customers Now — with the P.D.Q. Plan



The plan that pulls prospects into his store—now. The plan that cements sales now for future profits. The plan that brings in the finest kind of store traffic—made up of people who buy available merchandise and radio service.

The Emerson Preference Delivery Quota Plan

And it is offered — Free — by Emerson Radio to help alert radio dealers. Learn how to use it profitably. Fill in the coupon.

Emerson Radio

EMERSON RADIO AND PHONOGRAPH CORP., New York 11, N.Y.

MAIL COUPON, attached to your letterhead for complete details of Emerson Radio's spectacular P.D.Q. Plan.

Emerson Radio & Phonograph Corporation,
Room 1363—111 Eighth Ave.,
New York 11, N.Y.

I want to know all about your P.D.Q. Plan for retailers. Send me the information—Free—that will tell me how to build business.

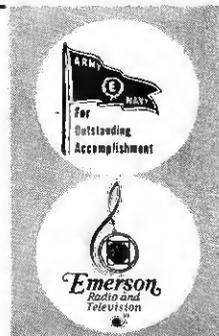
Name of Individual _____

Name of Store _____

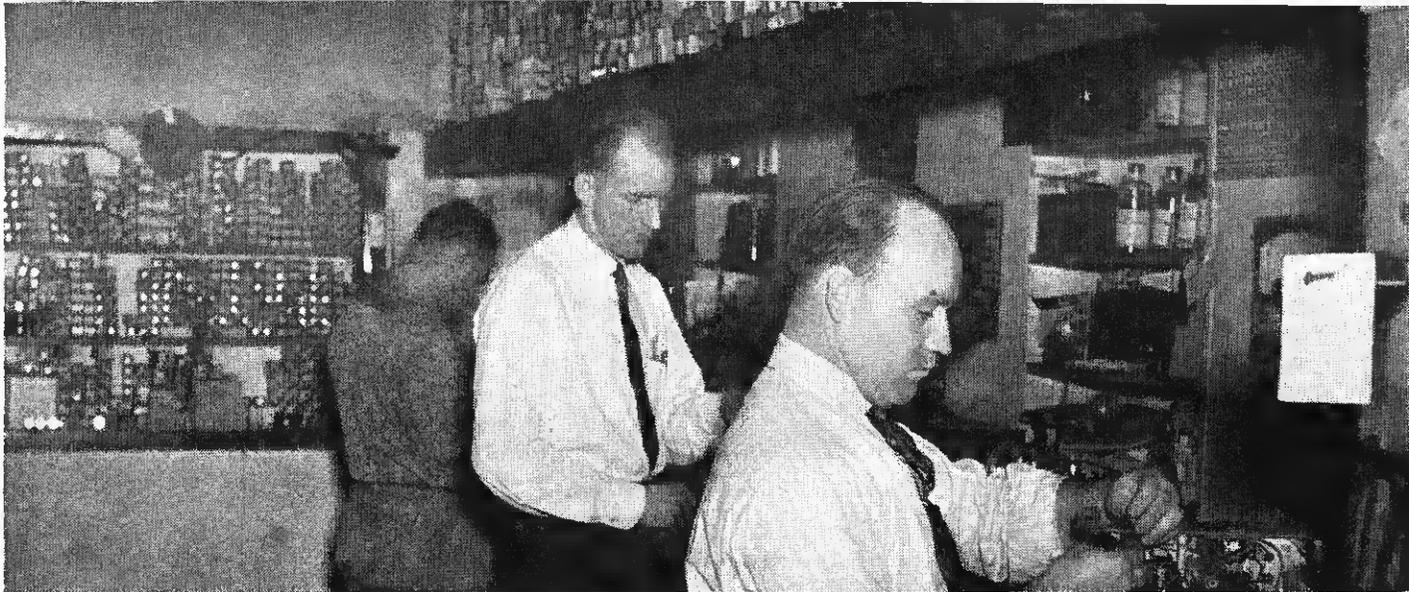
Street _____

City _____ State _____

RT-5



Great Engineering Ideas In Small Packages... Compact, Efficient, Fine



Proprietor W. A. Chapman, center, and some of his technicians, shown working at their repair counter.

Boosts Repair Output

Chapman Finds Way to Turn Out 30 to 50 Sets a Day in Birmingham

● Borrowing the technique which has raised the standard of living in this country, and which is now being applied to bring victory sooner, the Chapman Radio and Television Co., 805 South 20 St., Birmingham, Ala., is using factory production line methods to service 30 to 50 radios per day.

Volume Repairs

"We have maintained so large a volume of business that we have been compelled to put into effect some system and means with which to handle it," declared W. A. Chapman, co-proprietor with his brother G. K. Chapman, who is now serving in the armed forces. "We have instituted a regular production line at our repair counter in an effort to expedite efficient servicing. While one of our technicians is engaged in testing the receiver, and determining the exact nature of the trouble, a helper gets it ready for repairs.

"Three men are assigned to doctoring radios and, upon the completion of their work, the helper puts the sets back together. In other words, our regular technicians are employed exclusively for repairing this equipment. Jobs such as disassembling and reassembling are done only by the helpers. The latter also make out information tickets, and place the radios on the proper counters until called for."

This organization has conducted so large a volume of business that it was found necessary to tear out the

somewhat new radio display backgrounds and construct counters solely to store sets awaiting repairs, or to be called for by their owners.

As soon as a radio comes into the store, it is immediately tagged with a number, the name and address of the owner, and his description of the trouble, if this information is available. Owners are usually encouraged to give the go-ahead order to service the set, regardless of the trouble. Sometimes the customer may set a price limitation, or else ask to be notified. However, as this consumes both time and energy, it is not a desirable aspect. When the repaired radio is returned to the owner it bears the order number, clearly marked, in blue crayon on the back of the set. This enables the concern to look up and determine at a glance what work was done on the receiver at any time.

Ingenuity Necessary

When the war began, in the days when merchandise was plentiful, the Chapman Co. had a stock of about 10,000 tubes on hand. Similar to the situation which confronts most retailers throughout the country, this inventory has now shrunk.

Exercising ingenuity, this firm is now preparing adapters for hard-to-get tubes, and a good many 7-volt tubes are being used in lieu of 12-volt. Mr. Chapman makes a determined effort to see that parts, needed to repair receivers, are laid out for each day's work, so far as possible. In this

way, the technicians' time, which is at a premium these days, will not be wasted waiting for parts. There is a great deal of work to be done and the firm intends to keep its skilled men busy actually fixing radios.

Open Long Hours

In an effort to accommodate the high volume of servicing, and keep the unending supply of sets flowing through the store, without neglecting any customers, the company remains open from 8 A.M. to 6:30 P.M.; then reopens again at 7 P.M., and stays open until 11 P.M. Employees of the concern are busy working during all these hours. In cooperation with other retail establishments in the community, the store is closed on Wednesday afternoons.

In view of the situation prevailing today concerning the rationing of gas and tires, the firm makes no pick-ups or deliveries. In most cases, it isn't too difficult for customers to bring receivers, including cabinet models, in their own cars.

According to Chapman, the concern has depended on its prominent location and advertising in the telephone book to attract business, and on "doing the job right" to retain it. As may be learned from its name the Chapman firm looks forward to the time when it will also be engaged in television retailing. If the company continues to display the same resourcefulness it has shown in the past, merchandising of television, or anything else, should present no serious problem.



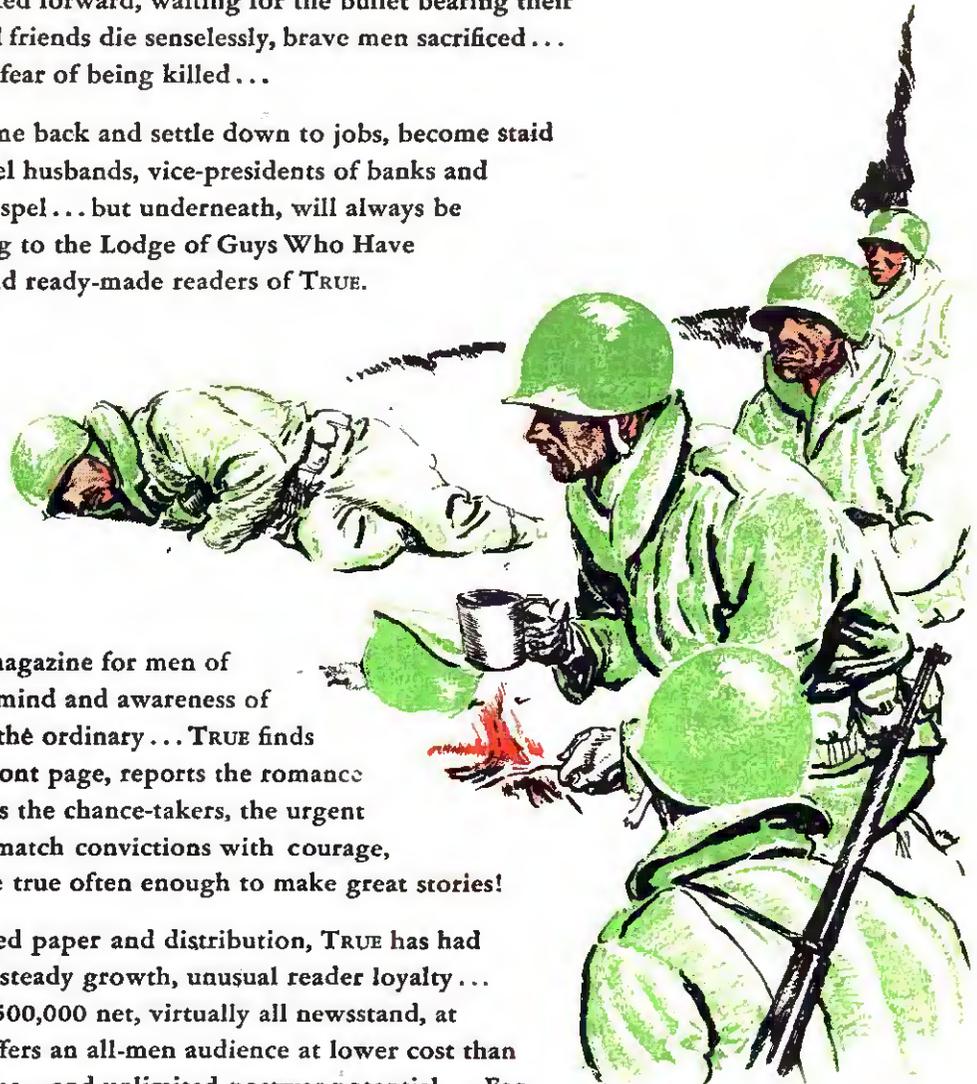
“All members of this club . . .”

 They have lived in foxholes and slit trenches . . . subsisted on K rations and stew from a steel helmet . . . suffered desert sun, jungle damp, unbroken weeks of wet and cold, incredible hard work and hardships . . . survived strafing, bombs, shells; walked forward, waiting for the bullet bearing their name . . . seen good friends die senselessly, brave men sacrificed . . . killed and lost the fear of being killed . . .

 They will come back and settle down to jobs, become staid citizens, model husbands, vice-presidents of banks and ministers of the gospel . . . but underneath, will always be adventurers, belong to the Lodge of Guys Who Have Been There! . . . And ready-made readers of TRUE.

 TRUE is the magazine for men of adventurous mind and awareness of the world outside the ordinary . . . TRUE finds facts beyond the front page, reports the romance of reality . . . covers the chance-takers, the urgent unorthodox, who match convictions with courage, make dreams come true often enough to make great stories!

 Despite limited paper and distribution, TRUE has had four years of steady growth, unusual reader loyalty . . . currently exceeds 500,000 net, virtually all newsstand, at 25c per copy . . . offers an all-men audience at lower cost than general publications—and unlimited postwar potential . . . For details, ask TRUE . . . 295 Madison Avenue, New York 17, N. Y.



true

... the magazine for men



Windows get attention from two streets and provide excellent view of interior.

Quality: Now and Later

Few Items, but Dealer Stresses Better Goods

● Most radio stores today are concerned with the acute shortage of help necessary for doing business at a relatively high level. Mahr & Van Name, 29 Beach St., Stapleton, Staten Island, N. Y., have, to a degree, lessened the burden of labor scarcity by concentrating on quality merchandise rather than volume sales.

M. J. O'Brien, manager of the store, who has been interested in radio since his early school days, maintained that the policy of the business today, as in prewar days, has been the insistence of the firm on quality and better material rather than selling on a grand scale. This is especially important in these hectic days of tire and gas rationing.

Mahr & Van Name have been doing business at this location since 1928, and they are proud of their reputation in Staten Island. "It is a very satisfactory feeling to see your customers' children becoming purchasers at the shop," O'Brien insisted.

Vacuum Cleaner Repairs

In prewar days the store did an extensive business in the servicing of vacuum cleaners as well as on radios. When major appliances were available, there were two crews of seven men each kept quite busy in the maintenance of these lines. In addition, the radio repair men were very much on the go. Today, in spite of the lack of skilled help, the radio repair department is busier than ever.

The deplorable lack of skilled help

could, to an extent, have been averted had the industry instituted a training program for radio technicians. Today, very few firms have the time, or the facilities, to begin training men. These beliefs are maintained by the shop's manager.

Television sets were sold by the firm, when they were available, and will continue to be a very important item in the postwar era. O'Brien is inclined to believe that some people are not taking television, with all its huge potentialities, seriously enough. There is an urgent need for an educational program in this field, he added.

Not Many Lines

The store has also successfully sold FM radios and feels that this field will be important when the war is over. However, when questioned on FM, O'Brien said, "Frequency Modulation is a great thing and is here to stay, but this type of set should be sold as a complete unit, and with careful installation."

Manager M. J. O'Brien declares that mainstay today is servicing of radios and appliances. Table lamps, which were also sold in prewar days, boost volume.

A good many radio retailers have branched into different lines, and have sold variegated merchandise to maintain business. Mahr & Van Name, on the other hand, have continued selling better quality table lamps and other living-room accessories—in addition to servicing—to keep sales at a profitable level.

Will Advertise Postwar

As the store covers a rather large area, they have done quite a bit of advertising. But with the awkward situation prevailing today, advertising has been discontinued. However, when the radio retailing field receives new blood, in postwar days, they will resume advertising. In the days that come, as in the past, their reputation will be the bulwark of the business.

Staten Island will need many new radios, refrigerators and other very important home needs, when the day of victory arrives, and the firm of Mahr & Van Name is determined to see that these needs receive quality products and prompt attention.



REMEMBER THOSE POPULAR N. U. DEALS?



THE FAMOUS National Union Equipment Plan made it a cinch to get instruments, meters and tools for your shop. No wonder America's radio service dealers went for this plan in a big way—were given 60,000 pieces of the finest test equipment through N. U. deals!

Yes, more N. U. deals will make it easier than ever for you to equip your shop. N. U. will be ready to give you the

most modern instruments and meters for servicing the new radios, radio-phonographs, television receivers and industrial electronic devices. Plan to get your new shop equipment this easy way . . . through your nearby National Union Distributor.

NATIONAL UNION RADIO CORPORATION, NEWARK 2, N. J.
Factories: Newark and Maplewood, N. J.; Lansdale and Robesonia, Pa.

NATIONAL UNION RADIO AND ELECTRONIC TUBES

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



Proposed Allocations

FCC Report, Not Final, Moves FM "Upstairs," Leaves Television Substantially As Is—Adds New Services

New frequency allocations proposed by the Federal Communications Commission will have considerable effect on the radio business from the standpoint of the dealer and serviceman. Radio sets, most of which are expected to include FM, will be operating at something over 100 megacycles. In general this will mean a slightly more expensive receiver at the beginning. It will mean more care in servicing and installation. One advantage of the proposed FM channel at twice the old frequency is that dipole antennas need be only half as long as at present.

In a report which otherwise agrees substantially with recommendations of the Radio Technical Planning Board, the Commission has tentatively allocated that part of the radio spectrum lying between 25 kilocycles and 30 megacycles. The report, however, is not final. Briefs may be filed by any of the great many witnesses heard by FCC during the many weeks of hearings and oral arguments will be listened to beginning February 28.

In the meantime, this preliminary report, as is, would do these things:

- 1—Move FM from 42-50 to 84-102 mc
- 2—Increase FM channels from 40 to 90
- 3—Leave television between 44 and 216 mc
- 4—Reduce television channels from 18 to 12
- 5—Provide channels for railroads
- 6—Provide civilian "Walkie-Talkie" channels

Most radical proposal concerns FM. The suggested shift would be made, states the report, purely for engineering reasons, "on the grounds that skywave interference in the lower region would be severe enough to impair the utility of FM to such an extent that its full development might be retarded." The report does not judge to be serious the fact that some 500,000 existing FM sets in the hands of listeners would be rendered obsolete, suggesting that they would have become partially obsolete anyway if the recommendations of the FM industry to widen the band had been followed. The cost of remodeling FM transmitters will not be substantial the report points out, and besides they will not be required to move upward until new receivers capable of tuning the new wavelengths are generally available.

90 Channels for FM

FM at present has 35 commercial and 5 non-commercial channels, and this amount of space is judged inadequate. It is proposed, therefore to increase the number of assigned channels to 90, of which 70, beginning at 88 mc and continuing to 102 mc would be for regular commercial service, with the remaining 20, between 84 and 88 mc for non-commercial educational purposes.

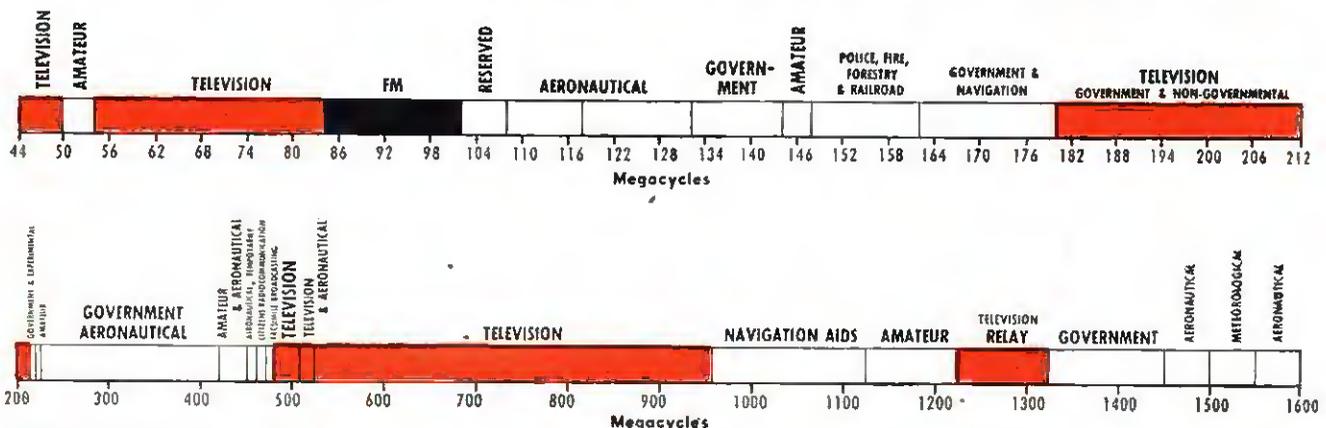
To provide room for possible FM expansion, the band between 102 and 108 mc has been reserved, though it is pointed out that the 6 mc held back may be considered for other

services as well as for FM usages.

Insofar as television is concerned, the recommended change is relatively slight; at least video service is not to be sent "upstairs." In fact there are still to be 12 channels below 216 mc, as there are at present. Channels No. 13 to No. 18, located between 230 and 294 mc would be dropped, with the explanation that "no additional frequencies can be assigned to television between 225 and 300 mc because all these frequencies are required for government services."

However, to permit the development of a system for color pictures and higher definition monochrome pictures through the use of wider channels, it is proposed to allot space for experimental purposes between 480 and 920 mc. Explaining the reason for the changes it has proposed, the Commission states:

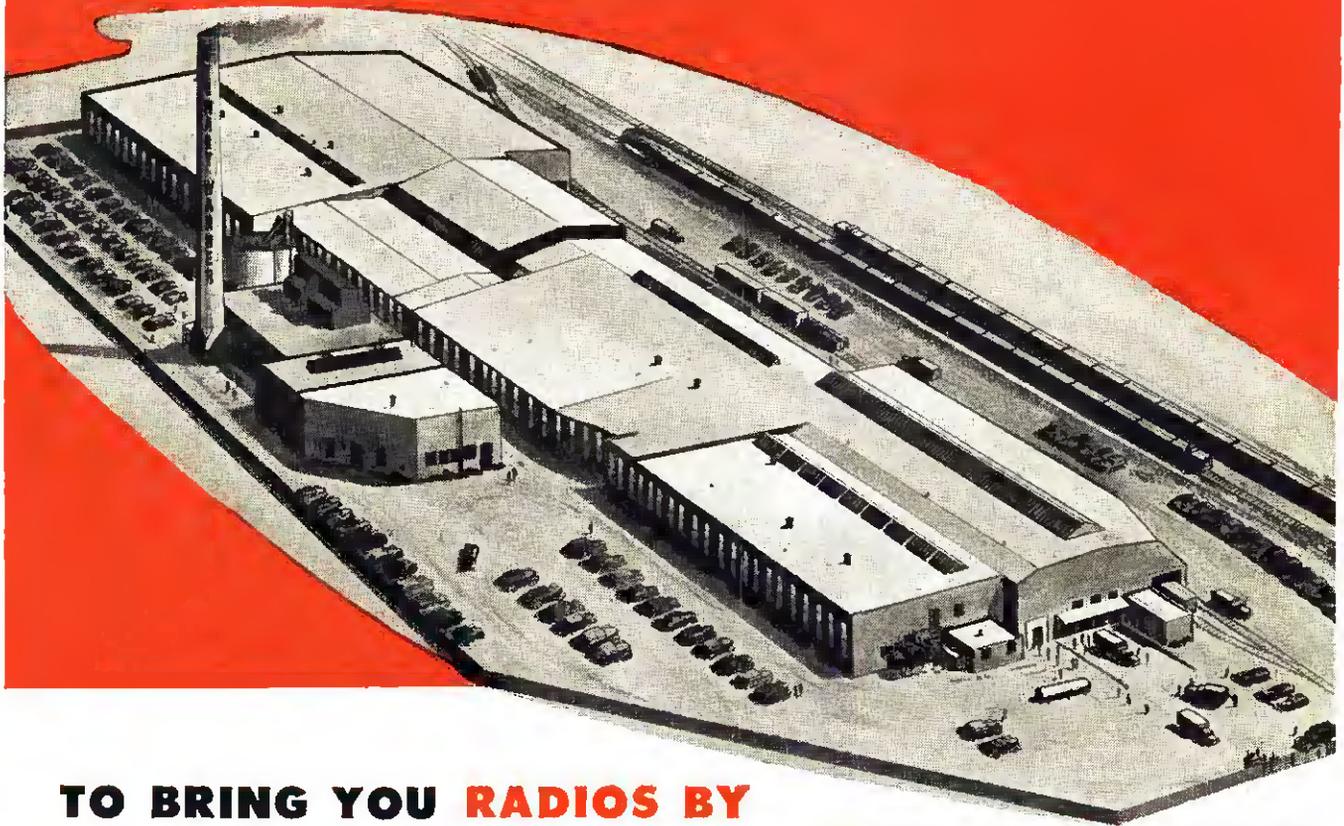
"The Commission does not believe that broadcast service to the public through the use of a 6 mc channel with the improvements now available over pre-war developments should be abandoned and commercial television held in abeyance until a wide channel system in the ultra high frequencies can be developed and proven. The time which may elapse before a system can be developed to operate on wider channels in these ultra high frequencies is indefinite and primarily dependent upon the resourcefulness of the industry in solving the technical problems that will be encountered." Hence, commercial television is permitted to remain roughly where it is in the lower part of the spectrum.



Federal Communications Commission's proposed allocation of the radio spectrum between 44 KC and 1600 MC. Remainder of the spectrum running up to 30 MC includes four amateur bands (2500-2700, 5200-5750, 10000-10500, 21000-22000) KC, government and experimental.

All Set to Go—

...A New Kind of High Speed Production Plant



TO BRING YOU **RADIOS BY** **STEWART-WARNER**

• Right now it's the largest privately-owned shell fuze plant in the United States. But 60 days after restrictions are lifted, Stewart-Warner Radios will be rolling off high-speed production lines on their way to you.

In all probability, Stewart-Warner will be among the first manufacturers to hit the market with civilian radios. The secret lies in the new Stewart-Warner high-speed production plant—a remarkable development in *straight-line radio assembly*. Raw

radio material goes onto the production line—finished radios, packed and ready for shipment leave the other end.

The result will be a capacity of 3500 radio sets daily on a one-shift basis—a total of more than 1,000,000 Stewart-Warner radios a year! The new plant is "all set to go" when we get the word! And, when that word comes, we'll begin making Stewart-Warner Radios that sparkle with sales appeal and performance!



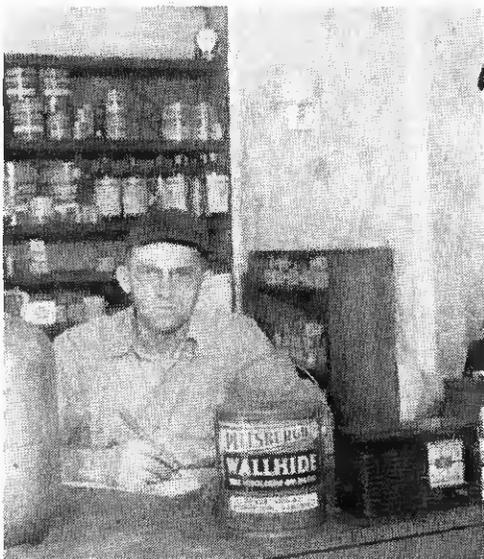
LOOK TO STEWART-WARNER
for the Class
of the Radio Field!

• Look for something "different" in radios from Stewart-Warner. Look for a line of "best sellers" that mean rapid turnover. Look for innovations in design and beauty... new sales appeal that spells profits.

And, expect strong advertising and merchandising help, too. Yes, look to Stewart-Warner for the class of the radio field.

RADIO DIVISION OF STEWART-WARNER CORPORATION • CHICAGO 14, ILLINOIS





Paint "pays off" for Pat Woerfel.

Sales Going Up

**Resourceful Dealer Makes New Lines Yield Returns.
Profits from Servicing of Radios and Appliances.**

• When the Japs attacked us at Pearl Harbor and brought about a conversion of civilian manufacturing to war manufacturing, Pat Woerfel, radio dealer at Dodgeville, Wis., known as "Radio Pat," was beset by problems as was many another dealer.

When friends heard that manufacture of radio sets and other appliances for civilians would be restricted for the duration, they came to Woerfel and said, "Pat, why don't you close up your business and get a high paying job in a war plant?"

To which Pat said, "Not for me. I have spent 20 years developing this business and I won't give it up so soon. Besides, how about having someone in this town to keep radio sets and other appliances functioning during wartime to keep up the home town morale?"

Promotes Sidelines

And Pat didn't let wartime conditions lick him. He set right out to show that a dealer could make a profit during wartime and do his job well on the home front. He had, of course, his service work to use as a starter. This included radio, electric refrigerator, washing machine, vacuum cleaner, gasoline stove and other repairs—for in these wartime days a dealer is expected to handle a lot of repairs. If the dealer himself hasn't got facilities to handle everything brought in, he is expected to know where to send it to have it repaired.

Thus it was that Pat began to handle the repairs of his customers.

Some he could handle himself; others he sent to other cities, taking a small commission for his efforts.

Then he put in a line of paint, displayed it and merchandised it intensively. The result has been a fine volume on paint. Woerfel intends to keep paint as a regular line during the postwar era.

Another new line was a bottled gas service. Woerfel had always sold bottled gas stoves and began selling bottled gas just as war broke. The account has helped him get profit during wartime. Customers buy the gas in 20 pound drums, and come to his store to call for it, exchanging an empty drum for a full drum. Such customers also have radios and other appliances that need repair. Sometimes they bring them along when they come to get another drum of bottled gas. Sometimes, too, they buy paint.

Sales Opportunities Plentiful

Pat is also a very accommodating fellow. He charges batteries for farmers who have radio battery sets—and there are many of them in this area. Pat says he doesn't make much money charging them at 50 cents each, but he does it for an accommodation, and how those farmers appreciate it. Pat figures he is going to sell those farmers some new sets when they are again available, and when rural electrification spreads faster through this area.

Looking for other sales opportunities during wartime, Pat took on a line of fluorescent lights and did fairly well with them until this line was restricted, too. He figures he can do a good business on such lights after the war. Pat also turned his talents to the buying and selling of seed corn. He sold lots of it to farmers in this area—the same farmers who came in for bottled gas and to have radio batteries charged.

A friend of Pat's came to ask his help in selling a carload of salt. Pat

obliged and made himself some money on the deal. Some window and interior signs and personal selling helped to do the job.

"I operate a one man shop and I get along all right," says Pat. "My sales and service have averaged \$1,500 per month during the last year or so, and if I keep that up I will get along, for my overhead is very low. Then when the postwar era comes, with its expected sales opportunities, I ought to be able to cash in. I love to sell and the appliance business is the place for me to be. I used to be an automobile salesman, but I like this business better. I've been in it more than 20 years."

Advertises Weekly

Pat is a firm believer in the benefits of consistent advertising. He points out that the local newspaper—the Dodgeville Chronicle—has a circulation in town and country of 5,300. Pat has an ad in the paper every week. In fact, he says he hasn't missed advertising for a single week during 20 years. He spends about \$1 to \$2 per week. He states that the advertising pays. Folks tell him they read his ads regularly.

In fact, Pat's type of ad copy is rather unique. In one ad he will talk about current trade conditions and the importance of keeping appliances serviced during wartime, while in the next he is just as likely to talk about some political, social or economic problem. His customers seem to like such ads and often bring in suggestions for him to write about.

"Customers respect the business man who has opinions of his own and who is not afraid to voice them," says Pat. "I make my advertising pay, and I have a lot of fun writing it, too."

Pat looks forward to the postwar era with undaunted courage. He is very confident that he can make a handsome profit in the years ahead. And the chances are that he will.

5 YEARS AHEAD OF ITS TIME

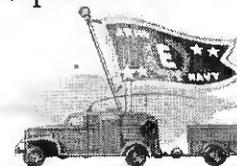
FM
AM
CW



27.8 to 143 Mc
Covers old and new FM bands

hallicrafters Model S-36

EXACTLY five years ago—in 1940—Hallicrafters introduced a very high frequency communications receiver with a range of 27.8 to 143 Mc. This model was clearly five years ahead of its time in its anticipation of new and exciting possibilities for superior performance on the higher frequencies. Today Model S-36 stands by itself as the only commercially built receiver covering this range. It is outstanding for sensitivity, stability, high fidelity. With its extraordinary VHF versatility it is ready for immediate application in the ever widening fields of FM and higher frequency development work. Engineering imagination at Hallicrafters is reaching out beyond the next five years, beyond the present known limits of radio technique so that Hallicrafters equipment will continue to be always ahead of its time, above and beyond your best expectations.



BUY A WAR BOND TODAY!

hallicrafters RADIO

THE HALLICRAFTERS COMPANY, MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.



A NEW STAR IN THE ELECTRONIC FIELD



The stage is set for something new in Universal's line of products. Next month will bring the appearance of a new microphone to meet markets made by present and postwar demands. This will be the first microphone of its kind offered by Universal since the War. Universal has, since before Pearl Harbor, been manufacturing microphones and electronic voice communication components for the U. S. Army Signal Corps.

We are still pleased to manufacture all the microphones our fighting men require and we are pleased to make a new microphone to fill their and essential home front needs.

← Emblems of quality in war production

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA -- CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA



BECAUSE the Arvin line has (1) striking beauty (2) marvelous performance (3) surprisingly low prices—and the broad appeal that provides a *well-rounded sales opportunity in itself*, or in conjunction with other radios you may sell. The Arvin line is short enough for fast turn-over—and broad enough to include fast-selling table models, popular-priced floor models with AM and FM, floor and table radio-phonographs, rural battery sets and 3-way portables. You'll have a fast-selling line with Arvins.

ARVIN MEANS RADIO SALES SUCCESS

Others of the Many Reasons Why You'll Profit with Arvin Top Flight Radios

● **Top Flight FAMILY APPEAL**—*Because* Arvin advertising is pointed to the sale of EXTRA radios in every home to meet the needs of the modern family. "Upstairs, Downstairs, All Through the House—and Outdoors Too" is the key theme in Arvin advertising. Big Arvins for the living room, plastic beauties for the kitchen, unbreakable 4-tubers for junior, charming table models for bedrooms—portables for outdoors. Arvin *family appeal* promises Multiple Sales.

● **Top Flight CABINET BEAUTY**—*Because* the new Arvin cabinet designs were created by Karstadt, one of the nation's outstanding radio stylists. The appealing Arvin cabinet beauty that comes from the staff of Karstadt will "click" with the buying public and make money for the dealer. With Arvin you'll have the sales advantage of top-flight styling in radios priced for the average family. You'll be *right* with Arvin . . . right in every mass market price bracket.

● **Top Flight CABINET VARIETY**—*Because* such great public approval was accorded *the unbreakable cabinet* in small Arvin radios before the war, you'll have this sales feature again with Arvin—beautiful unbreakable cabinets in small sets—handsome plastic and wood cabinets in table models—fine walnut and mahogany creations in floor and table combinations. Arvin beauty will match Arvin Top Flight performance—in a fine variety of cabinet styles.

NOBLITT-SPARKS INDUSTRIES, INC., COLUMBUS, INDIANA

THE BENDIX HOME RADIO

A MAMMOTH

Millions of civilians agree with



Sept. 2, 1944

Bendix Aviation Corporation
Baltimore, Maryland

Gentlemen:

Having been employed by United States Army Signal Corps since 1942, I have had the opportunity to see thousands of pieces of Airborne radio equipment run through our repair shop at [redacted]

It is my opinion, as well as the consensus of opinion wherever radio men gather, that Bendix makes the best equipment that is made today.

I was pleased to see your announcement in the paper that after the war Bendix would start making commercial receivers. I know, and all radio men know, that Bendix stands for Best.

A group of fellow radio technicians and myself are deeply interested in securing a right to sell your new product after the war for we know that the thousands of G. I. and civil service radio maintenance men returning to their former business will be the biggest advertisement you could ever hope to purchase. They know about Bendix quality and design and feel that even slight unseen your new household receiver will be unsurpassed in its field.

Please let me know just what your requirements would be for a territory or state distributor's right for this locality.

Yours truly,

Robert C. Brashear
Robert C. Brashear

BORN WITH A WORLD-WIDE REPUTATION
AND PREPROVEN POPULARITY

FRANCHISE USHERS YOU INTO

READY-MADE MARKET

millions of servicemen that

Bendix **BUILDS BEST!**



Bendix enters the home set field with one of the finest reputations in the world.

To the millions of people who build and buy planes, ships, trucks and motor cars, Bendix has long been famous as the foremost source of brakes, starter drives, carburetors, scientific instruments and controls.

To the millions of boys on the battlefronts these Bendix products and the radio and radar equipment created by the Bendix Radio Division are renowned as the peak of quality and advanced design.

This is the vast market eagerly awaiting the Bendix Home Radio line. And for this market Bendix will provide a complete line of postwar radios and radio-phonographs modeled to postwar expectations—far

ahead in tone, styling, stamina and technical developments—backed by one of the largest advertising and promotion programs in the industry.

This great name and this great product are matched by a great franchise, planned to let you cash in to the full on Bendix great sales potential. A Selective Dealer Program and profit-making discounts are among the

many factory policies devised to protect your future and your profits in every possible way. Send for the book "A Great Name Soars Into The Home Radio Market." Get the facts and get started building with Bendix for postwar and the years ahead.



Bendix Radio DIVISION

BENDIX AVIATION CORPORATION • BALTIMORE 4, MARYLAND

LEADER IN ELECTRONICS, MAGNETICS, ELECTRO-MECHANICS, OPTICS, CARBURETION, HYDRAULICS, AEROLOGY

RADIO & Television RETAILING • February, 1945

Servicing Tube Troubles

Radio Set Servicing Problems Caused by Weak and Fading Tubes. Why Sets Stop with Pilot Lamp Failures.

by S. HELLER

Some day—we hope—tube-checkers will detect all the troubles that afflict radio tubes. In the meantime, servicemen will have to continue using ingenuity, rather than tube-testers, to track down many of these troubles.

Low volume, distortion, fading, noise, and hum are some of the symptoms that are produced by tubes that check perfect in the tester, but are nevertheless defective.

A frequent cause of low volume on AC-DC sets is a weak rectifier. Tubes

type tube may fade just like the half-wave rectifiers previously mentioned.

A purple gas glow often appears in such a fading tube. If a tuning eye tube is present, it will become very dim when the tube fades, because the output current of the rectifier has dropped considerably.

Power Audio Stages

Power tubes, like the 43, 25L6, 50L6, and 35L6, may test well in the

the other tubes will thus be deprived of 9.5 volts—a drop sufficient to cause a considerable decrease in volume.

Intermittently distorting tubes offer servicemen frequent headaches.

In the overwhelming majority of cases, tube-caused distortions can be traced to the audio section of the receiver.

In many instances, a set may start perfectly, and then gradually develop considerable distortion. In such cases, the power tubes are almost invariably to blame—tubes like the 50L6, 35L6, 25L6, 25A6, 117P7, and 3Q5.

Distorting power tubes need not always be replaced. Very often, shunting the grid resistance with a 50,000 or 100,000 half-watt resistor will clear up the distortion. Somewhat decreased volume may result, but not enough to be really objectionable. See Fig. 2.

Frequently, distortions are caused by tubes being in wrong sockets. Thus, a reversal of a 6C6 and 6D6 will result in distortion. When sockets are not marked, inspection of the circuit will indicate the trouble. In the preceding case, if a coupling capacitor is not present between the plate of the 6C6 and the control grid of the power tube, we know that the 6C6 does not belong there.

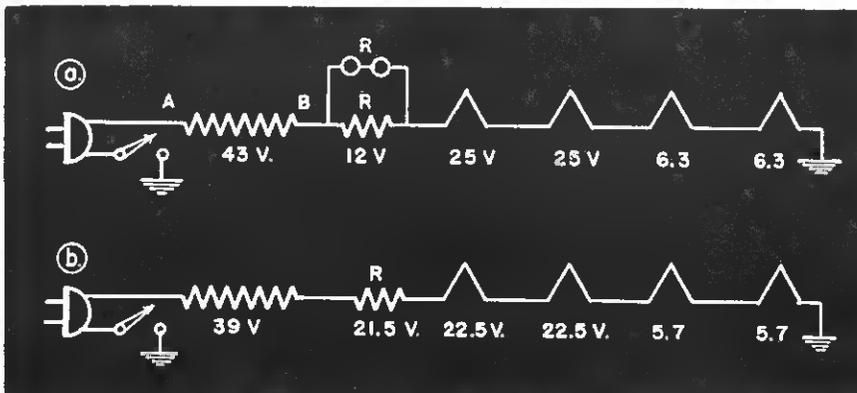


FIG. 1.—Pilot light burnout will cause a new voltage distribution in series filament circuits. When lamps R are good as at A, voltages are as shown. Voltage across ballast rises when lamps open.

like the 35Z5, 25Z5, and 25Z6 are common offenders. Current delivered by the cathode is adequate to pull the meter needle to "good," but when a load is present, the output drops considerably.

If this type of trouble is suspected, measure the voltage from cathode of rectifier to B—. If the voltage is low, and no open or shorted condenser is present, replace the rectifier and see if the voltage is brought up.

To an experienced ear, the trouble is readily apparent. If the reception on an AC-DC set is low, but not too low—if no distortion or hum is present, and if all the stations appear, the rectifier is probably to blame.

This type of low volume trouble may be intermittent, as well as constant. Very often the set will begin well, then decrease in volume.

Full-wave rectifiers have not been considered because they generally test low in the tube-checker when they are weak. Sometimes, however, an 80

meter, and yet cause low volume. This is, however, an infrequent occurrence. Substitution of a new power tube is the best check for this trouble.

Ballast tubes that have increased in resistance are a not uncommon source of reduced volume. This trouble can be quickly located, of course, by measuring the filament voltages of the tubes.

Pilot Burnouts

Sometimes a ballast tube that contains a shunt for two pilot lights may be an indirect cause of low volume. If one or both of the pilot lights are burnt out, neither will light. The voltage across the shunt will be doubled, since the effective resistance has been doubled. See Fig. 1.

If twelve volts has been previously dropped across the parallel circuit of ballast shunt and pilot lights, about 21.5 volts will now be dropped across the shunt alone. The filaments of

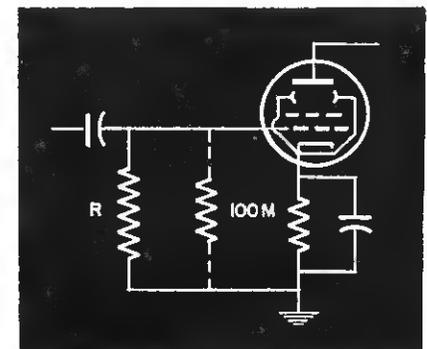


FIG. 2.—Distortion in power tubes can often be temporarily reduced by shunting grid circuit with 100,000-ohm resistor.

Finding Wrong Tubes

On complicated receivers, where 10, 12 or more tubes are present, the use of a wrong tube, or the misplacing of tubes in their sockets, may not

be simple to detect in cases where no diagrams are available.

The best procedure is to check voltages on the prongs of the suspect tube, and see if they are present where they are to be expected.

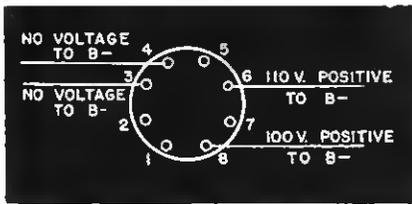


FIG. 3.—Tubes in wrong sockets can be more easily located by measuring socket voltages and comparing tube pins.

In one case, when a 6SK7 was in a 6SQ7 socket, no filament voltage was present on prongs 2 and 7 of the 6SK7. Further inspection showed that wires leading from, and to, other filaments were connected to prongs 7 and 8 of the socket. It was obvious that the 6SK7 did not belong in that socket, and that a 6SQ7, or a tube similar to it, did, since in a tube of this type the filaments are connected to prongs 7 and 8.

In another case, no plate voltage was present on prongs 3 and 4 of a socket occupied by a 12SA7. No open or shorted resistance or capacitor was present. Voltages, however, appeared between prongs 8 and 6 and B—. It was easy to deduce that a 12SK7 or similar type tube belonged there. See Fig. 3.

Fading Tubes

Detector tubes are frequent sources of intermittent distortions. Often the distortion is present on high volume but not on low. Tapping the tube gently from all angles will usually cause it to distort, if it has been playing well.

Poor tone is another symptom of bad diode detector tubes. These tubes will generally test perfect, and can be located only by substitution.

Power tubes like the 43, 25L6, 50L6, and 35L6 not infrequently develop an intermittent short from screen grid to control grid. This short may be seen on occasion as an arc between the two grids. Pieces of the cathode may fall off when the tube is gently tapped. A loud hum and distorted or no reception may occur.

When smoke is seen issuing from the cathode resistance of the power tube, the chances are that a short of this type is to blame. The cathode resistance smokes because a heavy plate current, caused by the high posi-

tive voltage on the control grid, is flowing through and overheating it.

Fading tubes are probably the most difficult of all to locate.

Mixer tubes like the 12SA7, 6SA7, 6A7, 6A8, 12A8, 1LA6, 1A7, 1R5, 1LE3 have a marked tendency to fade. When they become inoperative, the set will usually sound very sensitive, as if it were tuned off a station.

12SK7's act somewhat similarly, as do other IF amplifier types. This difference is often present, however: The noise level present in a set when a 12SK7 has faded will be greater than when a 12SA7 has become inoperative.

When no amount of tapping will cause a tube to fade, the servicer has a problem on his hands. Usually little clues or peculiarities develop.

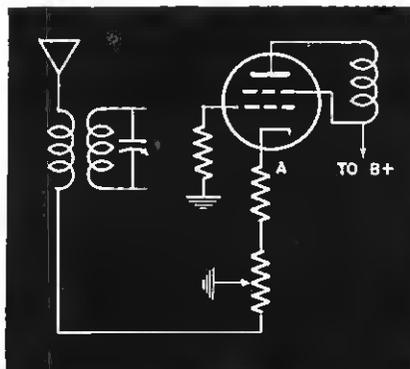


FIG. 4.—Case of intermittent operation in which grounding cathode at A made set start working.

One TRF fading radio had this quirk: the radio wouldn't start when the power supply was turned on, but when the cathode of the '36 tube was shorted to chassis, the set resumed operation.

There were no loose or defective elements in the set, so this hypothesis was developed.

The cathode of the '36 was not very active, and the electron emission therefore had difficulty in starting, especially with a negative bias on the control grid to overcome. When the cathode was shorted to chassis, the bias was reduced to zero, the drawing power of the plate voltage became more effective, and the tendency of the cathode emission to stop was thus overcome. See Fig. 4.

This theory, however, seemed to be shattered when the set continued to fade after the '36 had been replaced. Especially as the set faded in the same peculiar way.

The replacement was a used '36, since a new one was not available.

Another used '36 was tried—still the fading occurred. Reluctant to

give up the theory, a third used '36 was tried—and this time the radio didn't fade!

To point up the moral, there have been cases where three NEW tubes, successively used to replace a fading tube, all faded. If the servicer had not felt certain of the source of the trouble, he might have spent the whole week hunting for it.

Perhaps, some time in the future, instruments will appear on the market that force defective tubes to show their true colors—possibly by putting higher voltages on their various elements.

Capacitor Color Codes

The marking of fixed capacitors with colored paint dots has been expanded to give additional important information.

In the RMA color code, units marked with three dots are understood to be of 500 volt rating and 10 per cent capacitance tolerance. The first two dots are the significant figures of capacitance and the third is the decimal multiplier.

On units marked with six dots the upper three dots are significant figures of capacity in MMFD multiplied by the multiplier indicated by the lower right hand dot. The remaining dots are tolerance and voltage rating.

RMA COLOR CODE

Color of Dot	Volts	Significant Figure of Dot	Decimal Multiplier	Tolerance
Black	—	0	1	—
Brown	100	1	10	1%
Red	200	2	100	2%
Orange	300	3	1,000	3%
Yellow	400	4	10,000	4%
Green	500	5	100,000	5%
Blue	600	6	1,000,000	6%
Violet	700	7	10,000,000	7%
Gray	800	8	100,000,000	8%
White	900	9	1,000,000,000	9%
Gold	1000	—	.1	5%
Silver	2000	—	.01	10%
No Color	500	—	—	20%

Examples:

A unit of three red dots is 2200 MMFD—(500 volts inferred).

A unit of six brown dots is 111X10=

(Continued on page 74)

Service Notes

Tube Characteristics and Substitutions Booklet

A new 44-page edition of electrical and physical tube characteristics has been released by Raytheon Mfg. Co. In addition to electrical data on receiving tubes, hearing aid tubes, and panel lamps, a group of over 1600 tube substitution notes are included. The substitution lists give not only those tubes which are directly interchangeable with the original but also types which can be used when specified changes are made.

The following section is quoted as typical of substitution instructions given:

"An adapter is strongly recommended in place of changing or re-connecting the socket. The use of an adapter permits the installation of the original tube type at a later date and avoids confusion in the use of published circuits for subsequent servicing. However, there will be some cases where necessary room for an adapter is not available, thereby requiring a change of the socket.

Simple Adapter

"Many commercial adapters for substitute types are readily available, but an adapter can be easily assembled by the serviceman to meet his own requirements. The following suggestions on adapter construction may be helpful:

"The use of a bakelite socket which fits snugly inside the top rim of the base makes a neater and more rugged wiring job. Number 20 tinned wire is ideal for connecting the top socket to the adapter base. Cut the leads about an inch longer than necessary, insulate with spaghetti to prevent short circuits, and pull leads taut when assembled. Cut leads flush with the end of the base pin, apply soldering flux and, holding the adapter upright, dip end of pin in a puddle of solder. A small hole drilled in the soldering iron tip will serve as a solder cup. Solder will flow up the pin, making a smooth, finished end. Where a top cap lead must be added, it should be shielded to avoid pick-up troubles.

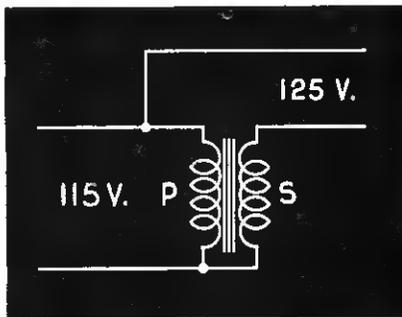
"The base diagrams of the original and substitute tube types should be used as a guide for the connection between the upper socket and the base adapter. The following three examples are listed to show the type of interconnection required:

- (1) 6SA7GT replacing a 7Q7
Connect Top Socket
Pin→ 1 2 3 4 5 6 7 8
to Bottom Base Pin.→ 5 1 2 3 4 7 8 6
Connect 5 and 7 together
- (2) 6SQ7GT replacing a 75
Connect Top Socket
Pin→ 1 2 3 4 5 6 7 8
to Bottom No Con- Top
Base Pin.→ nection Cap 5 4 3 2 6 1
- (3) 75 replacing 6SQ7GT
Connect Top Top
Socket Pin→ 1 2 3 4 5 6 Cap
to Bottom
Base Pin→ 8 6 5 4 3 7 2

"The continued operation of many receivers requiring tube types no longer readily available can be accomplished by the careful use of this tube substitution chart."

Boosting Low Output Supplies

Servicer McAdoo Bruington of Owensboro, Ky., finds that quite a number of battery radios converted to AC by use of a GTC Porta-Pack are now inoperative due to the aging of the copper-oxide rectifier which dropped the filament below the normal operating voltage.



A simple temporary repair, since the rectifiers are not available, is to use an inexpensive bell ringing transformer as an auto-transformer using the circuit shown.

Also in locations where the line voltage is low the use of the above circuit will put the battery-converted radio back in operation. This will also give "new life" to an AC-DC radio with tubes having low emission and replacements not available.

If the first trial of this circuit fails to operate reverse either the primary leads or the secondary leads as you have probably connected the windings out of phase.

Home Tele Service on Rental Basis Planned

The Scophony Corp. of America is considering the proposal of making sound-sight programs available to

subscribers for about \$2.25 a week. The scheme would involve a coding system that would prevent non-subscribers and those delinquent in payments from receiving the programs. As proposed no advertising would be presented. The program would consist of news, sporting events and other entertainment. The receivers suggested for this service would be similar to 1939 British Scophony sets giving a picture about 2 feet wide. A special program coding system invented by Scophony is the basis for the proposed television service.

New Books

Clarostat "Interim Line" catalog issued to help span gap between present wartime restrictions and postwar. Contains items which are in regular production and, priorities permitting, may be made available to the jobbing trade. Clarostat Mfg. Co., Inc., 285-7 N. 6th St., Brooklyn, N. Y.—RTR

Manufacturers of Walsco Products have new catalog ready for distribution featuring over 500 items, most of which are available without priority. Newly developed products are listed along with many familiar items. Walter L. Schott Co., 9306 Santa Monica Boulevard, Beverly Hills, Calif.—RTR

Peerless Electrical Products Co., has published a new catalog, Bulletin 431, containing full construction details and prices on the complete line of Peerless transformers, windings, and reactors. Industry personnel may secure a free copy by addressing request on company letterhead. Peerless Electrical Products Co., 6920 McKinley Ave., Los Angeles 1, Calif.

New Jensen President

Thomas A. White has been made president and general manager of the Jensen Radio Mfg. Co., located at 6601 South Laramie Ave., Chicago, Ill. Mr. White joined the company in 1928 in the capacity of sales manager, and became its vice-president in charge of sales and advertising in 1940. He is also vice-president of the Radio Manufacturers Assn., and chairman of its amplifier and sound equipment division.

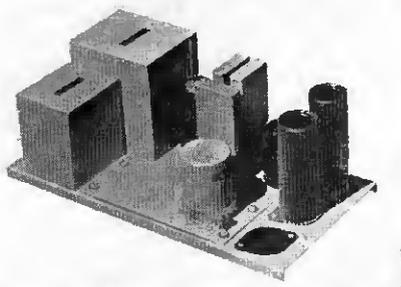
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NEW PRODUCTS

AUDIO CHANALYST, RCA Type 170A, provides complete sound system testing equipment in a single unit. Comprised of several self-contained testing sections or "channels" and can be used to test any point of any sound system from microphone to speaker, serving in emergencies as a bridging unit to substitute for the defective section of an in-operative amplifier. Contains a calibrated high gain amplifier, supplies its own test signal from a built-in beat frequency oscillator, the VoltOhmyst is included as one of the channels, modified for flat, linear measurement of audio frequencies. An impedance tester and a high-speed electronic indicator add to the testing facilities. Equipment available for civilian trade, governed by priority ratings. RCA Victor Division of the Radio Corp. of America, Camden, N. J.—RTR

AMPLIFIER, new 102 series with mounting accessories. Consists of Type 102-A, with input impedances of 30/250, output impedance 600 ohms, frequency response 30/16000 C.P.S.—.5 D.B. Type 102-B is a three-stage amplifier with a gain of 95 D.B. It employs input stage electronic mixing, and is intended for high



grade public address installations. Type 102-C consists of a three-stage amplifier, fixed gain, adjustable, 75/85/95 D.B. Langevin Co., Inc., 37 W. 65th St., New York 23, N. Y.—RTR

FLUX for repairing burned out electrical and heating equipment. Can be applied without special tools. Join ends of wire together by stretching or by placing another piece of wire over gap. Moisten and dip in flux. Current completes circuit, and element welds itself together. Chanite Sales Co., 914 S. Main St., Fort Worth, Texas.—RTR

ELECTRIC IRON, 36 square inches of ironing surface, permanently attached cord with sealed-in unit. Weighs five pounds, wattage is 615, voltage 110. Sold by the Tennessee Valley Associated Marketers, Nashville, Tenn.—RTR

HYDROMASTER AUTOMATIC HOT WATER HEATER, attractively finished in white glass, with top and legs in wrinkle black. Streamlined appearance with five inch metal strip down front which can be easily removed to adjust the heat control. Tank insulated with glass fibre, heating unit of sealed-in type. First production is of 30-gallon capacity, with sizes up to 80-gallon capacity to follow. Tennessee Valley Associated Marketers, Nashville, Tenn., announce they will soon put this automatic hot water heater into full production.—RTR

SNAP ACTION RELAY, Struthers-Dunn Type 79XAX relay has all parts readily accessible and sensitivity adjustments may be made quickly. Armature almost completes its travel in either direction before the contacts snap into the new position. This permits unusually broad range of use including vacuum tube circuits, overcurrent protection, pulsing circuits, and applications where extremely close differential or extreme sensitivity of operation is required. The standard adjustment using 60 ampere turns in the coil at approximately .02 watt results in contact pressures of 5 grams with contacts rated 5 amperes,

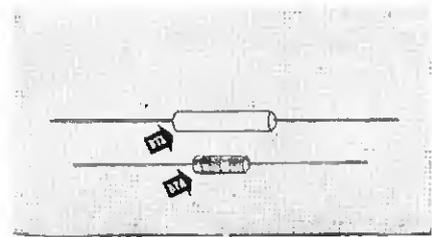


115 volts. Contact ratings up to 10 amperes, 115 volts ac may be obtained with 100 or more ampere turns and a corresponding increase in power. A sensitivity of 0.005 watts with 30 ampere turns is obtainable with reduced contact pressures and ratings, and at an increased price. Struthers-Dunn, Inc., 1321 Arch St., Philadelphia 7, Pa.—RTR

AUTO CHARGER, for recharging Ideal rechargeable flashlight battery. Easily installed and connects directly to the "live" side of the ignition system. May be mounted on dashboard or on side panel inside the door. Fits all popular, two cell 1 1/4" size D flashlight cases. A complete line of charging equipment is available for charging from 115 and 230 volt source. Included are single, 6-gang and 12-gang units. May be charged even though motor is not running. Ideal Commutator Dresser Co., 5194 Park Ave., Sycamore, Ill.—RTR



VACUUM CLEANER, combination of three units including light-weight upright model for use on floor, tank vacuum for above-the-floor cleaning, and group of interchangeable cleaning devices for both units. Upright unit has motor-driven "Disturbulator," for removing imbedded dirt, and other new and improved detachable conveniences. Production of the home cleaning system has been postponed and will begin when war conditions permit. Eureka Vacuum Cleaner Co., 6060 Hamilton Ave., Detroit, Mich.—RTR



RESISTOR, Insulated 1-watt resistor available for prompt delivery on priority orders added to International Resistance Company's BT line. Designed particularly for applications requiring American War Standards' RC30 Specifications, the BTA will also fill need in a variety of limited space, low-power applications. The type BTA is 0.718" long by 0.250" in diameter, wattage rating of 1-watt at 40°C. ambient and a voltage rating of 500-volts. Minimum range is 330 ohms. Standard maximum range is 20 megohms. Higher ranges are available on special orders. International Resistance Co., 401 N. Broad St., Philadelphia 8, Pa.—RTR

LOUDSPEAKERS, in size range from 2" to 15". Speakers are true dimensioned and diaphragms are graduated in 1/2" steps up to and including 7 1/2" with other standard sizes up to 15". The line will provide power handling capacities from 1 to 20 watts and is designed to give acoustical output in 2 D.B. steps. Speakers dust-proof with metal parts rust-proof finished. Permoflux Corp., 4900 W. Grand Ave., Chicago, Ill.—RTR

INSULATED RESISTORS, Stackpole Type CM. New units available in 1/3 (RC-10), 1/2 (RC-21), and 1-watt (RC-30) sizes in all required ranges. Highly satisfactory humidity characteristics, stability under load, and meet salt water immersion specifications. Stackpole Carbon Co., St. Marys, Pa.—RTR

CORDLESS ELECTRIC IRON, operated without a cord, the iron draws instant heat from brief contact with a thermostat-controlled safety base. Exact temperatures for ironing different fabrics may be governed by a micro-heat regulator. Automatically switches current off and on. Production postponed until war conditions permit. Eureka Vacuum Cleaner Co., 6060 Hamilton Ave., Detroit, Mich.—RTR

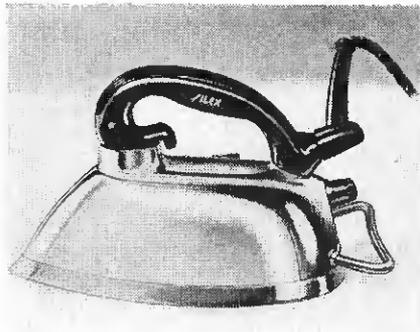
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New Products

(Continued from page 73)

STEAM IRON, scheduled for postwar production. The Silex Co., Hartford, Conn.—RTR

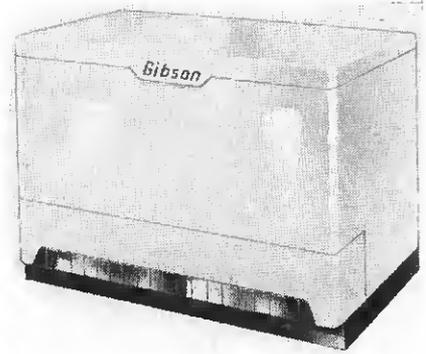


PLAYBACK NEEDLES, new line to be merchandised by Recordio Disc Division of Wilcox-Gay, Charlotte, Mich. A few distributing areas are still available.—RTR



Recordio point display D-5 has individual cards holding one needle, stapled on, to prevent damaging display as cards are removed.

GIBSON HOME FREEZER, postwar design idea. Home freezer will be approximately 6 cubic feet in capacity and the food compartment



will be not too deep to facilitate easy removal and replacement of packages. Unit will operate economically, and store as well as process foods. Gibson Refrigerator Co., Greenville, Mich.—RTR

Kitchen Equipment Wants Disclosed by Hotpoint

Results of a study of consumer wants, having special interest for dealers serving "better than average" clientele, has been released by Edison General Electric (Hotpoint) Appliance Co., Chicago, Ill.

First tabulations of preferences in kitchen equipment expressed on applications for "personalized" kitchen plans, the \$3 service offered with Hotpoint's "Your Next Kitchen" booklet, show that 80 per cent of those planning to build will want an electric range, 71 per cent a new electric refrigerator, 69 per cent an electric dishwasher, 58 per cent a garbage disposal unit, and 82 per cent wanted steel cabinets.

Of those who will remodel, 48 per cent ask that an electric range be put into the plan, 52 per cent say they will want a new refrigerator, 67 per cent want dishwashers, while 51 per cent say that their sink will enclose a garbage disposal unit, and steel cabinets are asked for in the plans of 81 per cent.

Quick Delivery, Large Line, Sonora's Promise

According to Joseph Gerl, president of the Sonora Radio and Television Corp., Chicago, Ill., in a statement issued to the company's distributors throughout the country, "A review of Sonora's postwar plans shows that we will require a 72 per cent increase in employment and production over 1940 levels. This will leave room not only for the firm's employees returning from their duties, but will necessitate the addition of new workers. All this despite the murky employment picture envisaged by some seers, and despite the sobbing and tragic blowing of noses over the nation's over-expansion of industrial capacity. Americans will

want a greater variety of goods and at lower prices.

"Within six weeks after civilian production is given the green light by the WPB, we plan to begin delivery of 22 new models. The remaining 15 models will be shipped within six weeks after the first group is delivered. FM, and later television receivers, will be brought forth in various price brackets."

New Chicago Jobber Firm

The formation of the R-L Electronic Corp., 731 Washington Blvd., Chicago, Ill., distributors of radio and electronic parts, was announced by Joseph Rosenthal and Robert Lockman. Mr. Rosenthal was formerly with the Jackson Distributing Co., Chicago, and Mr. Lockman was associated with the Allied Radio Corp., Chicago.

Adds Electrical Lines

Walker-Jimieson, radio and electronic distributors at 311 S. Western Ave., Chicago, have expanded their activities into the electrical field. They carry in stock lines of well-known manufacturers such as Federal-Noark, Pierce, and American Electric Switch.

Emerson Jobber Expands

At the celebration of the 48th anniversary of the Hub Cycle and Radio Co., Inc., 996 Commonwealth Ave., Boston, Mass., Charles Robbins, Emerson Radio vice-president, addressed the organization, distributors of Emerson Radio. Mr. Robbins paid tribute to Louis Berkowitz and Manny Beckwith, officials of Hub Cycle, for the occasion was not only the anniversary, but also the grand opening of new and larger quarters.

(Continued from page 63)

MMFD, 1% tolerance, 100 volt rating.

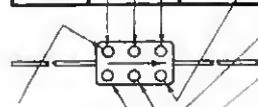
The American War Standard color code gives additional information on the capacitance drift with temperature changes. The temperature characteristic and tolerance are also identified by letters as shown on the two AWS color code charts. These letters are for convenience in writing specifications.

LETTER DESIGNATION FOR CHARACTERISTIC

Characteristic	Temperature coefficient parts/million/degree C.	Capacitance drift (maximum)
A	Not specified	Not specified
B	Not specified	Not specified
C	-200 to +200	±0.5 percent
D	-100 to +100	±0.3 percent
E	-20 to +100	±0.1 percent +0.1 mmf.

AWS COLOR CODE

Color	Capacitance		Tolerance	Characteristic
	Significant figure	Decimal multiplier		
Black	0	1	Percent 20 (M)	A
Brown	1	10	—	B
Red	2	100	2 (G)	C
Orange	3	1,000	—	D
Yellow	4	—	—	E
Green	5	—	—	F
Blue	6	—	—	G
Violet	7	—	—	—
Gray	8	—	—	—
White	9	—	—	—
Gold	—	0.1	5 (J)	—
Silver	—	.01	10 (K)	—



Upper Left Dot Is Black For Capacity Values Represented By 2 Significant Figures



ILLUSTRATION FROM PHILHARMONIC'S NATIONAL ADVERTISEMENT, "THE SOUNDING IS SO DIFFERENT — THE RINGERS ARE THE SAME!"

Earmarked for profit... through pride of ownership

TO the man or woman who instinctively chooses finer things for finer living, the new PHILHARMONIC Radio-Phonograph will be a natural selection. For the PHILHARMONIC offers the distinctiveness that comes only with less common possessions. Its tonal capacity, *spanning the full range of human hearing*, reveals a musical world in which every tone, from lowest to highest, is richer, more beautiful in its absolute fidelity.

While PHILHARMONIC'S engineering achievements have made this new radio-phonograph the certain choice of music lovers, musicians, and music students — don't overlook

or underestimate a great *additional* market for the new PHILHARMONIC — with America's changing economy, more and more people will want finer things... more and more people will have the means to buy them.

PHILHARMONIC'S national advertising, reaching an audience of 20,000,000, is already creating potential profits for the many music and department stores who have joined the PHILHARMONIC family. And their profits are *protected*, under our exclusive franchise plan.

• PHILHARMONIC RADIO CORPORATION •
524 East Seventy-Second Street, New York 21, N. Y.

Philharmonic

RADIO - PHONOGRAPH

Sales Formula

(Continued from page 31)

items. Some of these calls even come from persons living in neighboring states. Thus invaluable contacts are made at a very low cost.

In keeping with its title, Better Home Appliance Co., the proprietor plans to go all-out in an effort to do a big postwar business in complete electrical kitchen installations, and when it becomes possible, the firm will install a model set-up, with all units wired, for demonstration.

Alert merchandisers all over the country are vitally concerned with the problems of demonstrating appliances to prospective buyers, and Hughes feels, as do many others, that model electric kitchens, wired and with plumbing connected, will eliminate to a great extent the necessity for the more expensive technique of demonstrating equipment in the home.

Kitchen Display Pointers

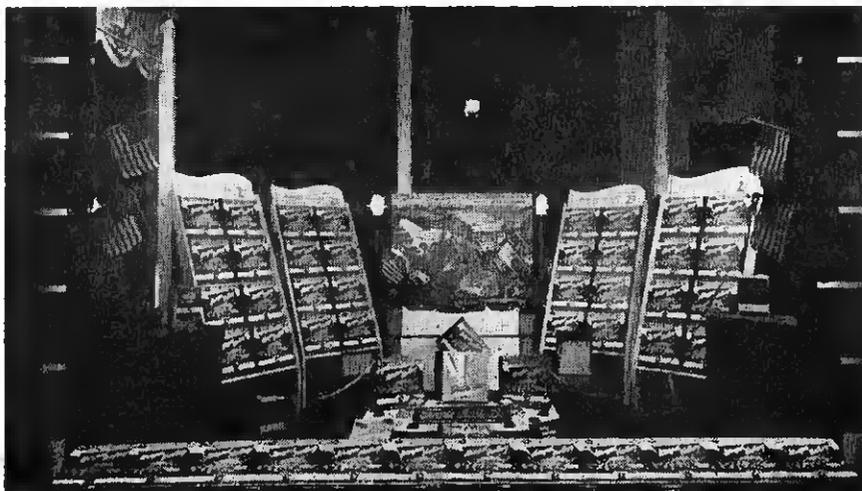
Dealer Hughes points out a number of valuable features connected with the model kitchen display, as follows:

1. It can be used to cut down the number of costly home demonstrations.

2. Minor appliances, such as toasters, waffle irons, food mixers and coffee makers can be displayed for sale along with the major items.

3. When attractively displayed, the model kitchen can do much toward influencing the woman buyer to purchase, since she will be able to visualize the set-up in her own home much better in this way than she can through illustrations.

Display Tie-In with Current Movie



Decca's "Winged Victory" Album, No. 363, offers an opportunity to make use of current popularity of Army Air Corps movie. This window by the Thearle Music Co., 640 Broadway, San Diego, Cal., capitalizes on interest to create sales.

Record Retailing Modernized



Of interest to dealers is the redecorated record department of Wanamaker's, Philadelphia. Arrangement gives effective display for albums, and allows for easy selection of single discs.

4. The model kitchen enhances the appearance of the store interior.

5. Single units can be sold easier when grouped with related merchandise items, because their importance in fitting in with other appliances the customer presently owns is stressed.

The sale of radios was not neglected in the past, and Hughes expects to do an even bigger business with them in the future.

Among the brands of radios and appliances the store has sold are: Norge, Crosley, Philco, Maytag, Hotpoint and General Electric. Servicing today averages about 75 per cent for appliances and approximately 25 per cent for radios.

This Yonkers store began its career shortly before the advent of "merchandise-less" times, and has managed not only to keep going, but to establish a reputation as well. When consumer wants can once more be satisfied, Better Home Appliance Co. will be all prepared to "go to town."

Store Geared

(Continued from page 39)

Dorothea Richardson, who is an accomplished pianist.

Major appliances have always constituted a large share of the business done at Eisler's. Equipment of varied makes such as, refrigerators, washing machines, vacuum cleaners, irons and similar products, have always been very much in demand at this store.

A very large volume of business has been done in the commercial refrigeration department of this shop. Eisler has achieved a reputation in this area for the sales and repairing of air-conditioning equipment, beverage coolers, milk coolers for farm use, Temprite beer and water coolers and related merchandise.

Appliance Service a Mainstay

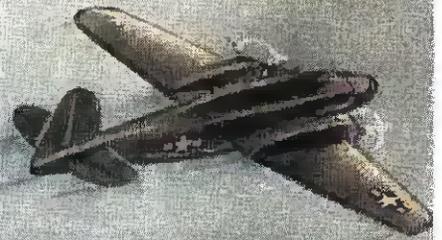
Servicing of refrigeration and radio equipment is keeping the store's technicians very busy these days, and currently represents the mainstay of the business.

For the duration of the war, the store is carrying lines of costume jewelry, cocktail sets, novelty tables, hair brushes as well as other items.

"When this war is over, we are going to concentrate on fewer lines; and we will put more effort behind the promotion of the new merchandise than ever before. In prewar days our volume of business was between \$75,000 and \$100,000, but we hope to do better than that when we get the goods," Eisler declared.

Eisler went on to say: "Retailers should attend to their own affairs and not be concerned about their competitors. If a dealer carries good merchandise, and gives efficient service, there is no reason why success should not follow."

*Heading for
New Horizons*



HOWARD

Quality - A TRADITION
FOR OVER TWO DECADES!

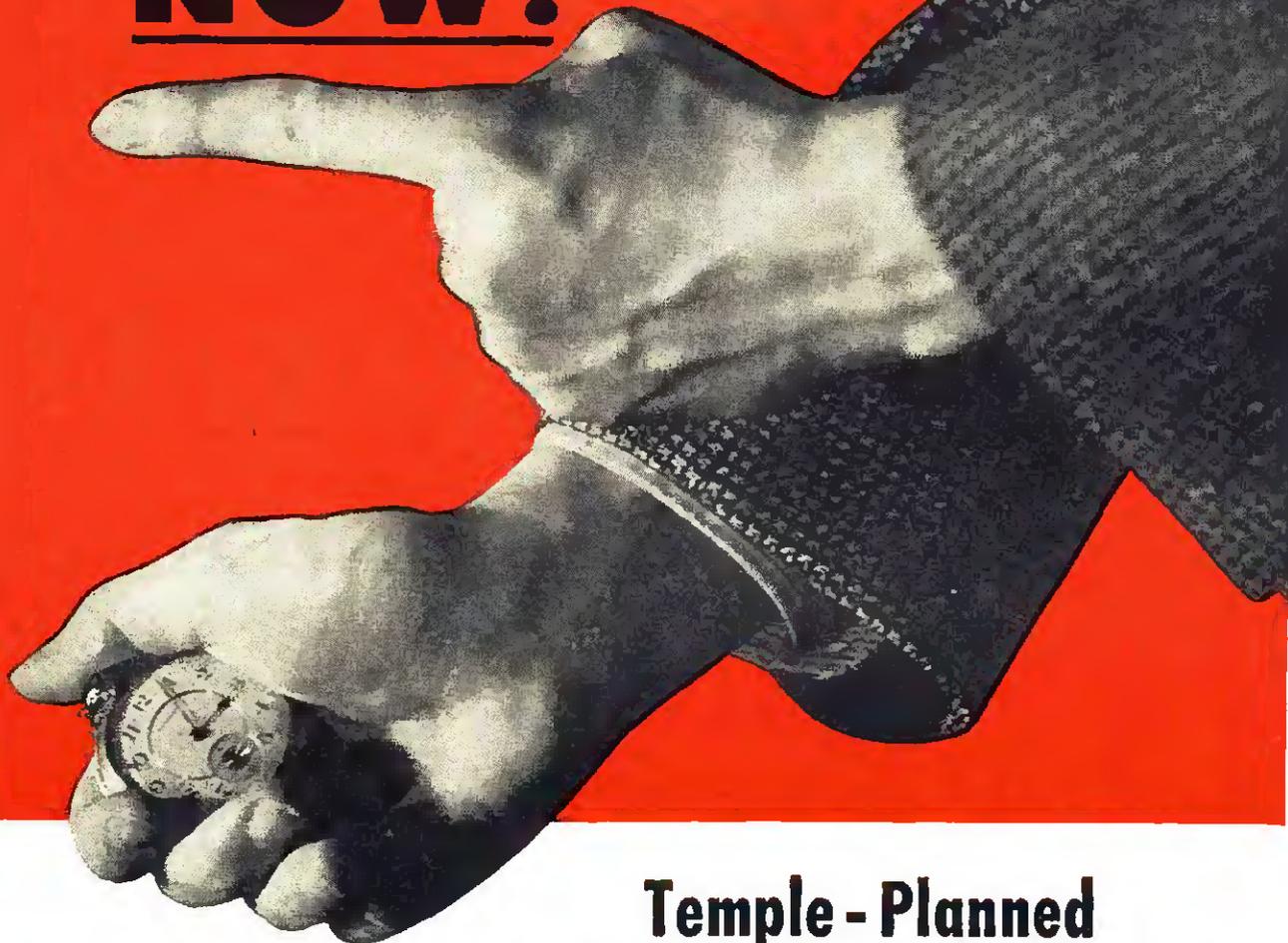
Throughout the years, products bearing the Howard name have built and maintained an outstanding reputation for performance, value and good taste. While we are working harder than ever on communications equipment for war, every worthwhile new development in radio is being incorporated into designs for our postwar line. When production for peace is resumed, you can count on Howard to present the finest in AM-FM Radio and Television.

HOWARD RADIO COMPANY
1731-35 BELMONT AVE. • CHICAGO 13, ILL.



America's Oldest Radio Manufacturer

The Time is NOW!



Temple - Planned Territory Protection Means "signing up" Today!

No, it isn't a case of "first come, first served"—we're too "choosy" for that. The fact is that Temple-planned territory protection means real territory protection — a minimum of conflict as well as a maximum of sales and profits for every Temple distributor and every Temple dealer. Which, in turn, means a restricted number of Temple outlets for each trading area.

With the ever-increasing demand for the

Temple Franchise, we urge that you communicate with us immediately regarding your territory.



TEMPLE TONE RADIO MFG. CORP., New London, Conn.

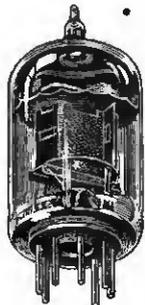
FM . . . TELEVISION . . . RADIO-PHONO' COMBINATIONS

"WHERE **FM** WILL ALSO MEAN **F**INEST **M**ADE"

Licensed under Armstrong and RCA patents.



more efficient
...in miniature



Compared to the light, accurate, hard hitting guns of today, the blunderbuss of our forefathers was a clumsy, uncertain weapon. Engineering has gone a long way in the development of more efficient firearms. And the modern miniature electronic tube is just as revolutionary. A little glass enclosed TUNG-SOL Tube, not much bigger than an acorn, will do the work of a large old type tube and generally do it better.

To set builders, compactness of tubes is so important that TUNG-SOL is making new type tubes and redesigning many of the old types in miniature. Old types are continued in production, however, for

replacement in existing equipment.

As new radio sets and other electronic equipment come on the market, miniature tubes as well as old type tubes must be available for service. TUNG-SOL jobbers and dealers will be in position to furnish renewal tubes for all kinds of equipment.

TUNG-SOL

vibration-tested

ELECTRONIC TUBES

TUNG-SOL LAMP WORKS INC., NEWARK 4, NEW JERSEY
Also Manufacturers of Miniature Incandescent Lamps, All-Glass Sealed Beam Headlight Lamps and Current Intermittors

RADIO & Television RETAILING • February, 1945



TELEVISION TALK

Will Organize Tele For Department Stores

Ira A. Hirschmann, vice-president of Bloomingdale's department store, and Metropolitan Television, Inc., New York (FM station WABF, and experimental television station W2XMT), was one of the principal speakers at a meeting of the American Television Society in New York.

Mr. Hirschmann was recently appointed to organize the FM and television activities for Federated Department Stores which, in addition to Bloomingdale's, comprises the following stores: Abraham & Strauss, Brooklyn, N. Y.; F. & R. Lazarus & Co., Inc., Columbus, Ohio; John Shillito Co., Cincinnati, Ohio; and William Filene's Sons Co., Inc., Boston, Mass.

In a statement, he said that "Through FM and television our stores will be able to offer an expanded service. . ."

New Tele Transmitter Described by Sarnoff

Brigadier General David Sarnoff, RCA's president, in a year-end statement, described a new 300 megacycle television transmitter which, he said, is the first of its kind developed to use five kilowatts of power for video broadcasting. It has been made possible, the statement explained, chiefly through the creation of a special electronic tube and associated circuits.

Full use of the transmitter, no longer on the armed services' secret list, must await the end of the war, General Sarnoff declared. Field tests are scheduled in the New York area early this year, it was indicated.

"Fun With Fay," a New Tele Program



Frank Fay and Betty Kean of "Harvey" cast are presented with the advertised product on Bit-O-Honey tele show over DuMont's WABD (New York).

Video Station Applicants

Three additional applications for commercial television stations have been filed with the Federal Communication Commission. The *Star-Times* Publishing Co., St. Louis, Mo., has applied for Channel No. 2. Recently, the *St. Louis Post-Dispatch* and the *St. Louis Globe-Democrat* also filed applications for video stations. The Maryland Broadcasting Co. has applied for Channel No. 3 in Baltimore, Md., while the Capitol Broadcasting Corp. requests Channel No. 3 in Indianapolis, Ind.

Small Video Stations Can Hold Local Interest

According to James Keister, General Electric engineer, "local interest" motion pictures of carnivals or ball-games will provide good programs for the small station, which will get most of its programs from a network. In its simplest form, the satellite station will receive all its programs from a relay station bringing the programs from their originating points. By the addition of equipment, Keister said, the satellite station also can broadcast locally-originated programs.

Television Future Is Viewed by Radio Editor

At a meeting of the Electrical Women's Round Table in New York, William E. Moulic, technical editor of *RADIO & TELEVISION RETAILING* and associate editor of *ELECTRONIC INDUSTRIES*, delivered a talk on "Television—the Most Important Appliance in the Home."

Moulic elaborated on television's influence on family life, and emphasized

its impact on the postwar home. "The television receiver will be a dominant focal point of family interest," he declared. He went on to say that "unlike other appliances in our home, it will receive the concentrated attention of all members of the family. Refrigerators, washing machines, food mixers, and similar utility appliances are each essential in performing a necessary job. None of them, however, enjoy the inner sanctum of the living room, nor does the family group gather around any of them and watch their performance with rapt attention. Yet it is just this type of scrutiny that a television receiver will command. The tele receiver will far surpass even the radio as a center of family interest."

Family Influence

Moulic asserted that television will make the American family a more closely-knit unit, and would strengthen family relationships. "By appealing to all ages it will bring to the security and atmosphere of the family scene the recreational entertainment now sought outside. By bringing the glamour—the life of our large cities into rural and small town homes, there will be less of the feeling of isolation and desire to travel to see how others live.

"In a similar manner," he continued, "television will put us in closer contact with other countries. Language barriers will be far less important. Understanding will develop through the mutual exchange of visual impressions."

Size Forecast

The size of the typical television receiver will be comparable to larger console radios, and this will probably be the case for a number of years. He deplored the concept that future tele sets would be of the portable pocket type.

"A large number of tubes and associated equipment are essential to television, and there will be no 'wrist watch television sets,' certainly for many years to come. The television set cannot be concealed under a pile of books or other camouflage, as are many home radios, particularly of the compact variety," Moulic maintained.

"The physical size of the television set will depend to a large extent on the size of the picture produced. Some cabinet designers have been busy illustrating general circulation magazines with shoe-box television sets projecting images covering half the wall of some postwar home. We will have projection television sets in the home," he added, "but they will be neither shoe-box sized nor will they give huge images on any wall the owner cares to use."

On the question of wall projection, this engineer declared: "In all cases it would
(Continued on page 106)



THE NAME TO WATCH IN TELEVISION

It is not by chance today that DuMont Television-Radio Receivers are so frequently the first postwar choice of discerning dealers. Fourteen years in the forefront of electronic progress has made DuMont the most important and most respected name in this great new industry. It was Dr. Allen B. DuMont who gave television its first *clear* pictures with his development of the DuMont Cathode-

ray Tube, the heart of a television set. It was DuMont who advertised and marketed the first television sets offered in this country. And DuMont's strong patent position is your assurance of unsurpassed distinction in DuMont peacetime television-radio receivers.

Now is not too early to talk over your peacetime television opportunities. Write us; let us keep you posted on DuMont television progress.

Copyright 1945, Allen B. DuMont Laboratories, Inc.



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

1938 .. and again *THEY SAID IT COULDN'T BE DONE!*



Hytron's telescoping of receiving tubes to BANTAM GT size was at first considered impracticable. Development of the BANTAM JR. was another impossibility to be proved possible. This first sub-miniature was a tiny tube whose diameter was about that of your little finger—and it was a pentode at that! As a production tube it just didn't seem to make sense.

Encouraged by hearing-aid manufacturers eager to gain the additional sensitivity of the vacuum tube, Hytron sweated it out for two long years. Operators were trained to assemble the minute parts under magnifying glasses. A simple reversal of the conventional stem made baseless tubes possible. Problems of obtaining suitable vacuum with such small bulbs, were licked.

Finally in 1938, Hytron introduced the first successful sub-miniature. Tiny but rugged despite a hair-like filament and a diminutive mount structure, its low current drain and compactness made the BANTAM JR. a natural for all kinds of portable equipment, hearing aids, and military electronic devices. After the war, watch for even smaller and better Hytron sub-miniatures.

HYTRON HYLIGHTS

BALLAST TUBE PROFITS FOR YOU



Are you getting your share of business on Hytron resistance tubes? Hytron makes the most complete line of exact replacement ballast types. The fast-moving types listed can be supplied to Hytron distributors within a week after receipt of order. (L 265 priority certification is satisfactory for replacement.)

- | | |
|------|---------|
| K42B | L49C |
| K49B | L49D |
| K49C | L55B |
| K55B | L55C |
| K55C | 10 610* |
| K80B | 100-70 |
| L42B | 100-77 |
| L49B | 100-79 |
| | PB57* |

*Used only on Pacific coast.

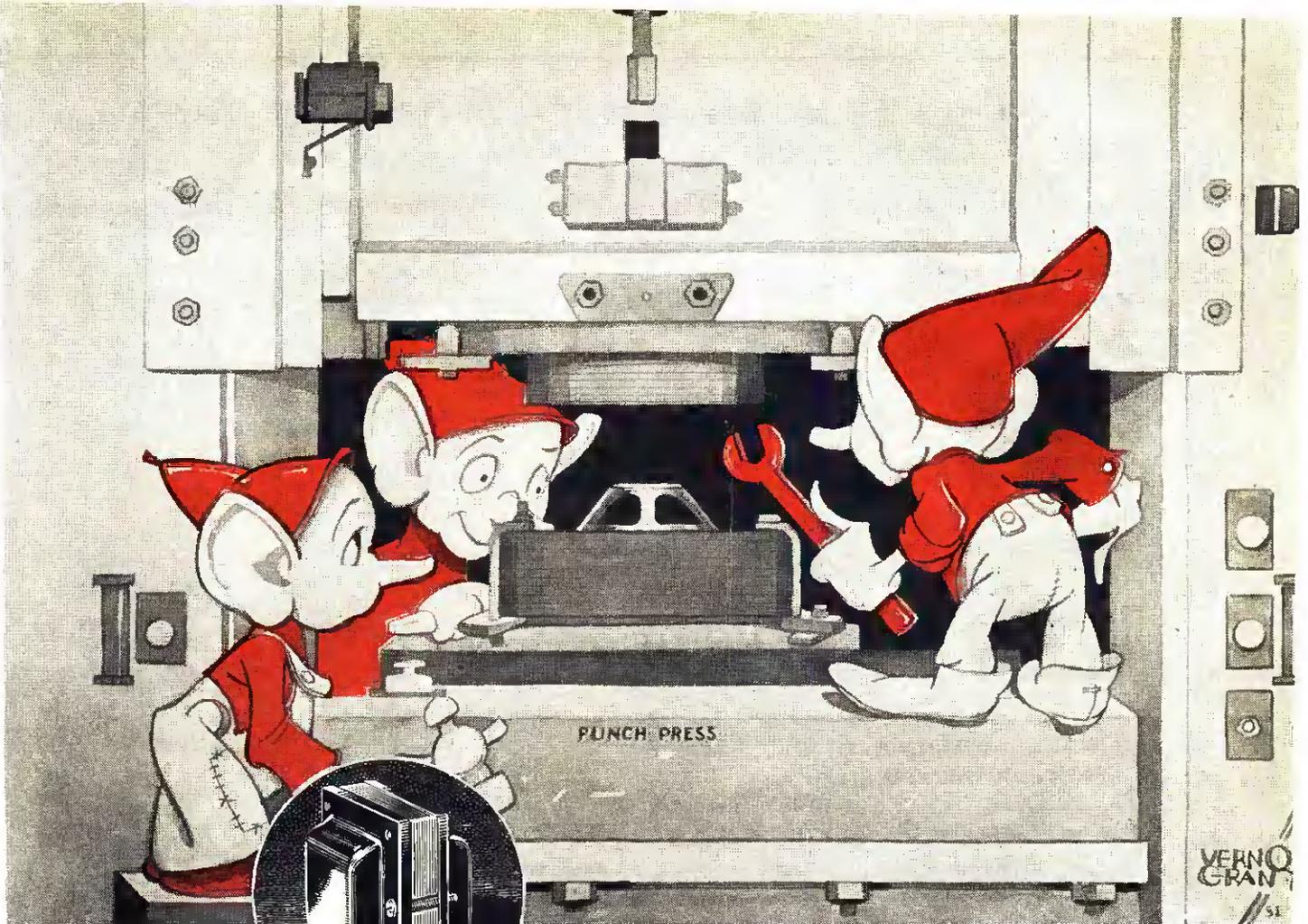


OLDEST EXCLUSIVE MANUFACTURER OF RADIO RECEIVING TUBES

HYTRON CORPORATION ELECTRONIC AND RADIO TUBES

MAIN OFFICE: SALEM, MASSACHUSETTS
PLANTS: SALEM, NEWBURYPORT, BEVERLY & LAWRENCE

BUY ANOTHER WAR BOND



This speaks for itself: Utah is its own transformer supplier for speakers, vibrators, wire recorders, et cetera.

UTAH'S COMPREHENSIVE PROCESS

... GUARANTEES PERFORMANCE!

Sure, this is a punch press . . . and Utalins* know that a punch press is a pretty important piece of equipment in Utah's modern plant. They guide it in an important step in the precision manufacture of Utah's products and see 'way beyond . . . to the finished products in action.

The honest pride they feel in their part is the knowledge that Utah's process makes superior quality inevitable . . . eliminates the possibility of error. Utah's plant is entirely self-contained. Every phase of manufacture, from buying raw materials to final delivery of inspection-tested pieces is under Utah's own exacting supervision. Constantly, painstakingly, Utah controls, inspects,

rejects and supervises every step of the way.

Yes, heavy machines are made to produce with the precision of delicate instruments in Utah's comprehensively controlled process. And the result is Utah performance . . . accepted internationally as the absolute standard of quality.

*Utah Radio Products Co., 820 Orleans St., Chicago 10, Ill.
Utah Products (Canada) Ltd., 300 Chambly Rd., Longueuil, Montreal (23) P. Q.*



JOBBER JOTTINGS

Kinney Brothers New West Coast Jobbers

A new partnership consisting of Wendell H. Kinney and Roland T. Kinney, to be known as Kinney Brothers, has been formed in Los Angeles for the purpose of distributing household appliances throughout southern California and the Pacific Coast. Sales manager of the new company is J. L. "Jack" Hargrove, well-known in the appliance field in this area.

The Kinney brothers are the owners of Kinney Iron Works, Kinney Aluminum Co., National Aircraft Equipment Co., Kinney Engineering Co., and other southern California manufacturing enterprises.

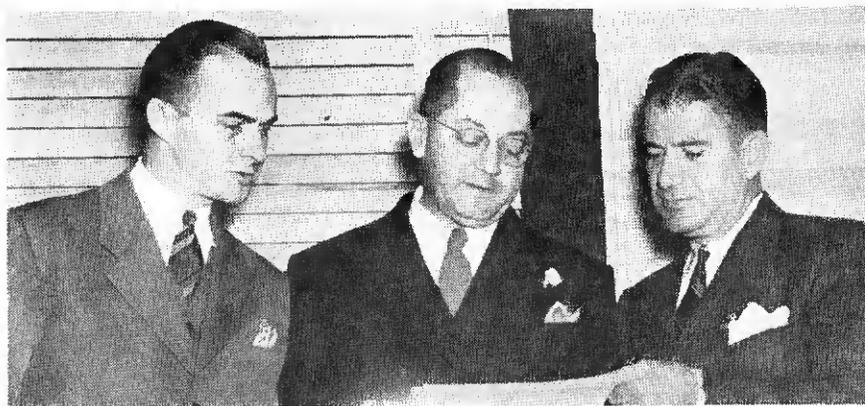
The lines to be handled by this organization will be headed by the Stewart-Warner radio, together with other appliances soon to be announced to the trade.

Newark Electric Company Opens New York Branch

Samuel Poncher, president of Newark Electric Co., 323 W. Madison St., Chicago, has announced that branch number one has been opened in New York City at 115 West 45th St. The president of the Newark Electric Co., Inc., as the New York store will be known, is Adolf Gross. Store's management is under direction of Stanley Cojola. Edward Cornfield is an associate.

The New York firm is capitalized at \$100,000. With Poncher and Gross in the venture, is Abe Poncher, long affiliated with his brother, Sam, in the Chicago location. The eastern firm will continue the policies laid down by the Chicago store, and will engage in "ham," industrial, and Government agency electronic business.

New Motorola Radio Distributor



The newly organized appliance division of Higgins Industries, Inc., New Orleans, La., builders of wartime landing craft, has just been appointed by William H. Kelley, general sales manager of the Galvin Manufacturing Corporation as distributor for Motorola Radios. Left to right, L. V. Busenlener, manager commercial and air conditioning department, J. O. Cray, head of the new appliance division, and W. H. Bramblett, manager of the domestic department.

Burrows to Head Sales of Radio for WESCO

The appointment of Robert E. Burrows as manager of general radio sales, with offices in New York, has been announced by David M. Salsbury, vice-president and general manager of the Westinghouse Electric Supply Co., wholesale marketing subsidiary of the Westinghouse Elec. & Mfg. Co. Mr. Burrows will be in charge of sales and promotion for the newly-announced Westinghouse home radios to be built and marketed as soon as war conditions permit.

Peaslee-Gaulbert Corp. Reappointed by Emerson

The Peaslee-Gaulbert Corp., San Antonio, Texas, wholesale distributor in this territory, has been reappointed by the Emerson Radio and Phonograph Corp. as distributor for its products in this area.

Dempsey Berryhill, in charge of Peaslee-Gaulbert operations here for the past 15 years, is well known throughout the southwest Texas territory.

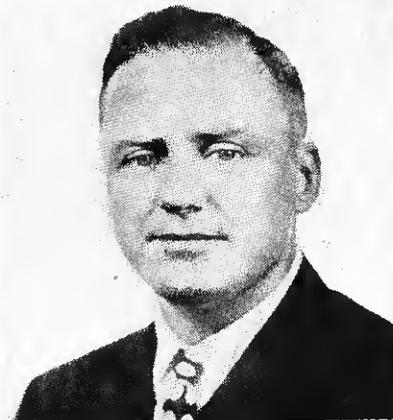
Mr. Berryhill states that the Peaslee-Gaulbert Corp., in anticipation of the day when radio sets again will be available, is commencing activity on the Emerson "PDQ" plan.

New Thor Appointment

The Hurley Machine division of Electric Household Utilities Corp., makers of Thor Washers and of the Thor Glad-iron, has named Radio & Appliance Distributors, Inc., 410 Broad St., Chattanooga, Tenn., as their distributor. The firm will represent a full line of Thor products in 21 Tennessee counties.

Alexandre Firm Will Sell Crosley Products

Formation of the firm of Jules Alexandre, Inc., 147-155 S. Cameron St., Harrisburg, Pa., to handle the distribution in central Pennsylvania of products of the Crosley Corp., has been announced



Jules E. Alexandre

by Jules E. Alexandre, president of the newly-formed company. Ben Eby, owner of the Eby Chemical Co. of Harrisburg, Pa., is vice-president of the organization.

The new firm is successor to Golling-Alexandre, Inc. G. G. Golling, executive of the former company will not be associated with Jules Alexandre, Inc.

R. I. Firm Buys Building

W. H. Edwards Co., 85 Broadway, Providence, R. I., radio supplies wholesaler, has purchased the building in which it is located and is expanding its quarters. This step is held to be consistent with the expected new advances in the electronic industry.

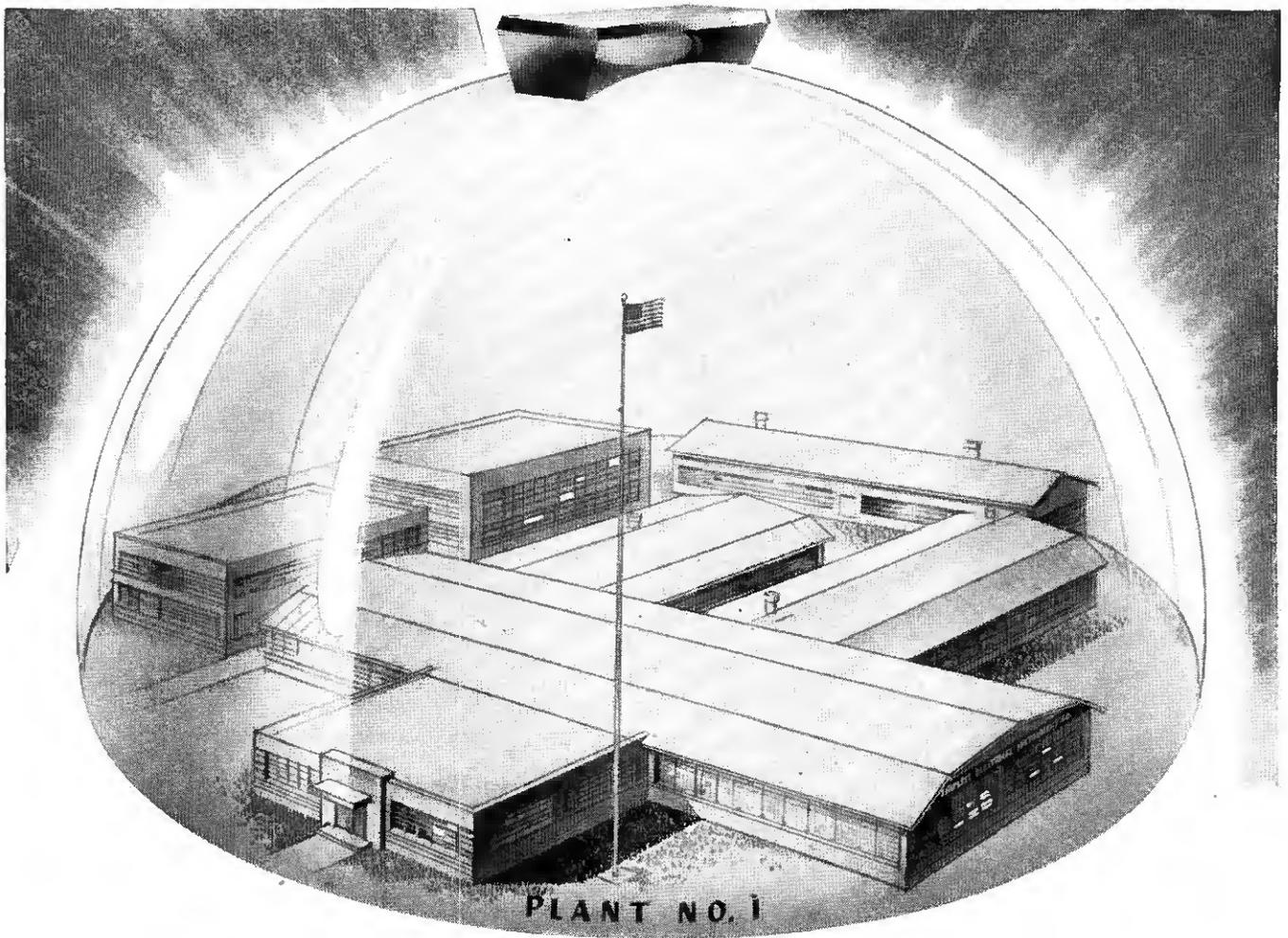
"Commercial" Gets Award

Commercial Radio-Sound Corp., 570 Lexington Ave., New York, A. Lincoln Bush, president, was awarded the coveted Army-Navy "E" banner during ceremonies conducted at the Waldorf Astoria Hotel.

Sonora Distributor

The Recordit Co., 315 N. 7th St., St. Louis, Mo., has been appointed distributor of the Sonora record line in the mid-western area, and has acquired the distributorship of the Jensen Needle line.

Additional Jobber News on Pages Following.



" DUSTLESSTOWN, OHIO "

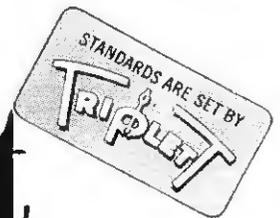
● It's the little things that loom biggest in the manufacture of delicate electrical measuring instruments. Little things like specks of dust or breath condensation can play havoc with accuracy. That's why Triplett Instruments are made in spotless manufacturing departments; why the air is washed clean, de-humidified and

temperature-controlled; why every step in their mass production is protected. As a result Triplett Instruments perform better, last longer and render greater service value.

Extra Care in our work puts Extra Value in your Triplett Instrument.



Triplett



ELECTRICAL INSTRUMENT CO. BLUFFTON, OHIO

INDUSTRY ACTIVITIES

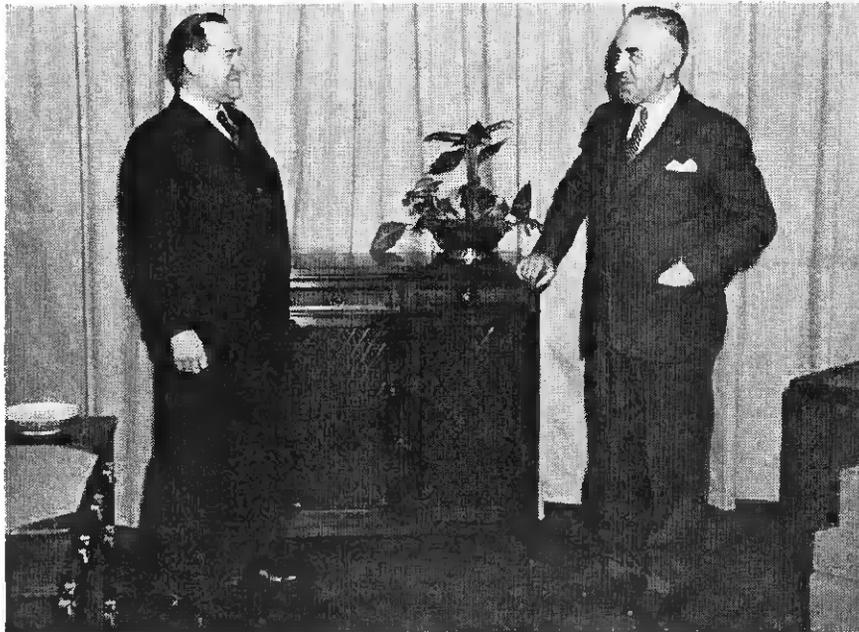
J. M. Tenney Western Sales Head for Norge

J. M. Tenney, formerly refrigeration sales manager of the Norge division of Borg-Warner Corp., Detroit, Mich., has been appointed western sales manager, it was announced by M. G. O'Harra, vice-president in charge of sales. At the same time, Mr. O'Harra made public that Earl R. Bridge, formerly laundry equipment sales manager, has been named to the post left vacant by Mr. Tenney, and that R. H. Pizor, who has been acting as key sales specialist, will succeed Mr. Bridge. The shifts were made necessary by the death of Lee O. Cox, whose former position will be filled by Mr. Tenney.

Merchandising Booklet to Kelvinator Dealers

Kelvinator retailers have begun to lay the groundwork for future sales through prospect-building distribution of an important new merchandising tool based on intense public interest in new home-planning, says C. J. Coward, director of advertising and sales promotion, Kelvinator division, Nash-Kelvinator. Kelvinator has developed its new "Home of Your Dreams" booklet with the object of helping retailers become part of these future plans. Accompanying the full-color booklet is a merchandiser and distribution plan-book which is sent to Kelvinator dealers outlining the objectives of this increased activity. The booklet concludes with a product presentation of Kelvinator refrigerators, ranges, hot water heaters, and home freezers.

Dealers Visit New Magnavox Company Office



Retailers William Howard Beasley, president Whittle Music Co., Dallas, Tex., left, and Russel Wells, vice-president Charles E. Wells Music Co., Denver, Colo., call at Fort Wayne, Ind., manufacturer's Chicago headquarters, where they viewed Magnavox radio-phonograph.

Automatic Radio Company Is Honored



The Automatic Radio Mfg. Co. was awarded the Army-Navy "E" at ceremonies held in Boston. Dave Housman, president, right, and A. J. Housman, vice-president, left, accepted the honor for the firm. The presentation was made by Col. A. S. Edmonston, Signal Corps, First Service Command.

RMA Cancels Meeting

The Radio Manufacturers Assn., Washington, D. C., in arranging for full cooperation with the request for voluntary reduction in travel, has cancelled the annual RMA "Mid-Winter Conference" scheduled in New York.

Ken-Rad Men to GE

The General Electric Co., Schenectady, N. Y., has appointed L. R. O'Brien and R. W. Metzner sales managers in the tube division of the company's electronic department, according to C. J. Hendon, manager of sales. These new appointees were formerly executives of the Ken-Rad Tube and Lamp Corp.

Parsons Describes Range Production

Speaking on the electric range situation, H. M. Parsons, vice-president of Landers, Frary & Clark, New Britain, Conn., manufacturers of Universal household products, said: "An electric range rarely 'wears out' to the point where it cannot be repaired. . . . WPB has made available materials so that dealers have been able to keep cooking appliances in service.

"I do not believe that postwar ranges will be revolutionary. The first ones, in fact, will be similar to 1942 models, but with improvements in design and operation."

Burcaw in Sales Post With Cornell-Dubilier

K. C. Burcaw has been appointed sales manager of the jobber division of the Cornell-Dubilier Electric Corp., South Plainfield, N. J. His headquarters will be at the company's New Bedford, Mass., plant.

Mr. Burcaw first entered the electrical appliance field when L. K. Wildberg, now president of the Radiart Corp., interested him in this phase of merchandising. Mr. Burcaw began calling on appliance dealers and after a short time was appointed sales manager for the New York district. In 1924 he and Mr. Wildberg incorporated the Radiart Co. After representing this firm in several states, he returned to Radiart in 1934 to create a radio jobber division for this organization.

Solar Gets 3th Award

Solar Mfg. Corp., New York, has received the Army-Navy Production Award for the fourth time, the company has been advised by Robert P. Patterson, Under Secretary of War. The award adds a third white star to the firm's Army-Navy flag, and marks the eighth received thus far by Solar plants.

HOW to be LUCKY



Clarion RADIO



*calls the world
to your door*

Throw away your Rabbit's Foot!

Of course there's such a thing as luck. And you don't need to wait for it to come your way.

Right now, for instance, there's the CLARION DEALER FRANCHISE.

It's available to a *limited* number of forward-looking merchants. And when the great day of peace comes, those who have the CLARION franchise will indeed be LUCKY. Why?

Simply because they will have a complete line of FM-AM models of outstanding beauty

and value when people will be demanding their money's worth. Why?

Because the CLARION dealer will be backed by one of the most carefully selected distribution organizations in America.

Which explains why CLARION has one of the fastest growing dealer organizations in the industry.

If you want to be lucky, throw away your rabbit's foot and write for the name of the CLARION distributor in your territory.

WARWICK MANUFACTURING CORPORATION
4640 WEST HARRISON STREET • • • CHICAGO 44, ILLINOIS

RECIPE FOR "PRECISION-EL"

(MT. CARMEL STYLE)



Back to work with a smile—These men and women look forward to their jobs each day. They're Meissner's famed "precision-el." With many of them working to produce vital electronic equipment for the Armed Forces is a "family affair," for a place in this home front army of "precision-el" isn't restricted only to dad — mother, brother and sister contribute to the quality of Meissner products, too.



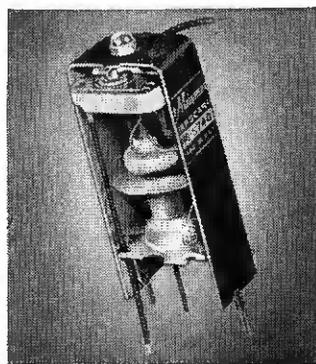
Splitting thousandths of an inch is all in the days work for this skilled machinist, yet he finds new reason to smile with each job done better. He, and hundreds like him, are responsible for the recognition of Meissner's "precision-el" by an exacting precision industry.

Take Mt. Carmel, Illinois, a typical American city, where men and women can work to produce and acquire the better things of life. Add pleasant and congenial working conditions like those you'll find at Meissner, exacting jobs like those you'll find in electronics — wait for the smile that means pride in a precision piece of work well done, and — presto — there you have it — "precision-el."

The men and women whose progress is shown on these pages are typical of Meissner famed "precision-el." Look at them. You'll find them just one more reason why Meissner products, precision built by "precision-el," do your job better.



"Precision-el" at work—still smiling, intent on the job at hand. Now it's a job that will bring victory nearer . . . After victory, it will be a job that makes for better living. Always, it's a better job, thanks to the smile that's always there.



Easy Way To "Step Up" Old Receivers!

Designed primarily as original parts in high-gain receivers, these Meissner Ferrocart I. F. Input and Output Transformers get top results in stepping up performance of today's well-worn receivers. Their special powdered iron core permits higher "Q" with resultant increase in selectivity and gain. All units double-tuned, with ceramic base, mica dielectric trimmers, thoroughly impregnated Litz wire, and shield with black crackle finish. Frequency range, 360-600. List price, \$2.20 each.



MEISSNER

MANUFACTURING COMPANY • MT. CARMEL, ILL.

ADVANCED ELECTRONIC RESEARCH AND MANUFACTURE
Export Division: 25 Warren St., New York; Cable: Simontrice

RADIO & Television RETAILING • February, 1945

THE *Postwar* MIRACLE
THAT WILL *Really*
HAPPEN . . .

JENSEN SPEAKERS
WITH

ALNICO 5



Among all the miracles that have been talked about for a great and glorious postwar era, here is one thing on which you can really count: JENSEN Speakers will be built around the wartime developed *ALNICO 5* ¶ JENSEN naturally pioneered in the use of this remarkable new magnet material which weighs only a fraction of other magnetic alloys of equal strength. Thus JENSEN postwar speakers with *ALNICO 5* will be lighter and more compact, but still as highly efficient and rugged as ever. ¶ JENSEN military loud speakers are now using *ALNICO 5* in great quantities.

And as soon as conditions permit, *ALNICO 5* will become a feature of JENSEN PM Speakers.



Jensen

SPEAKERS WITH

ALNICO 5

Specialists in Design and Manufacture of Acoustic Equipment

JENSEN RADIO MANUFACTURING COMPANY • 6601 SOUTH LARAMIE AVENUE, CHICAGO 38, ILLINOIS



BUILD YOUR POST-WAR PLANS

ON A FARNSWORTH SELECTED DEALERSHIP

THE Farnsworth line will be handled on a *selected dealership* basis—to provide *profitable volume at established prices and proper margins*.

Outstanding area distributors are already selected nationally. Plans for post-war Farnsworth radios, phonograph-radios and television are now completed. National adver-

tising is building an even greater public urge for the Farnsworth line.

The Farnsworth engineering staff provides a backing of research and development that spells leadership.

The new models will carry still further the Farnsworth record for distinctive "idea" cabinets that really help you sell.

New and improved Farnsworth record-changers will add to the line's reputation for trouble-free, practical and dependable performance.

Sound interesting? Add to these advantages the fair trade practices of our Farnsworth Selected Dealer policy, and you've got a real post-war profit plan. Let's talk it over.

FARNSWORTH

TELEVISION • RADIO • PHONOGRAPH-RADIO

Farnsworth Television & Radio Corporation, Ft. Wayne 1, Indiana. Farnsworth Radio and Television Receivers and Transmitters; Aircraft Radio Equipment; Farnsworth Television Tubes; the Farnsworth Phonograph-Radio; the Capehart, the Capehart-Panamuse.

RADIO & Television RETAILING • February, 1945

Who? ... HER?

That's Mrs. J... THE Mrs. J other folks try to keep up with! The neighbors always wonder what she'll do next — then do the same, next season. . . . She never takes vanilla, or chicken salad either; won't let well enough alone unless it's pretty wonderful! . . . Independent, she bird-dogs new ideas, new modes in make-up or meals, is the best friend of the better mousetrap — or manufacturer.

You can't bracket her statistically. She may be in the surtaxes, live in the middle of the block, work in the shipping department . . . and have an absent husband in the armed forces. Marketwise, she isn't many but mighty — not mass but motive power!

Two years back, *Life Story* editors began angling for her attention . . . assigned leading authors and artists to furnish functional fiction founded on useful or significant experience, and articles to aid her understanding of herself, her times, her world. . . . The two-year-old pattern, still flexible, has produced more than 500,000 circulation — 99% newsstand, at a 25¢ price — premises a major medium worth watching! . . . Inquire *Life Story*—a Fawcett Publication, at 295 Madison Avenue, New York 17, N. Y.

LIFE STORY





FIELDS OF TOMORROW

**will be developed more efficiently
because of Thordarson Transformers
being designed TODAY!**

Our 50 years of general experience, plus the many new results of war-time research are a guarantee that Thordarson will have the right transformer for every need, when civilian orders may again be accepted.



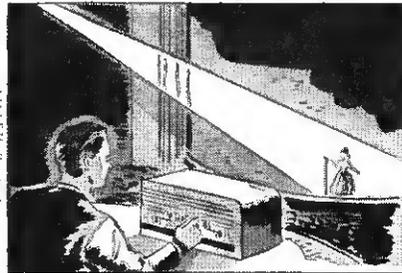
THORDARSON

TRANSFORMER DIVISION
THORDARSON ELECTRIC MFG. CO.
500 WEST HURON STREET, CHICAGO, ILL.

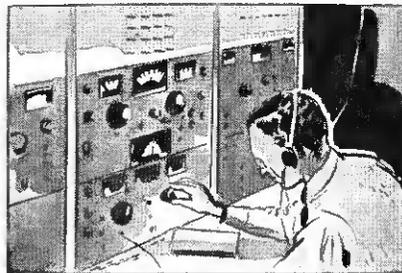
Transformer Specialists Since 1895
... ORIGINATORS OF TRU-FIDELITY AMPLIFIERS



AMATEUR



SOUND AMPLIFIER



COMMUNICATIONS



EXPERIMENTAL



INDUSTRIAL



**WHERE SKILL
SOLVES MANY A MAZE**

Intricate problems in electronic munitions making, requiring advanced radio engineering, find ready solution at International Detrola, where the quick questions are: how well?—how exacting?—how swiftly can we build it? Trainloads of first-quality equipment sent to our troops afield echo the answers. The day is coming when these war-tested talents will provide the very finest in Detrola-built Radio Receivers . . . Television Receivers . . . Automatic Record Changers, and other electronic instruments.

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN  PRESIDENT

BUY MORE WAR BONDS



Coordinating military movement . . .

land, sea, air

Radio and electronic products built by Delco Radio are serving in every theater of war . . . helping to coordinate the action of all units of the armed forces. Good performance is essential. Dependability must be insured under extreme conditions of service. These characteristics are attained through Delco Radio's effective combination of engineering vision, manufacturing precision. Delco Radio Division, General Motors Corporation, Kokomo, Indiana.

KEEP BUYING WAR BONDS

Delco Radio
DIVISION OF
GENERAL MOTORS



She's your customer, Smithers-- give her the "Silent Treatment"!

Have you tried the "Silent Treatment" in selling a radio-phonograph? It's new--and it works! --if the instrument is a Crosley



Customer: How can it be turned on? I don't hear any needle noise!

Smithers: Exactly. That's the big plus--it's the permanent "silent" needle that says goodbye forever to needle scratch and hiss. It's the Crosley Floating Jewel* Tone System.



Smithers: The Floating Jewel* is a permanent rounded sapphire stylus in a scientifically balanced tone arm. It floats along the sides of the record grooves. It can't dig in the way old-fashioned needles do. Records last up to ten times longer. Now--let's listen to the record.



Customer: Perfectly beautiful! I have never heard a record played like that before.

Smithers: Naturally not, Madam. This is an entirely new tone system--patented--exclusive with Crosley. No more needles to buy, or change, or hear!

HEARING is Believing

DEMONSTRATE the Crosley like this: Let her listen to the "silent" Floating Jewel*. At low room volume (where needle scratch is emphasized) there is virtually no needle noise. And no more needle changing.



Old-fashioned sharp needles--"Gura-a-tee! F-i-l-ess! G-i-a-t-t-e-r."



Crosley Floating Jewel* plays the untouched sides of the groove.

Let her listen to the demonstration record which Crosley will make available to you. Nothing will so quickly convince her that there is nothing like the Crosley Floating Jewel* Tone System--with Master Tone Control affording 64 different tone combinations.

Remember to tell her that Crosley brings her every modern improvement in radio engineering PLUS the patented exclusive Crosley Floating Jewel* Tone System and Master Tone Control. You'll get results--profitably!

CROSLEY

THE CROSLEY CORPORATION, CINCINNATI, OHIO



Another Enthusiastic Salesman: It's human nature. Your customer will convince her friends--just as you did her, by the "silent treatment" and the "listening test". Her friends become *your* prospects.

* Patented

Radios : Radio-Phonographs : FM : Television : Short Waves : Radar : Refrigerators : Household Appliances : The Crosley Car : Home of WLW, "The Nation's Station"



A FAMOUS NAME
SINCE 1916 . . .

Phonola

ACOUSTIC AND ELECTRONIC PHONOGRAPHS

... WILL BE MORE FAMOUS
WHEN WAR RESTRICTIONS
ARE LIFTED!

● Though war has interrupted the flow of Phonolas to your customers, we haven't stopped manufacturing sound reproduction and electronic equipment. The radar we're building . . . the special Phonolas we're making for the Armed Forces . . . are enriching our 28 years of phonograph experience with new

techniques in sound reproduction—and that will mean better-than-ever Phonolas for you!

Because we've stayed on the job, we'll be *ready to deliver* phonographs the moment restrictions are lifted. And as materials are released, we'll bring you more and more of the improved features we've developed to make tomorrow's Phonolas even much finer instruments—phonographs you'll be proud to offer to your customers!

WATERS CONLEY COMPANY
ROCHESTER, MINNESOTA

MIDWESTERN SALES OFFICE:
224 So. Michigan Ave., Chicago, HAR. 1880

EASTERN SALES OFFICE:
17 E. 42nd Street, New York City, VA. 6-2079

RADIO & Television RETAILING • February, 1945

STRAIGHT TO THE MARK!



Our Navy's PT Boats are driving the war home to the enemy at high speed. They're shooting straight to the mark! They're demonstrating the power of American ingenuity and industry to the Jap war lords!

Eastern is serving on board these scrappy, hard-hitting PT Boats. Eastern equipment helps them carry out each assignment—swiftly and surely. Amplifiers, only a few short years ago, were thought of mainly in connection with sound systems. Today, they are an important part of many essential war instruments.

Eastern is proud to utilize its engineering and production facilities in the war effort . . . certain that its war-time experience will result in better-than-ever post-war sound and electronic equip-

ment. Until the victory is won, Eastern will continue to devote all its resources to the design and manufacture of war equipment. To aid the war effort, our engineers are available for consultation on any amplification problem you may have.

On request, we shall be glad to forward brochure containing the first of a series of articles covering technical phases of interest on sound amplification prepared by our engineering staff. Ask for Brochure 2:1



EASTERN AMPLIFIER CORPORATION

794 East 140th Street, New York 54, N. Y.

EASTERN AMPLIFIERS



A Word About Reconversion

RECONVERSION already is getting started in a few plants. For others, it may be just "around the corner", but Radio still is completely absorbed in its wartime job.

That's the situation at Rola today. The things made here . . . transformers, coils and other intricate parts for Military Communications . . . still are being required in gigantic quantities, and since Rola is one of the few plants of its kind equipped to make those things, the obligation to produce *in maximum amounts* cannot be slighted.

This means we may not be able, now, to give

our old customers the kind of service they have learned to expect from Rola . . . *all* the experimental models, *all* the technical assistance and *all* the other things we used to provide. This we should regret, for we are proud of our quarter-century reputation for Service, but there is no alternative and we hope our friends in the Radio Industry will understand our present position.

No one can predict how long this intervening period may be, but Rola's reconversion . . . when it comes . . . will be speedy, and at that time set makers again can look to Rola for the "Finest in Sound Reproducing Equipment."

THE ROLA COMPANY, INC. • 2530 SUPERIOR AVENUE, CLEVELAND 14, OHIO

ROLA



MAKERS OF THE FINEST IN SOUND REPRODUCING AND ELECTRONIC EQUIPMENT

Take a look at the size of the "BATTERY OF TOMORROW"



"EVEREADY" "MINI-MAX" "B" BATTERY (22½ VOLT)

HERE IT IS—the midget battery that opens up new fields of opportunity in postwar radio and electronics. 22½ volts crammed into a space so small that it staggers the imagination!

"Eveready's" exclusive "Mini-Max" construction makes all this possible. Actually it has proved a vital factor in improved communication equipment for this mobile war. By the same token this revolutionary "Mini-Max" construction will make possible radically new portable radio sets and other electronic devices after the war—sets for the personal use of an individual. Sets so small they will fit in a man's vest pocket or a woman's handbag. The portable radio business, just coming into its own before the war, promises to return with an even brighter future—aided by this midget battery. You can look forward to a new line of merchandise on your shelves—new customers—new business.

Actually, the baby "Mini-Max" "B" Battery

in itself is an invitation to creative men to develop new devices to keep pace with it. We urge engineers and designers to consult us—discuss their ideas and problems with our engineers, who are ready and willing to cooperate in every way. The laboratories and technical staff of National Carbon Company are at your disposal.

"EVEREADY"

MINI-MAX

TRADE-MARK

RADIO "B" BATTERIES

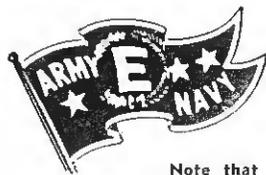
NATIONAL CARBON COMPANY, INC.
Unit of Union Carbide and Carbon Corporation

UCC
General Offices: NEW YORK, N. Y.

The trade-marks "Eveready" and "Mini-Max" distinguish products of National Carbon Company, Inc.

SPRAGUE TRADING POST

A FREE Buy-Exchange-Sell Service for Radio Men



Three Star Performance!

Note that the Sprague Army-Navy E Flag now contains THREE stars. These stars, coupled with the original flag presentation means FOUR separate citations for outstanding service in supplying Sprague Capacitors and Koolohm Resistors to match the exacting demands of the nation's armed forces.

Such a fact explains better than words why it has sometimes been impossible to meet all civilian needs for these products. But it also shows beyond question of doubt that, whenever you can obtain them, you can rely on Sprague Capacitors and Koolohm Resistors for the utmost in service and dependability!

Ask for them by name. We'll appreciate it!

URGENTLY NEEDED—Model 1240 or 1280 Superior tube tester—for cash. Peter Arlain, Punta San Juan, Uamaguey, Cuba.

WANTED—Jackson 645 AC-DC electronic multimeter. Must be in A-1 condition. Cash. O'Brien, 609 W. First St., Fulton, N. Y.

WANTED—Emerson #301 5-Tube superhet, AC-DC in good condition, complete. Cash. Also other small AC-DC receivers. W. O'Brien, 609 W. First St., Fulton, N. Y.

WANTED—RCA Jr. voltohmmyst, type #165A, preferably in factory-sealed carton. William Dressler, 2030 Seventy-first St., Brooklyn 4, N. Y.

FOR SALE OR TRADE—Ghirardi's "Radio Physics Course"; "Modern Radio Servicing"; Horten's "Elements of Radio." Cash or what have you? Want late N.R.I. Course. David Friedman, 1759 W. 7th St., Brooklyn 23, N. Y.

FOR SALE OR TRADE—Webster phono pick-up with 8-in. arm (tangent) crystal. G. E. induction disk phono motor, 10-in. TT, 78 rpm., 50/60 cycle, 110-v AC. Miller pre-selector, 3 tubes, AC operated, covers 8-200 meters; Howard #430 communication receiver, 6 tubes, 5.5-42 megacycles. Pistol-grip #45 Skill Saw electric drill, 1/4-in. cap, brand new. Will swap any for RCA, Andrea or Meissner television kits or complete receivers. All inquiries answered. F. U. Dillon, 1200 N. Olive Drive, Hollywood 46, Calif.

FOR SALE—Following tubes: 6L6G, 6SW7GT, 83, 5Z3, 6U6 and others. Also one NY 302, one W.E. 274-A. All out of cartons, but never used. Price 20% off list. Two carbon mikes. One 15-w ampifier in Bud metal cabinet, complete with RCA tubes. Many other parts at below net prices. Want 2" or better cathode ray tube or test equip. F. M. Powell, Box 481, Belle Grade, Fla.

FOR SALE—4-tube regenerative set, 15-2000M, AC-DC. Complete with tubes, speaker, coils, etc. Metal cabinet 9x5x6 1/2-in. Perfect condition. Can be adapted to battery use. \$15. cash. G. Samkofsky, 527 Bedford Ave., Brooklyn, N. Y.

WANTED—Phono motor and turntable also late model V-0-M. and tube checker. Emerald E. Keith, 1105 Grand Ave., Washington, Ind.

WANTED—920P or 920CP Precision tube tester; Du Mont 164E and 208 Oscilloscopes, new or in good condition; Rider's Manual vols. 1, 2, 5 & 6. Vital's Radio Service, 209 Linden St., Camden, N. J.

TRADE—Will swap high fidelity crystal phono pick-up for small camera (indoor or outdoor). J. Weiss, 3417 E. 147th St., Cleveland, Ohio.

WANTED—Basic meter movement (1000 rpm) and electric turntable (78 rpm). K. A. Petersen, A.R.T./c, N.A.T.T.C.—BR/KS7, Ward Island, Corpus Christi, Texas.

FOR SALE—Supreme 551 Analyzer; Readrite 431 tube tester; 15,000-v., 60 M.A. and 9,000-v. 30 MA. Neon sign transformers. Cash only. H. Hoeksema, 1926 E. 56th Ave., Clecro, Ill.

WANTED—Good crystal pick-up. Must be good quality. Jim's Radio Shop, Mankato, Kans.

WANTED—All test meter No. 730-740 for approved technical apparatus. Also 78 rpm phono motor, 110-v. AC. State condition. Also want tubes: 35Z5, 50L6, 12SA7, 12SQ7, 1A7, 1H5, 1LN5, 80. Albert Beiffuss Radio Service, Harms Road, Box 404, Glenview, Ill.

WANTED—Audio-amplifier of old K-45 Kolster receiver; or will swap for other radio parts or material. Manassus Radio & Electric Repair Co., P. O. Box 298, Manassus, Va.

WANTED—Hallcrafters SX-25 with speaker. Must be perfect. Ben W. Kohn, 2103 Sterick Bldg., Memphis, Tenn.

FOR SALE—Mercury arc rectifier tube in original crate; never used. G. E. Catalog #40955. Also battery charging panel in which above tube is used. Formerly used for Rollin electric car. David P. Wardell, 42-31 156th St., Flushing, N. Y.

FOR SALE—One Shure 70-II crystal mike; one Velotron Model A condenser mike; two Astatic C-42 Crystal recording beads; one Rola 1000 ohm field-8 ohm voice coil; 25-watt auditorium speaker (mounted in baffle); 100 ft. 3-conductor speaker cable. One Alliance #60 phono motor, 8" turntable; one mike stand, 37"-72"; one brown leatherette phono cabinet; one Tung-Sol #54; one Struthers-Dunn D.P.S.T., 110-v AC, relay, new. All others perfect condition, slightly used. Joseph B. Brook, 3500 Tryon Ave., Bronx 67, N. Y.

URGENTLY NEEDED—One each 25L6, 25Z5, 25Z6 tubes. Leyden Radio Sales & Service, 9651 Franklin Ave., Franklin Park, Ill.

WILL TRADE—50L6, 35L6, 35Z5, 12SA7, 12SQ7, 12SK7, 25Z6 or other tubes, for new 1A7's only. Ace Hardware, Spooner, Wis.

FOR SALE—Hickok tube tester; tests up to Loctal base tubes. \$30. Bridgehampton Radio Shop, Bridgehampton, N. Y.

WANTED AND FOR SALE—Want two Zenith wireless record players, Model S-6622, with or without turntable. Advise condition. Battery charger with 10-amp output. Hickok Oscillator 188X. For sale: Rider's Manual, Vols. I, II & III. Luther Cansier, King's Mountain, N. C.

WANTED—New or good used tubes in any quantity. Also RCP 419 multimeter or similar; RCP 309P tube tester or similar. New Miami Radio Service, 222 Howman Ave., New Miami, Hamilton, Ohio.

FOR SALE—Two Philips auto radios in A-1 condition, \$30. ea; 1/4 h.p. AC motor, \$12; portable amp-volt tester in good condition, \$12. Paul Capito, 637 W. 21st St., Erie, Pa.

WILL TRADE—Weber tube tester, Model 150 (less chart); Astatic pick-up, CI407; G. I. phono motor, CX. Want multimeter Radio City #411, Supreme #542, or equivalent. Arnold Lampinen, 3443 N. Halsted St., Chicago 13, Ill.

WANTED—Sprague deluxe tel-o-mike; C-D capacitor analyzer, Model B-F 50; or Solar condenser analyzer, Model BQC. State price and condition. Milton Maultasch, 535 Grand St., Brooklyn 11, N. Y.

WANTED—Jackson Model 836 Dynamic tube tester in good condition. Also Jackson No. 640 test oscillator. Wm. O'Brien, 609 W. First St., Fulton, N. Y.

IF YOU APPRECIATE the Sprague Trading Post service—and hundreds of radio men have told us that they do—we know we can count on you to ask for SPRAGUE CAPACITORS and SPRAGUE KOOLOHM RESISTORS by name, and to insist on getting them whenever they are available. They will not let you down!

WANTED FOR CASH—Hallcrafters S-29 Sky Traveller, Cpl. Gerald Dorn, 36813555, 4100 A.A.F.B.U., Sec. B., Patterson Field, Ohio.

FOR SALE OR TRADE—Shure 720B tri-polar crystal mike in good condition, also 6L6 power amplifier with 20 watts output, mike & phone input and connections for 3 speakers (less speakers). Will sell, or will trade for good communication receiver. Roland Jarrard, Box 59, Ocala, Fla.

WANTED—FM converter, new or used, Meissner or similar good make. Describe fully. H. Compton, 2637 Maple St., Santa Ana, Calif.

URGENTLY NEEDED—Modern tube tester & analyzer, oscillator, or signal tracer, also Rider's manuals. Calvert's Radio & Electric Lab., P.O. Box 12, Venice, Fla.

FOR SALE—Collins power supply, 1100V DC at 400 mils., 10v at 15 amps. With tubes, filament voltmeter & rheostat. Collins 100-watt R.F. amplifier with 211 tube. Collins antenna coupling unit with Weston thermo-couple ammeter. Large enclosed relay rack for above with space for driver amplifiers & power units. All for \$150, or will sell separately. James Garber, Box 234, Corvinton, Va.

WILL SWAP OR SELL Audel's "Engineers & Mechanics Guide" 8 vols. incl. 986 page electricity & wiring reference. Cost \$12. Want late Ghirardi's "Troubleshooter's Handbook" or "Modern Radio Servicing" or similar books. Sgt. James Stern, S & S Detachment #1, Ft. Riley, Kans.

FOR SALE—6-6J5; 3-12SC7; 3-6SC7; 1 each 12SA7GT; 12SQ7 GT; 12K7GT; 6SK7GT; 6C5; 7Q7; 7B5; 7B6. Mostly new. All for \$9. R. Axton, 132 Highland Ave., East Pittsburgh, Penna.

FOR SALE—Solar condenser tester model CC from .0001 to 800 mfd., resistance range from 50 to 2 meg. Excellent condition. \$35. Ted Hamilton, What Cheer, Iowa.

WANTED—Any make or model oscilloscope. Harold Davis, 2064 Rae St., Regina, Sask., Canada.

TEST EQPT. WANTED—Want all types, also 1H5 and 1A7 tubes. Give full details. F. R. Wentz Radio Service, 410 N. 4th St., Newport, Pa.

URGENTLY NEEDED—Late model Hallcrafters Sky Champion receiver. Lester Foubie, 12 1/2 E. Main St., Freeport, Ill.

WILL TRADE—G.E. J.F.M. 90 F.M. tuner (chassis) with tubes for recorder play back, preferably with 2-speed motor, or will sell tuner for cash. Jacob's Radio Service, 2421 High St., Little Rock, Ark.

FOR SALE OR SWAP—30-35 used tubes in playing condition: 26, 36, 37, 84, 27, 85, 39, 38, 12A5, 76, 1F5, 1B5, 77, 6D6, 951, 84, 33, 6A7, 32, 80, 42, 84/82A, 1H4, 1J6, 1E7, 1C7, 50L6, 78, 12F5, 35Z5; not broken and are usable. Will swap for 1/4-inch Electric Hand Drill or portable typewriter. What have you? I need 1A7, 1H5, 1N5, 12SA7, 12SQ7, 50L6, 35L6. Ellison Radio Service, Centertown, Ky.

NOTICE!—Please write plainly and describe your equipment accurately when sending advertisements to be run free of charge in the Sprague Trading Post. This will help simplify our job of handling hundreds of advertisements every month—and it will assure prompt, accurate presentation of what you have to sell or what you want to buy.

SEND US YOUR OWN AD TODAY!

For over two years now, the Sprague Trading Post has been helping radio men get the materials they need or dispose of radio materials they do not need. Literally thousands of transactions have been made through this service. Hundreds of servicemen have expressed their sincere appreciation of the help thus rendered.

Send your own ad to us today. Write PLAINLY—hold it to 40 words or less—confine it to radio materials. If acceptable, we'll gladly run it FREE OF CHARGE in the first available issue of one of the five radio magazines wherein the Trading Post appears every month.

HARRY KALKER, Sales Manager

Dept. RRT-25—SPRAGUE PRODUCTS CO., North Adams, Mass.

(Jobbing Sales Organization for Sprague Electric Company)



SPRAGUE CONDENSERS KOOLOHM RESISTORS

T.M. REGISTERED U. S. PATENT OFFICE

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

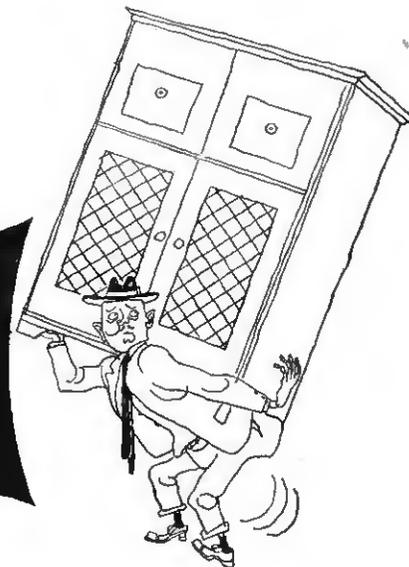
What percentage of postwar trade-ins will involve Console models?

11% 23% 45% 61%

(Check one)



What's your guess?



What percentage of postwar trade-ins will involve Portables?

3% 8% 12% 18%

(Check one)

Majestic has the answers to scores of important questions like these, as a result of recent market studies

Solid facts—not guesswork—are behind Majestic's Controlled Distribution Plan

GUESSING GAMES may be entertaining when you're reading a magazine, but they're the last thing you want when you're running a radio business.

That's one more reason why Majestic's Controlled Distribution Plan is so wholeheartedly welcomed by radio dealers who learn about it. For here's a plan of profit protection that is based, not on mere theories or guesswork, but on hard, solid facts. Facts established by thorough research. Facts correctly interpreted by a management with long and successful experience in manufacturing and selling radios.

The answers to the questions shown above are typical of the facts on which Majestic has based its unique Controlled Distribution Plan. Think what it would mean to you, as a radio dealer, if you could have the answers to important questions like these... if you could be backed up by a radio manu-

facturer that doesn't have to guess, but *knows* the answers to scores of such questions as:

What percentage of your postwar customers will be trade-in customers?

What percentage of sets offered for trade-in will be consoles? What percentage table models? Console-phonographs? Portables? Table phonographs? Chair-side models?

How will trade-ins break down as to brands?

That is, what percentage of total trade-ins will be Brand "A"—what percentage Brand "B"—etc.?

Vital questions? You know they are! And these are only a small sample of all the questions on which Majestic has the facts. *Facts* on which are based an entire system designed to give Majestic dealers a favorable trade-in position... to protect Majestic dealers against improper competition... to give Majestic dealers an opportunity to make a legitimate profit on every sale.

Would you like to have the *facts* about a Majestic franchise? Write today and learn why—

Majestic Means Business...and lots of it!



MAJESTIC RADIO & TELEVISION CORPORATION ★ CHICAGO 32, ILL.

You can be realistic about a statistic...

take our 3 million lady friends



More than 3,000,000 women buy True Confessions, Motion Picture and Movie Story every month.

Buy these Fawcett Women's Group magazines, mind you...pick them out at their newsstands and take them home, because they want to read and own magazines that help them live and enjoy living.

These are impressive female statistics. But to be realistic, they don't matter most. We are not shouting about them.

What's important is not that these millions buy, but *why* they buy every month.

What's *in* the Fawcett Women's Group magazines? Why are they snapped up from the newsstands sensationally, month after month?

They sell because they give service.

Magazines are a lot like people. Some of them remain only acquaintances. Some of them are friends that women rely on. They rely on the Fawcett Group.

Fawcett Publications, Inc., New York 18, N. Y.
World's Largest Publishers of Monthly Magazines

FAWCETT

WOMEN'S GROUP





PLAN NOW FOR PROFITS— From tomorrow's big market for G-E electronic tubes!

IT'S time NOW to look ahead—plan ahead—to when electronic tubes will again be available in volume to increase the figures on the profit side of your ledger.

People then, as always, will buy what they know—and respect. They have known and bought G-E Mazda lamps for decades, until this name has become a symbol for light. Now they see G-E electronic tubes in full-page General Electric radio advertisements that run in 18 leading national magazines reaching 38,000,000 readers every month.

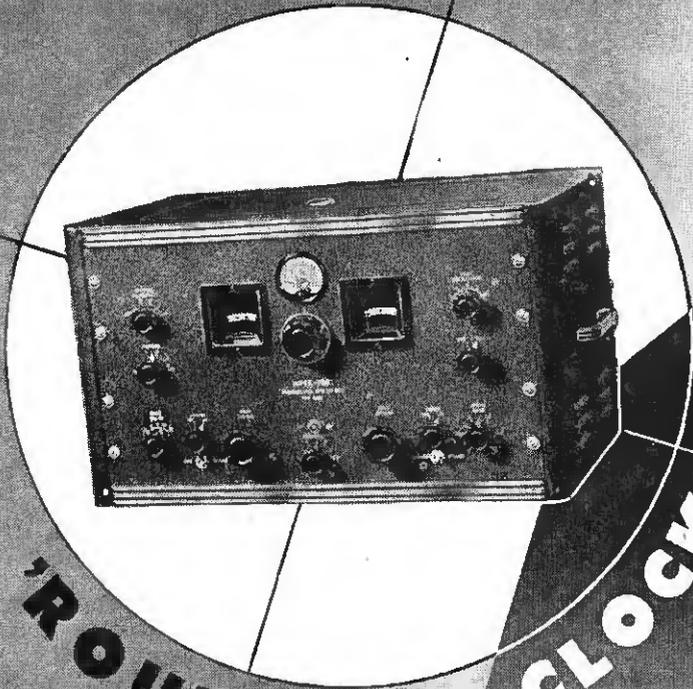
In addition, G-E tubes are brought each week to the attention of 28,000,000 radio listeners. Under the very eyes of radio dealers and service men a big, profitable market tomorrow—when G-E tubes can be supplied to all who want them—is being built. Retailers who look confidently ahead to prosperous times, are making G-E tubes a “must” for their post-war stocks. Think back over the years to how G-E Mazda lamps have swelled the cash receipts of thousands of stores! Then think forward to the new, identical oppor-

tunity offered to radio dealers and service men by G-E electronic tubes! Soon this opportunity will be yours. Prepare to take early advantage of what it offers you in the way of assured income and fullest participation in the benefits of G-E leadership. Write for the name of your nearest G-E tube distributor. Address *Electronics Department, General Electric, Schenectady 5, N. Y.*

Hear the G-E radio programs: “The World Today” news, Monday through Friday, 6:45 p. m., EWT, CBS. “The G-E All-Girl Orchestra,” Sunday 10 p. m., EWT, NBC. “The G-E House Party,” Monday through Friday, 4 p. m., EWT, CBS.

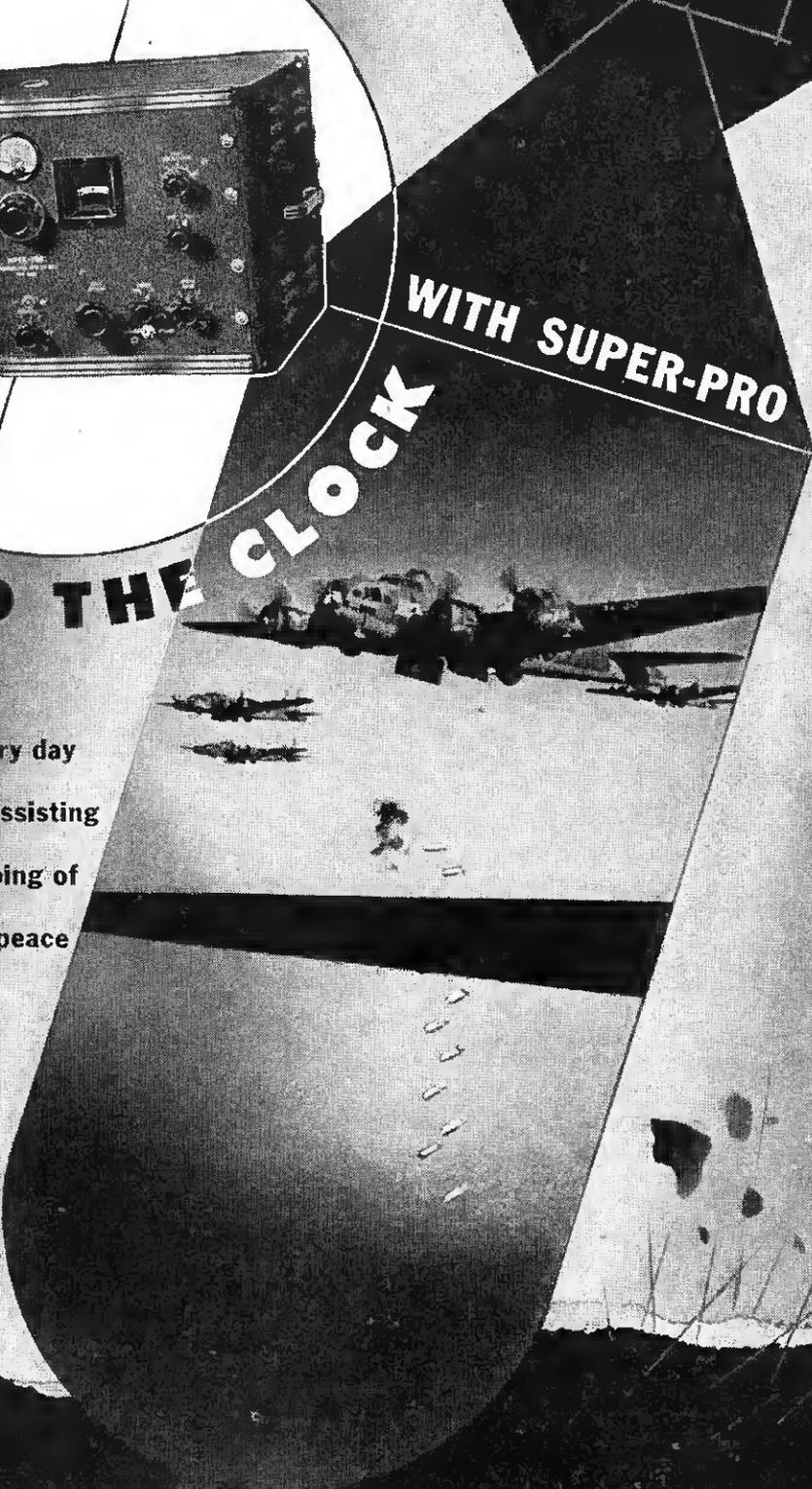
GENERAL  ELECTRIC

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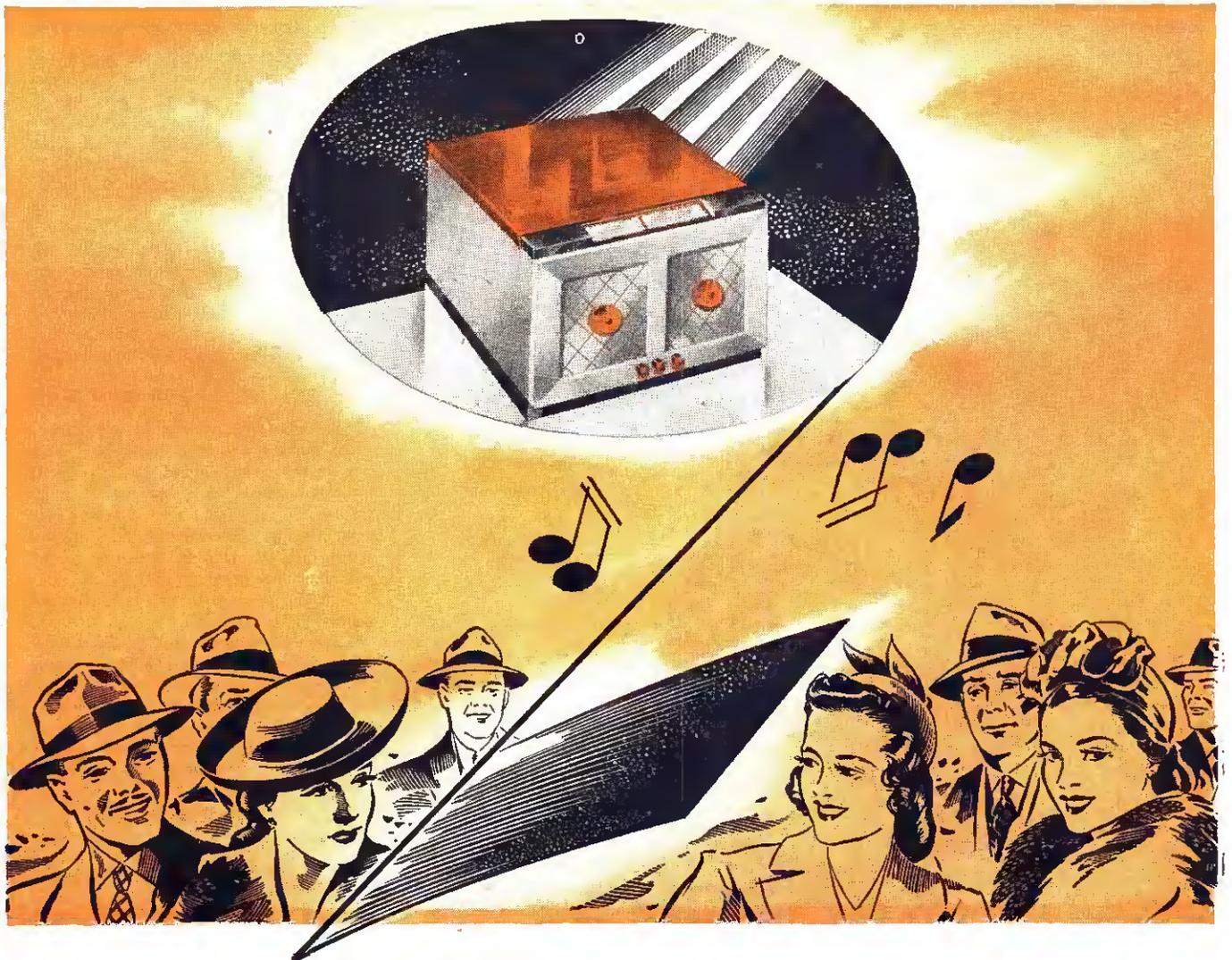


ROUND THE CLOCK WITH SUPER-PRO

For twenty-four hours of every day
"Super-Pro" receivers are assisting
the "Round the Clock" bombing of
the enemy... In war and in peace
"Super-Pro" leads the field.



THE HAMMARLUND MFG. CO., INC., 460 W. 34TH ST., N.Y.C.
MANUFACTURERS OF PRECISION COMMUNICATIONS EQUIPMENT



IN TUNE WITH TOMORROW'S MARKET

Tomorrow's home radio purchaser will be radio-wise. He'll know the fundamentals of everything from FM to television. He'll know exactly what he wants in Postwar radio.

We'll know, too . . . we're in tune with tomorrow's market! We've prepared for him the best in quality and beauty at a moderate price . . . designed a stunning radio line that can be turned out by economical mass production methods. In easy range of his pocket-book will be our gay personal radios, table sets,

table combinations, portables . . . our richly styled FM sets, console combinations, record players . . . even television! All will feature new, thrilling tonal fidelity and interference - free reception.

For our dealers, we're charting large, protected territories and a sound program for higher profits through volume sales. You owe it to yourself to be fully informed. Write today for the story of the radio line that will virtually sell itself, and for the facts about the profitable Maguire dealer franchise.

A NEW NOTE IN HOME RADIO



Maguire
INDUSTRIES INCORPORATED
 ELECTRONICS • DIVISION

GREENWICH • STAMFORD • BRIDGEPORT • NEW MILFORD • NEW YORK

RADIO & Television RETAILING • February, 1945

(Continued from page 80)

be necessary to employ a screen which must be put in place each time the set is used, or made a permanent part of the wall. The latter choice is confining since the set cannot be easily moved from its original position.

"If the screen image is projected for some distance, it becomes necessary to put the loud speaker near the screen. This division of the set into pieces, a screen, a speaker, and the main assembly, becomes impractical with connecting wires, etc. There are possibilities of 'wire-less' operation of these units, but that is expensive and not available for some time."

Tele and Movies

The relationship between television and home movies was also clarified. "Television in the home should not be treated in the same way home movies are. The great feature of television that distinguishes it from all film showings is its spontaneous action quality. If it is necessary to set-up a screen and other apparatus before the set can be operated, this most important quality is destroyed.

"The television set should be so placed in the home that it is ready for immediate use and for comfortable viewing without disturbing every piece of furniture of the room.

"Many interior decorators," he continued, "have expressed the opinion that the home with television will have to be arranged in the manner of a theatre. Apparently this is based on the impression that a half-dozen or more will witness every broadcast. In the majority of instances, the family group of three to four will be the normal audience. It will not be difficult to arrange attractive living rooms in which the family group can view the broadcasts without disrupting the normal layout of the room. When friends drop in, it will probably be necessary to bring up additional chairs, etc."

Important Appliance

Summing up, Moulie declared that television will be the most important electrical appliance for the following reasons:

"It will be the only appliance that renders an important service without meaning work for the user.

"It will bring news, education, and entertainment into the homes of millions.

"It will make the home a dominant point for entertainment, thus aiding materially in keeping the family together.

"It will bring simple, easy to understand instructions that will simplify the homemakers' problems, cooking, cleaning, child care, and in the efficient use of appliances and their care to prevent unnecessary service.

"The television industry will furnish employment for more people than any other electrical home appliance."

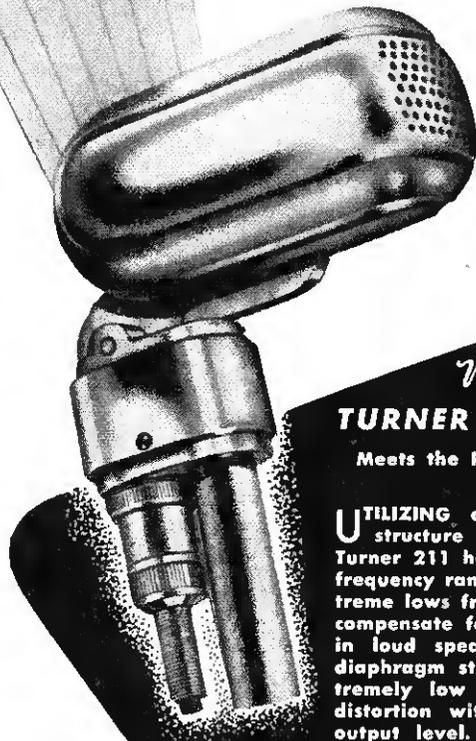
Stephenson With Silex

Robert L. Stephenson has joined the Silex Co. of Hartford, Conn., as advertising manager. In this capacity he will have complete charge of advertising and sales promotion activities.

Pioneers Yesterday
Pioneers Tomorrow



TURNER Microphones



New
TURNER 211 Dynamic
Meets the Requirements of FM

UTILIZING a new type magnet structure and acoustic network, Turner 211 has extended the high frequency range and raised the extreme lows from 2 to 4 decibels to compensate for overall deficiencies in loud speaker systems. Unique diaphragm structure results in extremely low harmonic and phase distortion without sacrificing high output level. A sensitive unit for extra intelligible sound transmission, Turner 211 has wide application in military and industrial areas, as well as for P.A. systems and broadcast studios, including FM. Write for specifications.

(TURNER 211)



9X-D



22X-D



999

Free

Write for Free
Turner Micro-
phone Catalog
giving complete
information on
all Turner Mi-
crophones.



Crystals licensed under patents
of the Brush Development Co.

The **TURNER** Company
CEDAR RAPIDS IOWA

"The following is electrically transcribed..."



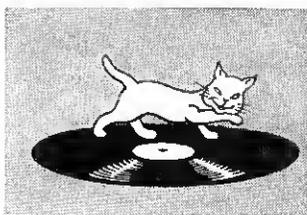
on PRESTO discs!

Pepsi-Cola's bouncy little ditty seems likely to become an American folksong. It has been played on the air more than a million times since 1939. You've heard it in swing-time and in "classical" versions for the intelligentsia. It has made Pepsi-Cola a buy-word in homes throughout the nation.

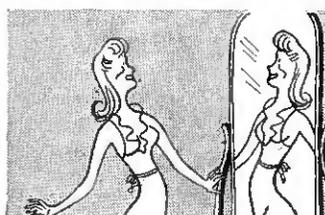
Pepsi-Cola "spots" are cut on PRESTO discs. *Most*

important transcriptions are. For recording engineers know that PRESTO discs give finer results with less margin for error—*actually perform better than most of the recording equipment on which they are used.* That's why you'll find, in most large broadcasting stations, recording studios and research laboratories, the standard recording disc is a PRESTO.

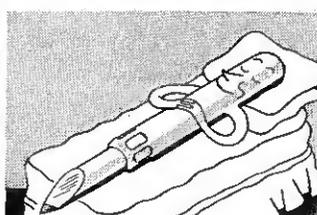
WHY BROADCASTING STUDIOS USE MORE PRESTO DISCS THAN ANY OTHER BRAND



Less Surface Noise



No Distortion



Easier on Cutting Needle



No Fussy Needle Adjustments

**WORLD'S LARGEST MANUFACTURER
OF INSTANTANEOUS SOUND
RECORDING EQUIPMENT
AND DISCS**

RADIO & Television RETAILING • February, 1945

PRESTO
RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs Ltd., in Canada

NOW AVAILABLE
{without priority}

Duotone Aluminum Base Recording Blanks!

Retailers are invited to avail themselves of this new, improved, high-quality aluminum base, nitrate coated recording blank—now available for the first time without priority! Duotone's mass production facilities place us in the position of accommodating your requirements without delay. Write today for specific prices and literature. Immediate deliveries.

RELATED PRODUCTS: *Duotone Cutting Needles for better cutting quality; Duotone Hardening Fluid which preserves the recording; the Duotone "Star" Sapphire; Shadowgraphed Transcription Needles for quality playbacks.*

Duotone

DUOTONE COMPANY, 799 BROADWAY, NEW YORK 3, N.Y.

Makers of the Five Dollar "Star" Sapphire Needle

New Ownership Takes Over the Aerovox Corp.

Although ownership has changed hands and a new management has taken over, there will be no changes in personnel or in policies of the Aerovox Corp., New Bedford, Mass., according to W. Myron Owen, who has assumed the presidency of the company. Furthermore, the purchase of the stock is entirely for the private in-



W. Myron Owen

vestment of Mr. Owen and a few associates. No other company in the capacitor or electrical industry is involved in the change of ownership.

Associated with Mr. Owen is Stanley Green, who is now vice-president and chief engineer of Aerovox. He has held executive posts with several electrical firms, including Westinghouse and the Duncan Electric Mfg. Co., and is a holder of numerous patents.

Samuel I. Cole, retiring Aerovox president, has been with the company since its inception in 1923 in a small New York shop. The organization moved to New Bedford in 1938, acquiring its own plant buildings, and has grown continuously, now having about 3,500 workers.

ECA Names Ad Agency

Electronic Corp. of America, New York, makers of ECA radios, has announced the appointment of the Ray-Hirsch Co., New York, as its advertising agency. An extensive campaign is being prepared for the promotion of postwar ECA radios.

"E" for Noblitt-Sparks

The Greenwood and Franklin, Ind., plants of Noblitt-Sparks Industries, makers of Arvin Products, have been awarded the Army-Navy "E" flag. Four of the company's plants in Columbus, Ind., received the same honor more than a year ago, and since then the white star has been added to the Army-Navy banners of those plants.

Merton Dobbin Dies

Merton Dobbin, a manufacturers' representative, and member of the Pacific Northwest Chapter of the Representatives, recently died at his home in Portland, Ore.

GET ABOARD! . . .

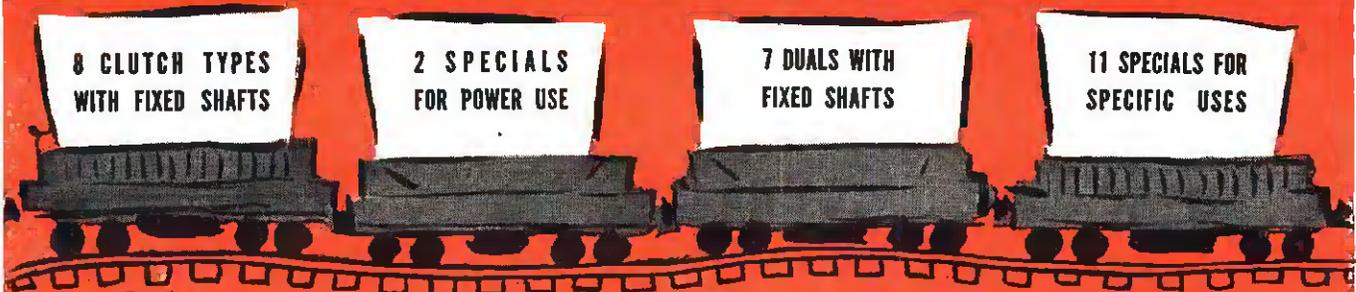
IRC's NEW "CENTURY LINE"



16 POPULAR TYPES
WITH FIXED SHAFTS

56 UNIVERSAL TYPES
WITH TAP-IN SHAFTS

100 ALL-PURPOSE CONTROLS THAT WILL CARE FOR BETTER THAN 90% OF ALL YOUR SERVICE NEEDS! THIS MEANS BETTER DELIVERY, SMALLER INVENTORY, MORE PROFIT THROUGH FASTER TURNOVER. ASK YOUR PARTS JOBBER ABOUT THE NEW IRC CENTURY LINE TODAY.



8 CLUTCH TYPES
WITH FIXED SHAFTS

2 SPECIALS
FOR POWER USE

7 DUALS WITH
FIXED SHAFTS

11 SPECIALS FOR
SPECIFIC USES



The IRC "Century Line" was developed because wartime restrictions and critical material shortages made it impossible to produce in sufficient quantity all of the exact duplicates, plus the many special controls which are in demand. The controls included in this streamlined version are all of the same high IRC quality for which

the entire industry has always shown preference. Extreme care based on exhaustive study of sales records and set designs makes this "Century Line" the kind a busy service man would choose for himself. All numbers in the Century Line are available for urgent civilian replacement needs under L-265 priorities.

INTERNATIONAL RESISTANCE CO.

DEPT. 21-B • 401 N. BROAD ST. • PHILADELPHIA 8, PA.

IRC makes more types of resistance units, in more shapes, for more applications than any other manufacturer in the world.





The Kammersanger Shares a Triumph

Lauritz Melchior's Great Performance as "Tristan" is Reproduced By The Meissner

The entire party moved toward the majestic figure in the doorway with cheery congratulations.

It was Lauritz Melchior, bearer of the title "Kammersanger,"—singer to the Royal Court of Denmark. Tonight he had appeared for the 200th time in the role of "Tristan."

Suddenly the hum of conversation stopped, for within the room sounded the first strains of the famous "Love Duet" from "Tristan."

"A recording?" Melchior asked incredulously, "with such tone?" And as the stirring voice of Tristan lifted above the music, he sank spellbound into a nearby chair.

☆ ☆ ☆
This was the Meissner electronic radio-

phonograph, and Melchior's introduction to it had been arranged for this anniversary of his 200th performance as "Tristan."

Minutes later as the first record neared its end, Melchior began to rise, but as the Meissner's automatic record changer gently lifted the record, reversed it and replaced it in playing position, he resumed his chair, intent on the wizardry of this ingenious device.

Now he marveled again at the faithful reproduction of *all* the tones. Often, many of them had been "missing elements."

"For me, this is a truly great anniversary," he said. "Tonight's celebration should be shared with the people who worked to build this instrument."

☆ ☆ ☆
So Lauritz Melchior added his praises of the Meissner to those of other artists.

Today only one such instrument exists. Appropriately it is on loan "for the duration" to the high school of Meissner's home community.

With your own luxurious postwar Meissner, you will be able to play for two hours without touching a record. You will have Super Shortwave, FM, and a host of other advancements now being engineered for our armed forces.



JOBBER APPOINTMENTS

PROFIT and PRESTIGE *for tomorrow's* MEISSNER RADIO- PHONOGRAPH DEALERS

Exclusive dealer franchises for the Meissner electronic radio-phonograph are available for most communities — NOW.

The men who will hold these dealer franchises have already built a reputation with a clientele that demands quality in any product. They have the financial strength, the facilities and the ability to sell a product like the Meissner. They welcome the opportunity to add to their own reputation for quality, integrity and leadership by association with Meissner.

To these men, Meissner offers an instrument that has astounded the world's greatest musicians by its performance. An advertising campaign that is now reaching millions of readers and is building a great backlog of postwar customers. And a group of immediate prospects who have shown their interest in the Meissner by responding to advertisements like that reproduced on the opposite page. Many of them ask, "Where can we buy a Meissner after Victory?"

This ready-made market is waiting for you. If you meet the requirements outlined above, write to our Chicago office today. An executive of our company will contact you at the earliest possible opportunity.

MEISSNER
MANUFACTURING COMPANY • MT. CARMEL, ILL.

Please Address Your Inquiries
to Chicago Office

1629-B PALMOLIVE BLDG.
CHICAGO, ILLINOIS

SENTINEL RADIO CORP., Evanston, Ill., announces appointment of following distributors: E. W. Reynolds Co., Los Angeles, Calif. • Beck & Gregg Hardware Co., Atlanta, Ga. • Specialty Distributing Co., Inc., Atlanta, Ga. • Moulden Distributing Co., Tuscola, Ill. • Van Camp Hardware Co., Indianapolis, Ind. • W. A. L. Thompson Hardware Co., Topeka, Kansas • Ben Williamson & Co., Inc., Ashland, Ky. • Stratton & Terstegge Co., Inc., Louisville, Ky. • Interstate Electric Co., New Orleans, La. • Allied Music Sales Co., Detroit, Mich. • Lifsey Distributing Co., Flint, Mich. • Canfield Supply Co., Kingston, N. Y. • Hinsdill Electric Co., Troy, N. Y. • Vaeth Electric Co., Utica, N. Y. • Pendleton & Co., Shelby, N. C. • Spetnagel Hardware, Chillicothe, Ohio • Doubleday-Hill Electric Co., Pittsburgh, Pa. • Jackson Hardware Co., Aberdeen, S. D. • Mississippi Valley Furn. Co., Memphis, Tenn. • Stratton-Warren Hardware Co., Memphis, Tenn. • H. G. Lipscomb & Co., Nashville, Tenn. • Wadel-Connally Hardware Co., Tyler, Texas • Seattle Radio Supply, Inc., Seattle, Wash. • Satterfield Radio Supply, Madison, Wis. • John Pritzlaff Hardware Co., Milwaukee, Wis. • E. J. Crain, Cleveland Heights, Ohio • Henkle & Joyce Hardware Co., Lincoln, Neb. • All-States Distributing Co., Omaha, Neb. • Wright & Wilhelmy Co., Omaha, Neb. • Eastern Electrical Supply Co., Newark, N. J. • Sanford Electronic Appliance Co., Inc., N. Y. C. • Goler Electric Supply Corp., Yonkers, N. Y. • Allison-Erwin Co., Goldsboro, N. C. • George Washington Co., Cleveland, Ohio • F. O. Carpenter & Son, Columbus, Ohio • American Light

Co., Inc., Zanesville, Ohio • Southern Sales Co., Oklahoma City, Okla. • Royal Wholesale Co., Allentown, Pa. • Electric Appliance Distributors, Altoona, Pa. • Excelsior Radio Co., Harrisburg, Pa. • Elliott-Lewis Electric Co., Inc., Philadelphia, Pa. • Doubleday-Hill Electric Co., Pittsburgh, Pa. • George Gerber Co., Providence, R. I. • Larson Hardware Co., Sioux Falls, S. D. • C. M. McClung & Co., Knoxville, Tenn. • Stratton-Warren Sales Co., Memphis, Tenn. • H. G. Lipscomb & Co., Nashville, Tenn. • Schoellkopf Co., Dallas, Texas • Corpus Christi Hardware Co., Corpus Christi, Texas • Richmond Hardware Co., Richmond, Va. • Seattle Radio Supply, Inc., Seattle, Wash. • Penton-Shepard Tire Co., Miami, Fla. • Alabama Appliance Co., Birmingham, Ala. • Stephens Wholesale Co., Phoenix, Ariz. • Fones Brothers Hardware Co., Little Rock, Ark. • Lester Distributing Co., Sacramento, Calif. • E. W. Reynolds Co., San Francisco, Calif. • The Parker Co., Denver, Colo. • Capital Light & Supply Co., Inc., Hartford, Conn. • Hatry & Young, Hartford, Conn. • Grand Light & Supply Co., New Haven, Conn. • The C. S. Mersick & Co., New Haven, Conn. • Boetticker & Kellogg Co., Evansville, Ind. • Knapp & Spencer Co., Sioux City, Iowa • Cutler Hardware Co., Waterloo, Iowa • Blish, Mize & Silliman Hardware Co., Atchison, Kan. • W. A. L. Thompson Hardware Co., Topeka, Kan. • Interstate Electric Co., New Orleans, La. • J. R. Hunt & Co., Baltimore, Md. • Jos. Mandell & Co., Inc., Boston, Mass. • Springfield Radio Co., Springfield, Mass. • B & W
(Continued on page 113)

Nash-Kelvinator Show at DuMont's Television Studios



Charles Coward, third from left, director of advertising for Kelvinator division of Nash-Kelvinator, reviews script at debut of the company's television program series, "Society of Amateur Chefs—Fun in the Kitchen" in the DuMont WABD studio (New York).

No Tools Required to Install These ATTACHABLE SWITCHES for Mallory Volume Controls

THEY'RE easier to install than any other "off-on" snap switch—no tools are required to attach them to volume controls! That's why so many service men prefer to use Mallory Attachable Switches.

The Mallory switch designed for controls of 1½" diameter fits Mallory standard universal controls, carbon and wire-wound types, TRP tapped controls and Universal

dual controls. The Mallory switch designed for 1⅞" diameters fits Mallory MR, MK, UM, TM and DTM controls.

Both may be rigidly mounted without any bending or alteration of the volume controls. Both are available in circuit arrangements to suit any type of application. See your Mallory distributor!

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



<p>For 1½" Diameter Controls</p>	<p>To attach switch, remove dust-proof plate from back of control.</p> <p>ACTUATING ARM</p> <p>Turn shaft as far as it will go in clockwise direction.</p> <p>Make sure switch actuating arm is in proper position, as pictured.</p> <p>INSERT TONGUE OF SWITCH INTO LONG SLOT. Press down, slide up slightly and switch will snap into place. Move back slightly to lock.</p> <p>PRESS AND RAISE AT THIS SIDE TO REMOVE SWITCH</p>	<p>For 1⅞" Diameter Controls</p>	<p>Remove cover.</p> <p>Line up switch actuator of volume control with Letter V.</p> <p>Line up switch cam with Letter V.</p> <p>Line up guide rib on switch and on control as shown. Press switch down tightly until switch tabs snap over ears on control cup. To remove switch, bend up ears.</p>
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More than ever—
**ALWAYS
INSIST ON**

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

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

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

*Trademarks

(Continued from page 111)

Distributing Co., Grand Rapids, Mich.
• Janney-Semple-Hill & Co., Minneapolis, Minn.
• Farwell, Ozmun Kirk & Co., St. Paul, Minn.
• Shapleigh Hardware Co., St. Louis, Mo.
• Ozark Motor & Supply Co., Springfield, Mo.
• Central Furniture & Appliance Co., Boonville, Mo.
• The Cavanaugh Co., Youngstown, Ohio
• Brown Camp Hdwe., Des Moines, Iowa
• J. H. Gross & Co., Cleveland, Ohio
• Morrow Thomas Hdwe. Co., Amarillo, Texas
• Shelley Elect. Co., Wichita, Kan.
• Cincinnati Oil Works, Cincinnati, Ohio
• Marsh Radio Supply Co., Milwaukee, Wis.

BENDIX RADIO CORP., Leonard C. Truesdell, general sales manager for home radios, Bendix Radio division, announced key distributors who have been assigned to market Bendix radios from coast to coast • Philadelphia Electronics Inc., Philadelphia, Pa. • Enterprise Wholesale Furniture and Stove Co., Kansas City, Mo. • Schwabacher Hardware Co., Seattle, Wash. • Southern Bearing and Parts Co., Charlotte, N. C. • Mid-Atlantic Appliance Distributors, Inc., Washington, D. C. • Loyal Distributors, Wichita, Kan. • Newburgh Distributing Co., Newburgh, N. Y. • Crest Corp., St. Louis, Mo. • Acme Floor Coverings, Indianapolis, Ind. • F. A. Davis & Sons, Baltimore, Md. • Cleveland Distributing Co., Cleveland, Ohio • Florida Radio and Appliance Corp., Miami, Fla. • Kelly-How-Thomson Co., Duluth, Minn. • E. B. Latham & Co., Newark, N. J. • Youngstown Equipment Co., Boston, Mass. • Pittsburgh Products Co., Pittsburgh, Pa. • Walter E. Schott Appliance Co., Cincinnati, Ohio.

ADMIRAL CORP., Chicago, Ill., announces the following distributor appointments: • Tri-State Distributors, Albany, N. Y. • United Distributors, Inc., Washington, D. C. • The Small & Schelosky Co., Evansville, Ind. • City Electric Co., Inc., Syracuse, N. Y. • Home Supply Co., Dubuque, Iowa.

RADIO CORP. OF AMERICA, RCA Victor Division, Camden, N. J., announces several new wholesalers: • Associated Distributing Co., Indianapolis, Ind. • Radio and Appliance Distributors, Inc., Chattanooga, Tenn. • Midland Specialty Co., El Paso, Texas • McGregor's, Inc., Memphis, Tenn., expanding trading area to include Little Rock, Ark., area.

OPERADIO MFG. CO. appointed Walker-Jimieson as distributor of sound equipment in the Chicago area.

GALVIN MFG. CORP., Chicago, Ill., named Brady Electric, Inc., Elmira, N. Y., distributor for full line of Motorola radios. • W. H. Kelley, general sales manager, the Galvin Mfg. Corp., announces the appointment of the Given Distributing Co., Inc., 709 Keith Bldg., Syracuse 2, N. Y., as wholesale distributor for Motorola radios in the Syracuse area.

STEWART-WARNER CORP., Chicago, Ill., announces the appointment of Kinney Brothers, Los Angeles, Calif., as a distributor of Stewart-Warner radios.

How'd you like to sell a "Radio Set" to half the offices in town?



Because of its nature, radio is largely a home business. Mighty few sets are sold for use in stores and offices. Teletalk offers you radio dealers the opportunity to sell a basically similar product to a large number of business concerns in your community.

Many of these concerns, now busy with war work, are immediate prospects for Teletalk Intercommunication Systems. They practically sell themselves when you show how Teletalk's instant voice-to-voice contact can increase the efficiency of every individual by saving time, energy and confusion.

After victory, when bars are down on materials again, there will be a tremendous market for Teletalk on Main Street everywhere. There is scarcely a furniture store, garage, department store, office suite, shop or factory that cannot improve the operation of its business by the convenience of the immediate contact Teletalk provides.

Teletalk Intercommunication units are built on an electronic principle with which radio dealers are entirely familiar. Speak into them and it amplifies the voice so that it can be heard across a fairly large room . . . or can be reduced to a whisper . . . just as a radio is controlled.

Teletalk Intercommunication Systems come in sizes to fit the needs of every business . . . whether it is large or small. It is economical to buy and requires a minimum of service and attention. Teletalk takes its power from the electric light circuit and is easily installed.

Teletalk Paging Systems and Sound Distribution Systems, which meet the needs of schools, hospitals, factories and many types of business organizations, also offer excellent sources of profit for radio dealers. Investigate the Teletalk line today by writing us for full information.

Licensed under U. S. Patents of Western Electric Company, Incorporated, and American Telephone and Telegraph Company

Let's All Back the Attack



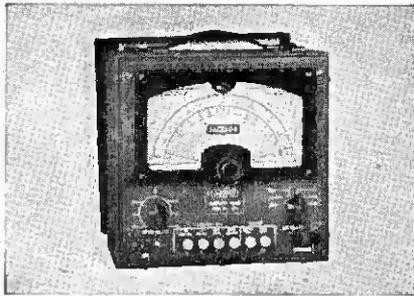
Buy Extra War Bonds

WEBSTER ELECTRIC

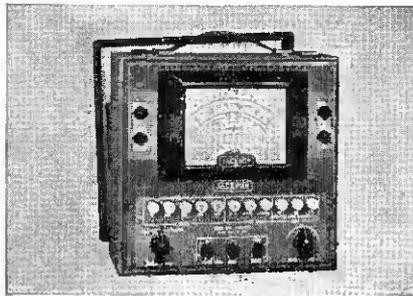
Racine, Wisconsin, U.S.A. • Established 1909 • Export Dept.: 13 E. 40th Street, New York (16), N.Y. • Cable Address "ARLAB" New York City

"Where Quality is a Responsibility and Fair Dealing an Obligation"

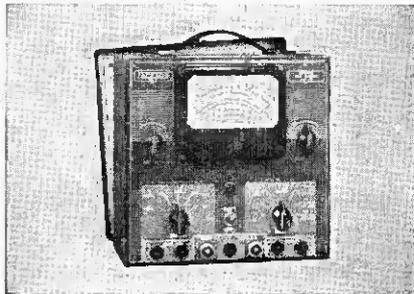
You can put Teamwork into Testing!



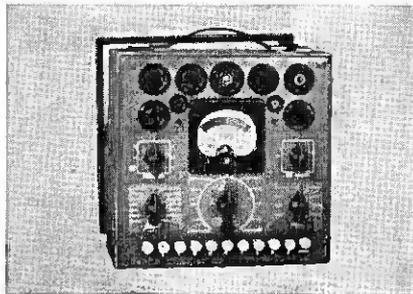
Condenser Tester—Model 650A.
Measures Capacity, Power Factor and Leakage



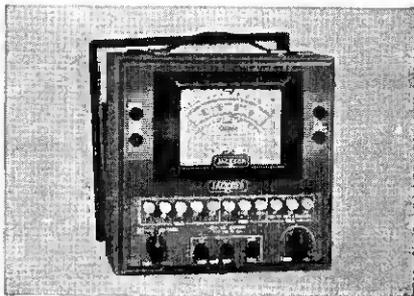
Sensitive Multimeter—Model 642.
20,000 ohms per volt—complete ranges



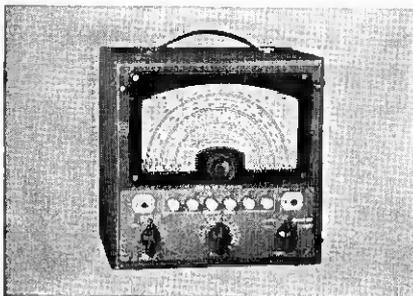
Electronic Multimeter—Model 645.
A new Jackson instrument of advanced design



Tube Tester—Model 634.
Uses exclusive Jackson "Dynamic" Test Method



Multimeter—Model 643.
1000 Ohms per volt. Push key range selection



Test Oscillator—Model 640.
Accurate to 1/2% covers full frequency range



"Service Lab"
Assembly of
Standard-Size
Jackson
Instruments

YES, TEAMWORK is needed to test and service a radio set. No one instrument, of course, can do the full job. Each Jackson instrument is a specialist, yet a member of the team—each outstanding in accuracy and performance, and each backing up the other.

Every Jackson unit is separate and complete. And besides being matched in quality and performance, the instruments shown here are uniform in dimensions, appearance and finish. They can be assembled in any combination you choose—as in the Jackson-built Service Lab illustrated (left). Whether you need one, several, or a complete set of instruments, *buy for the future—with Jackson.*

BUY WAR BONDS AND STAMPS TODAY

JACKSON

Fine Electrical Testing Instruments

JACKSON ELECTRICAL INSTRUMENT COMPANY, DAYTON, OHIO

Hurley Distributor For Complete Line

The Hurley Machine division of Electric Household Utilities Corporation—manufacturers of Thor Washers, Glad-irons and dishwashers—announces the appointment of the LeValley McLeod Kinkaid Co., Elmira, N. Y.

The LeValley McLeod Kinkaid Company, Inc., will distribute the full line of Thor products in 8 New York counties and 4 Pennsylvania counties.

New GE District Heads To Electronics Dept.

General Electric Co. has added four new district managers to its electronics department, according to A. A. Brandt, general sales manager of the department. They are: R. L. Hanks, manager of the New England district with headquarters at Boston; T. B. Jacocks, manager of the Atlantic district with headquarters at Philadelphia; H. J. Mandernach, manager of the New York district with headquarters in New York City; R. J. Meigs, manager of the west central district with headquarters in Kansas City, Mo.

Clarostats' Third Award

Following closely upon the heels of its second Army-Navy "E" star, Clarostat Mfg. Co., Inc., Brooklyn, N. Y., is again the recipient of the Approved Quality Control Rating. This marks the third occasion that the company has received this award from the Army Air Forces.

Radiart Distribution Sales Manager

Neal Bear has taken over the duties of distributor sales manager of the Radiart Corp., Cleveland, Ohio. Mr. Bear, who has been with the company for seven years, recently served as operations manager of the company's electronic division. For the duration, at least, he will act in a dual capacity, giving primary considera-



Merchandiser Neal Bear

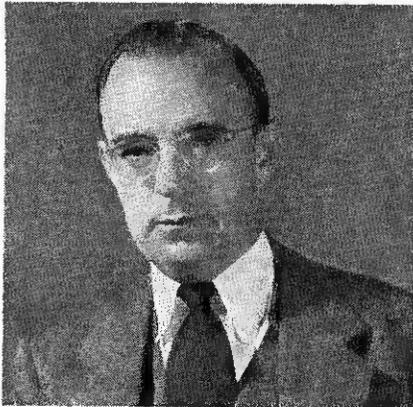
tion to his war duties. As soon as conditions permit, Mr. Bear intends to make a trip through the territories renewing old acquaintances, and meeting new customers.

An old timer in the field of radio, Mr. Bear received his start with the Charles Freshman Co. in 1923, where he remained eight years serving in various capacities.

RCA Victor Appoints Southwest Distributor

The Midland Specialty Co., 427 West San Antonio St., El Paso, Texas, has been named wholesale distributing agency for RCA Victor products in the west Texas, New Mexico, and Arizona territory, according to J. W. Cocke, Dallas regional manager for the RCA Victor division of the Radio Corp. of America. The newly-organized agency will be headed by J. Myles Regottaz, president, with J. M. Knaut and R. D. Azcarranga as vice-presidents.

Among the products to be handled by this organization are, RCA Victor radio sets, television instruments, radio-phon-



President Midland Specialty Co.

graphs, Victor and Bluebird records, tubes, replacement parts and accessories. The company will maintain complete distributor service facilities at its establishment. Plans are being formulated to open a branch in Phoenix, Arizona, as soon as equipment becomes available. In addition to RCA products, the company will also distribute Gibson refrigerators, Apex washing machines, Duo-Therm heaters and Proctor appliances.

Sylvania Vice-President

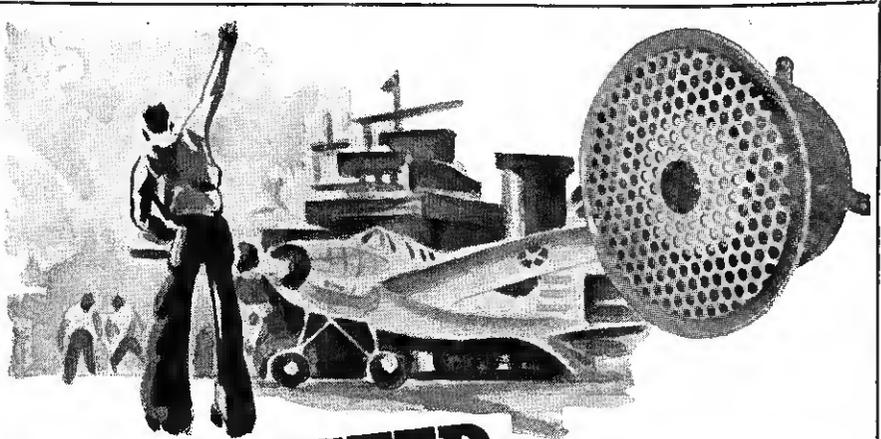
Sylvania Electric Products, Inc., has appointed Dr. Bennett S. Ellefson assistant to the vice-president in charge of engineering. His office is located at Sylvania Center, Bayside, Long Island, New York.

Thomas New President

Howard D. Thomas, Jr., general manager of the Packard-Bell Co., Los Angeles, has been elected to the presidency of the West Coast Electronic Manufacturers Assn., Los Angeles Council, for 1945. The retiring president, H. L. Hoffman, Hoffman Radio Corp., was elected to the board of directors.

Other officers chosen were Lew Howard, Peerless Electrical Products Co., vice-president; James L. Fouch, Universal Microphone Co., treasurer.

Elected to the board of directors in addition to Mr. Hoffman, were D. A. Marcus of Electronic Specialty Co., Ashford M. Wood, Littelfuse, Inc., and Clay F. Fisher of Radiation Products, Inc.



WAR-TESTED



During the critical stress of battle, men and equipment prove themselves. Materiel that has performed dependably under highly abnormal War conditions has stamina to spare in normal peacetime operation. Performance under fire has given us invaluable information on how to make a fine pre-war loud speaker into a *better* post-war speaker. When conditions permit these better Atlas Sound Loud Speakers will be available for general use.

Complete Catalogue on Request

ATLAS SOUND

CORPORATION

1451 39th Street

Brooklyn, N. Y.

FOR WINTER SALES

Pep up your winter sales with these fast moving, high quality Cold Quartz Ultraviolet Ray Lamps. Display one in your window, put one on a counter, where your customer can handle it and watch your sales climb.



SUN KRAFT Cold Quartz Ultraviolet RAY LAMP

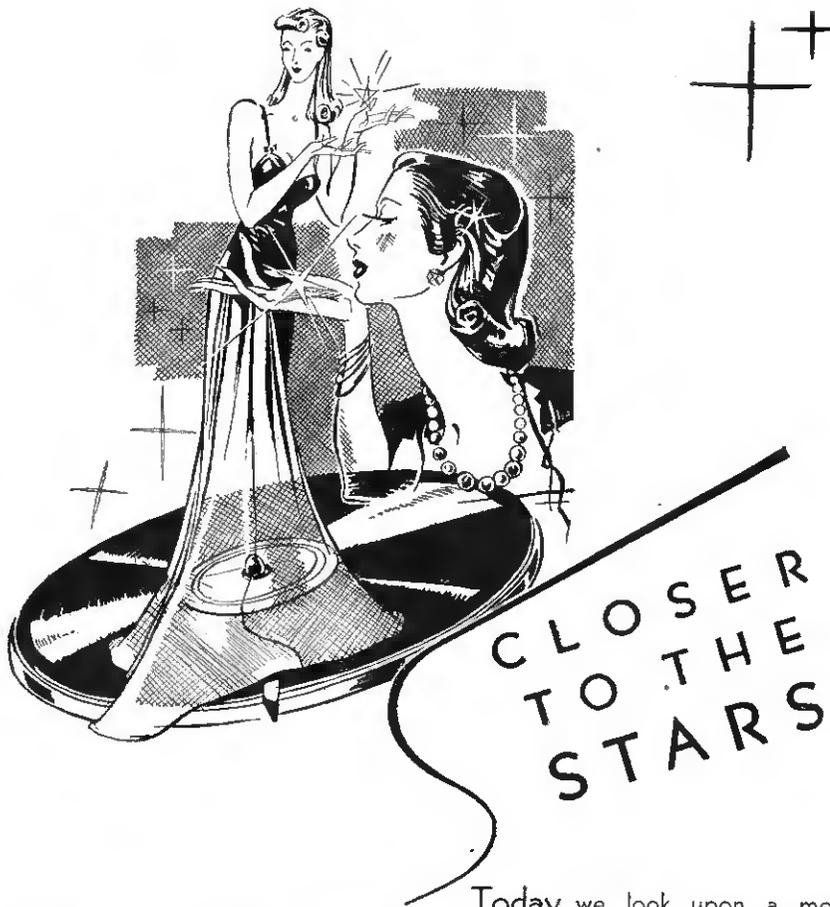
A departure from the conventional sun lamp. Uses an oscillator circuit and COLD type genuine Mercury Quartz Tube. Produces 95% ultraviolet rays and the quartz tube never burns out. Comes complete with goggles, built-in automatic timer and leatherette carrying case. Finished in Satin Chrome. Carries Manufacturer's Guarantee. O.P.A. approved retail price \$64.50. Every sale nets as much as \$25.80. Send for 3 of these lamps and cash in on a real winter item. Stocked for immediate shipment.

DEALER'S PRICE \$38.70 ea. (lots of 3)
\$43.00 ea. (lesser quantity)

Chicago Novelty Company, Inc.

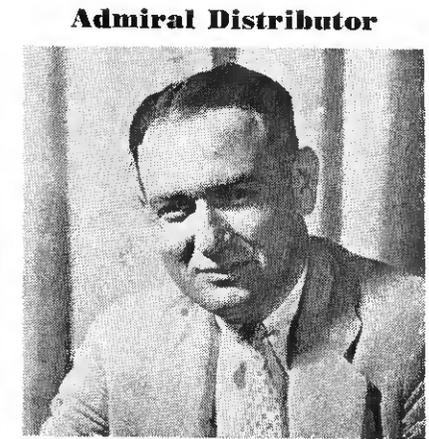
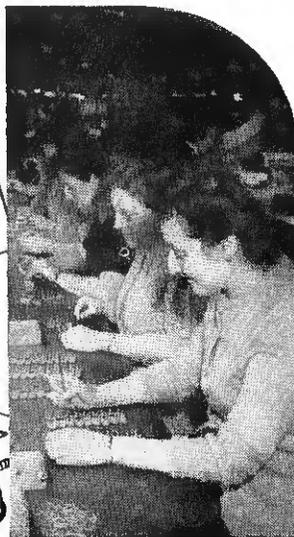
1348 Newport Avenue

Chicago, Ill.



Today we look upon a moving, active, thinking world. Things are happening—fast. Science has rushed ahead fifty years. Dreams are becoming realities. Truly we are coming closer to the stars. The Astatic Corporation is a factor in this moving, living plan, and from Astatic research laboratories come new and improved products for a new era. Not the least important of these is a zephyr-light pickup for phonograph equipment, which will reproduce the living voices and the instrumental artistry of the entertainment world with a clarity, beauty and true-to-life realism heretofore unknown. As FM will contribute to the improvement of radio reception, so will Astatic sound detection and pickup products advance the fidelity of phonographic recordings to bring the great American audience closer to the stars.

"You'll HEAR MORE from Astatic"



Ben Kufick, head of Fay-San, distributing company, Buffalo, N. Y., to wholesale Admiral line.

Theis Rejoins Philco

Philco Corp., Philadelphia, Pa., has elected Edward F. Theis to the position of vice-president in charge of refrigerator production, according to John Ballantyne, president.

Gets Emerson Franchise

W. G. Walz Co., 502 San Francisco St., El Paso, Texas, has joined the ranks of Emerson radio distributors with a franchise covering Arizona, New Mexico, part of west Texas, and an extensive portion of northern Mexico. Charles N. Weisser ("Chuck" Weisser), Emerson West Coast representative, participated in setting up the new arrangement with F. L. Koons, president of W. G. Walz Co. The company also operates a branch at 313 South 4th Ave., Phoenix, Arizona, where Harry Humphries is manager.

New Norge Appointee

The Norge division of Borg-Warner Corp., Detroit, Mich., has appointed C. A. Houseknecht to the position of laundry equipment production manager. Prior to his affiliation with Norge, Mr. Houseknecht was factory manager for the 1900 Washing Machine Co.



"Yes sir! Our stock is the largest in the city. Two consoles and two table models."



RAY-O-VAC

Leakproof

FLASHLIGHT BATTERIES

Stay Fresh

FOR WHEN YOU NEED THEM—
EVEN FOR **YEARS** AND **YEARS**

10¢

COST NO MORE THAN
ORDINARY BATTERIES

**FIRST CHOICE FOR OUR FIGHTERS—
The Only Battery for You
to Feature AFTER VICTORY!**

They stay fresh—that's why every week, for the past 2 years, millions of these sealed-in-steel Leakproof batteries have gone to our fighting men. Leakproofs are not now available for consumer use.

RAY-O-VAC COMPANY, MADISON 4, WISCONSIN
OTHER FACTORIES AT CLINTON, MASS., LANCASTER, O.
SIOUX CITY, IA., FOND DU LAC, WIS., MILWAUKEE, WIS.

Has Everything



THAT is what is said of a woman of rare grace, beauty and charm. . . of a man of exceptional ability, superb physical fitness and winning personality. That, too, is what is said of TALK-A-PHONE, The World's Most Complete Line of Inter-communication.

It "HAS EVERYTHING" that refined modern styling, years of intensive research and specialized engineering skill are capable of producing in highly perfected inter-communication of unsurpassed beauty, convenience and efficiency.

Why be satisfied with LESS than "Everything?"

Write or wire for catalog listing a Talk-A-Phone unit for your every requirement. Good deliveries now. Your sales rights protected by our rigid jobber policy. Address Dept. 3A.

Talk-A-Phone Mfg Co.
1512 S. Pulaski Road
Chicago 23, Ill.

Talk-A-Phone

Philco Donation



In recognition of the firm's gift of \$50,000, John Ballantyne, president of Philco (seated), examines the certificate tendered him by a Red Cross official at Philadelphia.

New Olympic Trade Name

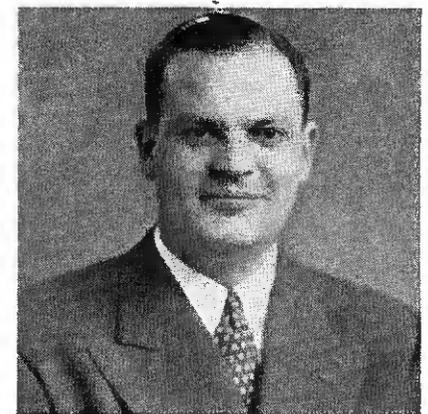
Olympic Radio and Television, division of Hamilton Radio Corp., New York, has introduced a new trade name, "tru-base," to identify its electronic system of balanced tonal range in table model postwar home sets.

The postwar Olympic line will feature a variety of compact modern designs in FM, AM, and radio-phonograph combinations — with "tru-base" — which are ready for volume production immediately upon relaxing of current restrictions.

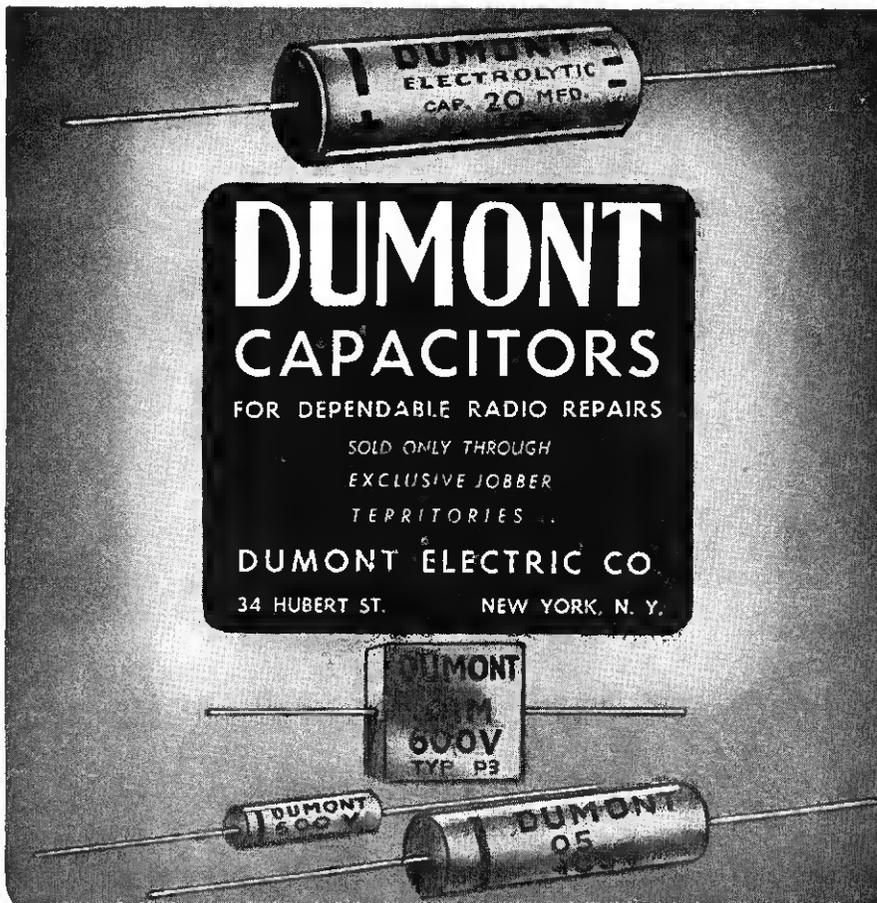
Will Represent Ansley

The Ansley Radio Corp., New York, has appointed three additional representatives to handle its Dynaphone line of radio-phonograph combinations. The new representatives are: Fred A. Wiebe, 710 N. 12th St., St. Louis, Mo.; F. P. McMorrow, 459-B Hippodrome Ave., Cleveland, Ohio; and H. P. Fillmore, Fillmore & Fillmore, Liberty Bank Building, Buffalo 2, N. Y.

RCA Regional Manager



Harold R. Maag, West Coast regional manager for RCA Victor division, Radio Corp. of America.



DUMONT
ELECTROLYTIC
CAP. 20 MFD.

DUMONT CAPACITORS

FOR DEPENDABLE RADIO REPAIRS

SOLD ONLY THROUGH
EXCLUSIVE JOBBER
TERRITORIES

DUMONT ELECTRIC CO.
34 HUBERT ST. NEW YORK, N. Y.

DUMONT
500V
TYF P3

DUMONT
500V

DUMONT
05

NOTICE: Sales Representatives, Some Territories Open.

Music Lovers
agree!

For the
Ultimate in
Reproduction

Fidelitone
Master
FLOATING POINT
PHONOGRAPH NEEDLE

PERMO, Incorporated
6415 Ravenswood Avenue, Chicago 26

Some prefer the "popular", some the classical, others enthuse over folk-songs. Preferences vary. But *all agree* the new FIDELITONE MASTER Floating Point Phonograph Needle is master of them all.

1. Finer reproduction. 2. Longer life. 3. Greater kindness to records
4. Floating-point construction. 5. Filtered record-scratch. 6. Horizontal and vertical flexibility. 7. Patented self-locking insertion feature.

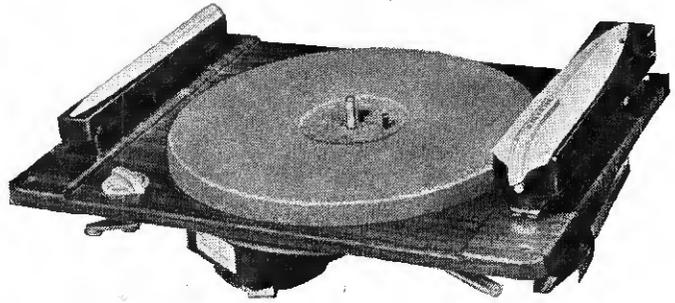


Attractively packaged in a record brush. Use of brush adds to life of records.



A handsome counter cabinet to attractively display and sell FM Needles.

General Industries Dual-speed
Home Recording and Phonograph
Assembly Model GI-R90



SURE THEY'LL BE BACK...

AS Dependable
AS Ever

Thinking about phonograph mechanisms for your future products? For turntable motors, recorder assemblies and combination record-changers-recorders, you can count on General Industries, as always.

They'll have those same smooth-running qualities, combined with complete dependability and long life, that for many years have distinguished General Industries products. They'll continue to please you and your customers, as always.

As soon as civilian production is authorized, we'll be glad to work with you to get you to the market quicker with your postwar products.

ELECTRICITY

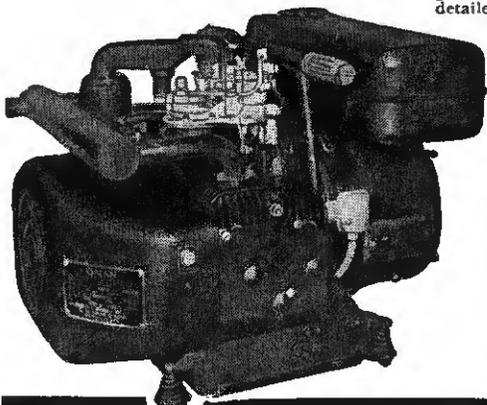
For Any Job — Anywhere

★ ONAN ELECTRIC GENERATING PLANTS supply reliable, economical electric service for electronics applications, and for scores of general uses.

Driven by Onan-built, 4-cycle gasoline engines, these power plants are of single unit, compact design and sturdy construction. Suitable for mobile, stationary or emergency service, intermittent or continuous.

ELECTRIC PLANTS
Onan
POWER AND LIGHT FOR EVERY NEED

Models range from 350 to 35,000 watts. A.C. types from 115 to 660 volts; 50, 60, 180 cycles, single or three-phase; 400, 500 and 800 cycle, single phase; also special frequencies. D.C. types range from 6 to 4000 volts. Dual voltage types available. Write for engineering assistance or detailed literature.



★
Plant shown is from lightweight OTC series; 1500 and 2000 watts, 115-volt, 60-cycle, A.C. and 2000 watts, 115-volt D.C.; Engine is 2-cylinder, 4-cycle, air-cooled.

D. W. ONAN & SONS 2028 Royalston Ave.
Minneapolis 5, Minn.

RADIO & Television RETAILING • February, 1945

THE GENERAL INDUSTRIES COMPANY
DEPT. M ELYRIA, OHIO



THE
GI GENERAL INDUSTRIES COMPANY
Smooth Power



VANATTA

Kwikheat
THERMOSTATIC SOLDERING IRON
 A Division of
 Sound Equipment Corp. of Calif. • 3903 San Fernando Rd., Glendale 4, Calif.

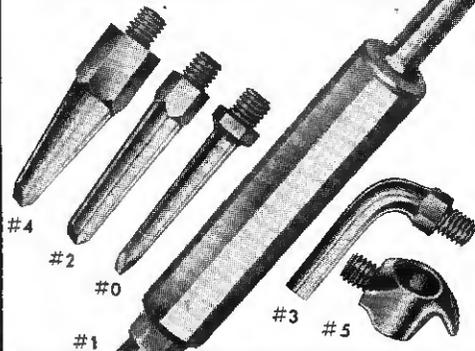
America's Only Soldering Iron
WITH BUILT-IN THERMOSTAT

225 WATTS POWER in a Mere 14 ozs.

HOT IN 90 SECONDS

Ready for use 90 seconds after plugging in! The Kwikheat Soldering Iron cannot over-heat... adds to life of tips... requires less retinning time, because Kwikheat's built-in patented thermostat maintains proper, even heat for most efficient, economical operation. Powerful—225 watts—yet light weight (14 ozs.) Well balanced with cool, protecting handle. Six interchangeable tip designs adapt the Kwikheat Iron to most any soldering job. Iron with choice of #0, 1, 2 or 3 tip, \$11.00

◀ 6 Interchangeable tip styles



6 TIP STYLES—QUICK-HEATING ELEMENT—BUILT-IN THERMOSTAT—WELL-BALANCED—LIGHT-WEIGHT—COOL, PROTECTING HANDLE

Radios, Refrigerators Lead Hotpoint Poll

Entering their fourth year without new merchandise to sell, electric appliance dealers have added more than 300 other items as a means of staying in business, according to returns shown by a survey among 17,000 dealers made by the Edison General Electric (Hotpoint) Appliance Co., Chicago, Ill. Paint, furniture, glassware, floor coverings, etc., are listed as added lines taken on by appliance dealers. More than 80 per cent of the 2,165 dealers replying to the questionnaire said they will keep one or more of the substitute lines after the war.

The questionnaire, enclosed with one of the monthly lessons, included several questions on a self-mailing card. One of the questions asked was: "In postwar, which of the following appliances do you intend to sell?" Household refrigerators, with 93.2 representation will be the appliance sold by the largest number of dealers, as it was before the war. Vacuum cleaners with 86.3, and radios with 85.6 are next in dealer popularity. Among the surprise favorites for postwar are: hearing aids, 14.8 per cent; room coolers, 52.5 per cent; and kitchen cabinets, 48.8 per cent.

New Appointment at Sparks-Withington Co.

Harry G. Sparks, president of the Sparks-Withington Co., Jackson, Mich., has announced the appointment of Edward C. Bonia as general sales manager of the radio and appliance division. Mr. Bonia, who has been with the company for about 15 years, serving as eastern sales manager since 1940, has been closely associated with the Sparton cooperative merchandising plan.

"The Sparton Plan will be continued without any fundamental changes. While our initial sales effort in the postwar period will be put behind the promotion of a new and complete radio line, new products will be added when they can be introduced with full confidence," Mr. Bonia stated.

Named by Emerson



Col. George C. Hale, who has been with the Army Air Forces since 1942, has joined the Emerson Radio and Phonograph Corp. as director of the special products division.

WOKMAR

Manufacturers of
 RADIO, ELECTRICAL AND
 ELECTRONIC COMPONENTS

ELECTRONIC PRODUCTS MFG. CORP.
 DEXTER, MICHIGAN

Return to Estate Stove

Les W. Brate and Celia S. Bush have rejoined the Estate Stove Co., Hamilton, Ohio, according to S. C. Bernhardt, vice-president in charge of sales. Mr. Brate, who is district manager in the north cen-



Les W. Brate

tral territory, will be back on familiar ground, having traveled Wisconsin and upper Michigan for Estate prior to the war. Miss Bush, after a two-year leave of absence, returned to resume the position of director of home service which she held in pre-war days.

Hendon Heads Tube Sales

Claude J. Hendon has been appointed manager of sales in the tube division of the General Electric Co.'s electronic department, George W. Nevin, division manager, has announced. Mr. Hendon's headquarters will be in Schenectady. He formerly was manager of the southeastern district of the Department with headquarters at Atlanta.

Magnavox Names Sanborn

The Magnavox Co., Fort Wayne, Ind., has appointed V. J. Sanborn as Cleveland district sales manager of the radiophonograph division, according to G. H. Smith, national sales manager. Mr. Sanborn, whose territory will cover all of Ohio and Kentucky, has established headquarters in Cleveland.

Holds New Sylvania Post



Roger M. Wise has been appointed vice-president in charge of engineering at Sylvania.



ALLIANCE RESUMES PRODUCTION on One Standard Model

• We are now able to return to production of one standard variation of Alliance Model 80 Phono-motor, according to the following definite specifications and on the production plan explained below.

STANDARD SPECIFICATION No. 811—Turntable No. Y-278-S2; 110 Volt, 60 cycle, 9" Model 80
 Production must be on the following practical basis under present conditions where there are no large volume priority orders—namely, by accumulating a sufficient quantity of small orders with necessary priority and making periodical single production runs at such time as the quantity of accumulated orders is enough to make this practical. Priority orders (currently only orders of AA-3 or higher, with GOVERNMENT CONTRACT NUMBER and MILITARY END USE, or where certified to be used in Sound Systems, Intercommunicating or Paging Systems, as exempted from order M-9-C) must allow delivery time required to obtain a minimum practical production run; to procure material for all orders in hand, and make one production run of the one type standard unit only, for shipment on the various accumulated orders. • Check the above against your requirements, and if you have proper priority, communicate with us.

REMEMBER ALLIANCE—Your Ally in War as in Peace!

AFTER THE WAR IS WON, WE WILL TELL YOU ABOUT SOME NEW AND STARTLING IDEAS IN PHONO-MOTORS

ALLIANCE MANUFACTURING COMPANY
ALLIANCE, OHIO

STAMINA

The inherent stamina of Cinaudagraph Speakers is due to experience in design and manufacturing plus highest inspection standards. In all types of Cinaudagraph Speakers, from small watch-like Handie-Talkie units to large auditorium speakers, you'll find the same precision, the same painstaking workmanship and the same long-lived faithful reproduction.

Watch Cinaudagraph Speakers after Victory!

Cinaudagraph Speakers, Inc.
 3911 S. Michigan Ave., Chicago
 Export Div., 13 E. 40th St., New York 16, N. Y.

"No Finer Speaker Made in all the World"



MODEL 202

Meter cannot be damaged from over-voltage on any range due to the electronic circuit arrangement. Built with 4 tubes and pilot light. Power supply is self-contained. Operates on 110 to 120 volts, 50-60 cycles A.C., with voltage regulation included. Special range control switch, selector switch, ohms adjust control, zero balance control and a large 5" square meter with a 17" scale length. Size 10½" high, 7½" deep, and 8" wide. Weighs 14 lbs. and is finished in baked crackle lacquer. It's a honey for convenience and dependability.

THE HICKOK ELECTRICAL INSTRUMENT COMPANY

10523 Dupont Avenue, Cleveland 8, Ohio

THE STANDARD OF QUALITY FOR A THIRD OF A CENTURY

● A small, compact, practical test instrument for laboratories and Radio Service Stores — engineered up to high HICKOK standards.

Provides for electronic A.C. and D.C. Voltage measurement with extremely high input impedance. Provides an electronic ohmmeter for resistance measurement from .1 of one ohm to 1,000 megohms. Also provides a milliammeter giving 5 ranges of measurement to one ampere.

New Banner Available



Display for radio technicians obtainable from Sylvania or its distributors, are priced at 40c each or three for \$1.

Belmont Representative

P. S. Billings, president of the Belmont Radio Corp., Chicago, Ill., has announced the appointment of Lewis E. Dorfman as sales representative for the New York City, New Jersey, and New England territory.

Named as Crosley Kitchen Product Manager

Following the announcement by J. H. Rasmussen, general sales manager of the Crosley Corp., Cincinnati, Ohio, that the company will introduce a line of steel kitchen cabinets and cabinets sinks, the appointment of E. A. Bonneville, former Crosley regional sales manager, as kitchen cabinet product manager of the manufacturing division was made public.

Before joining Crosley, Mr. Bonneville had been associated with the Times Appliance Co., New York, for 14 years, and was vice-president of the appliance dealer division. His work there included educational activities, dealer development work, and general organizational procedure. In addition to this, he has wide experience in the merchandising of household electrical appliances in New York department stores, appliance syndicates and chains.

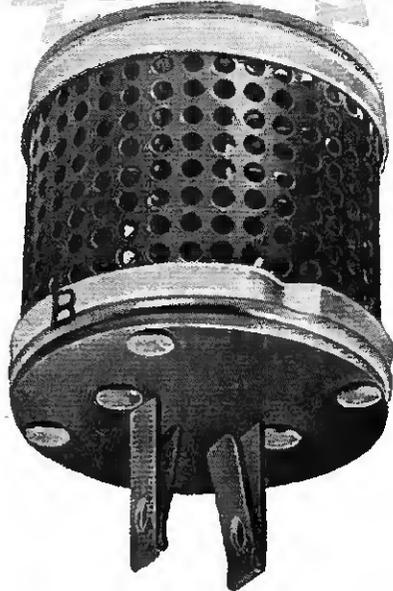
Named Vice-President Of Associated Radio Co.

The Associated Radio Co., with main offices at Tampa, Fla., has appointed Herb Brennan its vice-president, according to Welburn Guernsey, president of the organization. Mr. Brennan recently resigned as district manager of the Tampa and Miami offices of the War Production Board.

The new appointee has been prominent in the radio and appliance industry, spending several years with the Victor Talking Machine Co. He helped organize and became vice-president of Gross-Brennan, Inc., which represented Stromberg-Carlson in the New York and Boston markets.

The Associated Radio Co. is one of the largest chain store operators of its kind in the south (see page 36 of the November issue of RADIO and Television RETAILING for further particulars). It engaged in radio exclusively prior to the war, and netted a million dollars sales volume in 1941. Its stores are located in Tampa, Orlando, Lakeland, and Sarasota, all in Florida.

Plug-in
**RESISTORS
AND
BALLASTS**



★ Troubled by fluctuating line voltage? Just plug in a Clarostat Automatic Line Voltage Regulator between set and outlet. At 110 volts the resistance of ballast is low. Voltage drop is negligible. But as line voltage increases, the resistance builds up so as to maintain a uniform and safe voltage delivered to the set.

The Clarostat Interim Line (essential wartime items) includes these ballasts for accessory or external use. Also replacement ballasts for use in old type receivers designed to include a line ballast. A choice of universal numbers meets most requirements.



★ **ASK OUR JOBBER . . .**

Ask about those Clarostat wartime items for better servicing. Ask about the Clarostat Interim Line Catalog. Or write us direct.



CLAROSTAT MFG. CO., Inc. - 285-7 N. 6th St., Brooklyn, N. Y.

RADIO & Television RETAILING • February, 1945

RCA Appoints Edsall

Howard Linn Edsall has been appointed advertising and sales promotion manager of the tube and equipment department of RCA. Prior to joining this organization, Mr. Edsall was advertising manager of the Ajax Metal Co. and affiliates of Philadelphia. He will be located at RCA Victor headquarters in Camden, N. J.

Can Get All FM Bands

According to William J. Halligan, president of the Hallicrafters Co., Chicago, Ill., the organization, for the last five years, has had in its standard line receivers that cover both the present FM band and the new FM band announced in the FCC's proposed allocation plan.

New Production Record

As evidence that the John Meck Industries, Inc., does not believe the war has been won, John Meck, president of the company, announced that shipments during the fourth quarter of 1944 set a new record for the firm, exceeding the previous high quarter by a substantial amount.

Moves Receiver Division

Westinghouse Elec. & Mfg. Co. has moved its radio receiver division from Baltimore, Md., to its permanent location at Sunbury, Pa. Harold B. Donley, manager of the division, states that postwar production of home receivers will be centered at the Sunbury plant.

Galvin Adopts Theme

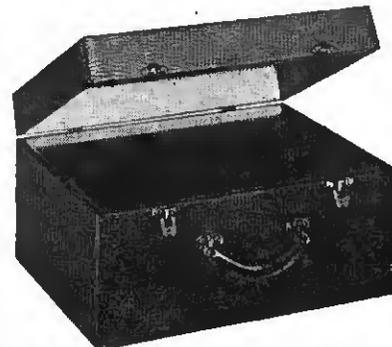
In conjunction with the National Assn. of Broadcasters and the Radio Manufacturers Assn., the Galvin Mfg. (Motorola Radio) Corp. will adopt the recommended theme "1945—Radio's Twenty-fifth Anniversary—Pledged to Victory" for appropriate inclusion in all Motorola Radio Advertising.

Galvin Chief Engineer

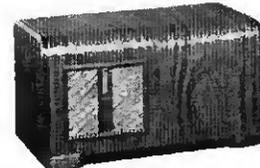


William E. Cairnes, who has been named chief engineer of the home radio division of Galvin (Motorola Radio). Mr. Cairnes has been with the company eight years.

LAKE
**Radio Cabinets
and Parts**



Portable Phonograph case, of sturdy durable plywood, in handsome brown leatherette finish. Inside dimensions 16 1/2" long, 14" wide, 9 1/2" high. Has blank motor board. As illustrated \$6.95 above, specially priced at.....



\$8 cabinet

Also blank table cabinets of walnut veneer in the following sizes, with speaker opening on left front side: (*Note: *7 has center speaker grill.)

*1	— 8 1/4"	L x 5 1/2"	H x 4"	D \$1.95
*2	— 10 1/4"	L x 6 3/8"	H x 5"	D \$2.75
*3	— 13 1/4"	L x 7 3/8"	H x 6 1/4"	D \$3.25
*7	— 10 3/4"	L x 7"	H x 5 1/2"	D \$2.50
*8	— 17"	L x 9"	H x 9 3/4"	D \$4.50
*9	— 21"	L x 9 1/4"	H x 10 1/2"	D \$5.50

*Speaker Opening in center of front side. Cabinets available in ivory color and Swedish Modern. Write for prices.

POWER TRANSFORMERS

4, 5, or 6 Tube—6.3V at 2 amp.	\$2.45
50 Mill Power Transformer....	
7, 8, or 9 Tube—6.3V at 3 amp.	\$2.65
70 Mill Power Transformer....	

* **CONDENSERS—**

all types of by-pass and electrolytic condensers in nationally advertised brands.

* **RESISTORS—**

Insulated carbon and wire-wound.

* **TRANSFORMERS—**

output, input, and large assortment of power transformers.

* **SPEAKERS—**

all sizes in both field-coil and PM types.

All types of radio parts available in today's market can be obtained at Lake's money-saving prices. Large stock listed in our catalog.

Write for Our Free,
New Illustrated Catalog!

Lake Radio Sales Co.

615 W. Randolph Street
Chicago 6, Ill.

Super-Sealed PAPER TUBULARS



• Those super-sealed Aerovox paper tubulars are just as good as they look. Here's why:

Beneath that colorful yellow-black-red label jacket you'll find an extra-generously-waxed cartridge for maximum protection against moisture penetration. Likewise extra-generously-waxed ends, neatly milled, with pigtail leads that won't work loose. In all climes, from frigid Arctic to torrid tropics, these Aerovox paper tubulars are establishing new performance records for inexpensive capacitors. Why be satisfied with less?



• Ask Our Jobber . . .

He'll gladly take care of your essential capacitor requirements with these paper tubulars or other available types. Ask for latest catalog—or write us direct.



AEROVOX CORP., NEW BEDFORD, MASS., U. S. A.
In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.
Export: 13 E. 40 St., New York 16, N. Y. Cable: 'ARLAB'

Parts and Equipment Manufacturers Luncheon



Prominent members of the radio industry were present at a meeting of the Electronic Parts and Equipment Manufacturers (formerly, the Sales Managers Club, Western Division), Chicago.

Magnavox Names Bushnell

The Magnavox Co. has appointed L. H. Bushnell as San Francisco district sales manager of the radio-phonograph division, according to G. H. Smith, sales manager. Mr. Bushnell, whose headquarters are at 1355 Market St., San Francisco, will direct Magnavox radio-phonograph sales in all of northern California and in western Nevada.

Mr. Bushnell joined the company as San Francisco sales manager in 1936, and served in that area until April, 1942.

Crain With Sentinel

Appointment of E. J. Crain as representative in Ohio is announced by Sentinel Radio. Mr. Crain, who will make his headquarters in Cleveland, will cover the Ohio territory east of and including Springfield.

With a broad background in radio sales, Mr. Crain is widely known among dealers and distributors. This move by the Sentinel Radio Corp. of Evanston, Ill., is in line with its plan to develop and strengthen its distributing organization.

Radio Interference from Electrified Snow

O. H. Caldwell, editor of RADIO & Television RETAILING, reports that snow falling on antennas at his home near Greenwich, Conn., carried electrical charges which produced interference on short-wave radio and caused flashes of light on television screen as each electrified snowflake imparted its charge.—News item.



Dahl in Boston Herald

Appliance Dealer Association Active

Nearly 20 years ago a small group of enthusiastic appliance dealers met to organize the San Antonio Gas & Appliance Association, which is now one of the oldest groups of its kind in the country.

Organization Aims

The main objects of the organization are: (1) to promote and increase sales of electrical and gas equipment and appliances; (2) to establish a central and responsible body, representative of the industry in San Antonio; (3) to harmonize the industry in this community within itself and with the public it serves; (4) to do such sales promotional work of an educational character as will create a wider market in any way for the industry, or any group in it; (5) to sponsor specific sales campaigns to promote a better understanding of the problems and objectives of one branch of the industry by the other; (6) to build up a confidence and goodwill so that the public shall look upon the entire electrical and gas industry with the utmost understanding and appreciation.

Group Officers

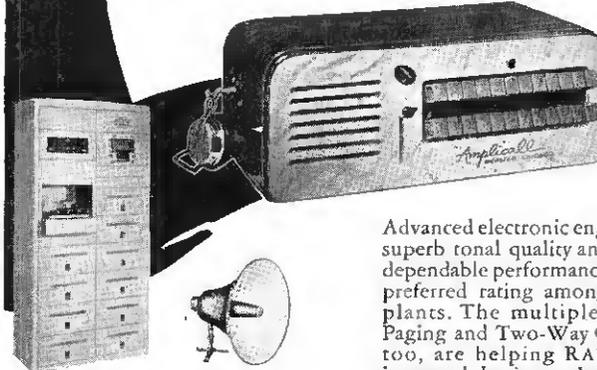
Officers of the present organization are president, William "Bill" Rowles, Rowles Sales Co., 101 W. Pecan St.; vice-president, T. A. Beniteau, Jr., Broadway Auto Supply, 320 Broadway; secretary and treasurer, Walter Meyer, A. C. Toudouze Furniture Co., 1211 W. Commerce; publicity correspondent, Fred S. Brinkley, San Antonio Music Co., 316 W. Commerce St. Committees appointed by the president are finance, membership, program, attendance and association activities. The success of the Association depends on the cooperation and efficient work of these appointed committees.

There is a membership fee of \$2.50 per month for a firm with only one member, for two members, \$4.00 per month, which includes the cost of the luncheon at each meeting.

Continues to Grow

A number of clubs or associations of this type have folded up since the war because of no appliances to sell. They deemed it not necessary to continue and disbanded until after the war. This is not the case of the Gas & Appliance Association of San Antonio. It has found it more necessary now to continue organized than ever before, because of the fact that all of the dealers have entered into new merchandise fields, many of which are not too closely related to the appliance business.

AMPLICALL is available*



AMPLICALL
Sound Control
Unit

AMPLICALL
Weatherproof
Speaker

W200 Series

With facilities for up to 24 master stations and up to 12 possible conversations simultaneously.

Advanced electronic engineering, flexible design, superb tonal quality and a great field record for dependable performance has given AMPLICALL preferred rating among the nation's industrial plants. The multiple uses of AMPLICALL Paging and Two-Way Communications System, too, are helping RAULAND jobbers do an increased business these busy days and build for a profitable future.

* with suitable priority.

THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS
Electroneering is our business

BACK THE
ATTACK

Rauland

BUY MORE
WAR BONDS

RADIO • RADAR • SOUND • COMMUNICATIONS • TELEVISION

FIFTH EDITION WARTIME RADIO SERVICE

75 Pages

Over 1500 Tested Tube Substitutions

The only book of its kind—will save you many times its cost in time saved—though you know the substitution it will save the time lost figuring the changes.

The last thirteen pages contain a very complete tube characteristics chart with clear base views.

Repairing burned out tubes

Changing 1.4 v & 2.0 v Farm Radios for Electric Operation

Best methods for making adaptors

price \$3.00 postpaid

Get this money making time saver from your distributor today or order from

CITY RADIO COMPANY
the RADIO CITY OF PHOENIX, ARIZONA
EAST WASHINGTON AT FIFTH ST.
Distributors Airmail Today for Proposition

ANOTHER **OLSON** SCOOP!
Radio Warehouse

5' HEX' Key Wrenches

25¢
Postpaid

Prompt Delivery

Here's a chance you've been waiting for! Handy, hexagonal Key Wrenches in five different sizes . . . all for one bargain price. Get this Olson Special wrench-set of many uses.

MAIL COUPON NOW!

Free Catalogs

Are you getting our monthly Catalog of Available Parts? Write us at once and you will receive them regularly. No charge, of course.

OLSON RADIO WAREHOUSE

73-C MILL ST., AKRON, OHIO

Please send me _____ sets of Hex Wrenches at 25c per set.
I enclose _____ in coin stamps.

NAME _____

ADDRESS _____

DEPENDABLE MUTER PRODUCTS * DEPENDABLE MUTER PRODUCTS

DEPENDABLE **MUTER** PRODUCTS

**Manufacturers
of Component parts for
the Radio, Electronic
and Communications
Industries**

THE MUTER CO.
1255 South Michigan Avenue
Chicago, U. S. A.

MUTER PRODUCTS * DEPENDABLE

Hoffman Radio "E" Award



H. Leslie Hoffman, president Hoffman Radio Corp., Los Angeles, receiving congratulations from high ranking Navy officials.

ECA Workers Praised

Employees of the Electronic Corp. of America, New York, were addressed at a rally recently by Commander Corydon Wassell, heroic doctor, whose immortal feats are well-known to the nation. Commander Wassell commended the workers on the job they were doing, and emphasized the need for even more production.

New Positions With GE

Roy N. Fowler and T. B. Willard have been appointed to new positions in the General Electric Co's electronic department, according to A. A. Brandt, general sales manager. Mr. Fowler becomes southeastern district manager, with headquarters in Atlanta. Mr. Willard has been made southwestern district manager, with offices at Dallas, Tex.

Lear Opens Unique Shop

Lear, Inc., Grand Rapids, Michigan, has opened a "model airport service station for aircraft radio" at the Municipal Airport in this city. In addition to servicing, Lear products will be displayed, sold and demonstrated at this shop.

Borg-Warner Official

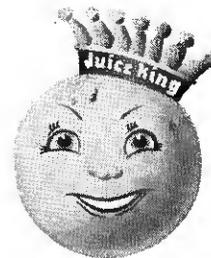


Paul H. Puffer has been named a vice-president of the Norge division of Borg-Warner to develop its public relations program.

**NATIONAL
ADVERTISING
Spotlights
Juice
King**



More national advertising is devoted to JUICE KING exclusively than to any other make of home juicer. This advertising is establishing and emphasizing the name JUICE KING in the mind of the consumer. It will be JUICE KING she'll ask for in postwar days. Plan now to merchandise this finest of home juice extractors. In the meantime, watch for JUICE KING advertising in: Good Housekeeping . . . Ladies' Home Journal . . . Better Homes & Gardens.



NATIONAL DIE CASTING CO.

LINCOLNWOOD 45, ILLINOIS

RADIO & Television RETAILING • February, 1945

Templetone Moves Into New 100,000 Foot Plant

Amid appropriate ceremonies, the new plant of the Templetone Radio Mfg. Corp., makers of Temple Radios, was formally opened at New London, Conn. The program that followed was witnessed by an audience of more than 1,200, including leading city officials and high ranking army officers.

With this move, the organization concentrates its entire radio and electronic manufacturing facilities—now devoted exclusively to war equipment—in the new plant, which has an area of over 100,000 square feet.

Stromberg Publicizing FM



Stromberg-Carlson's Stanley H. Manson shows counter display with free booklets for circulation to public by the firm's jobbers and dealers.

Assistant to Brandt

Howard K. Smith, formerly in the federal and marine divisions of the apparatus department, General Electric Co., Schenectady, N. Y., has been appointed assistant to A. A. Brandt, general sales manager, GE's electronics department, Bridgeport, Conn.

Robinson Vice-President

J. Homer Robinson has been appointed vice-president and general sales manager of the American Radio Hardware Co., Inc., 152-4 MacQuesten Parkway S., Mt. Vernon, N. Y., according to D. T. Mitchell, president.

Ornitz Vice-President

At a meeting of the directors of the Emerson Radio and Phonograph Corp., New York, Morton E. Ornitz was elected a vice-president of the company. He joined the organization in 1943 as controller.

Beatty With Sylvania

The appointment of Robert Beatty, formerly a division chief of WPB, as sales manager of the tungsten and the weld and wire products of the Warren and Towanda, Pa., plants of Sylvania Electric Products, Inc., has been made public by Don G. Mitchell, vice-president in charge of sales.

HOMER G. SNOOPSHAW says:

"Burgess keeps the spotlight turned on war batteries so home folks can clearly see what they mean to our fighting men and women! These ads reach battery customers each month in 45 magazines and 1,629 weekly newspapers."



SHE HAS YOUR BATTERY



Flashlights help Army nurses in the fight for life as they work with the wounded at advanced field hospitals! Easily-carried, battery-powered hand lamps are needed every night on every war front. Thousands of dry batteries constantly go overseas to operate instruments and weapons used by our fighting men and women. Use your available Burgess Batteries sparingly and always keep them cool and dry.

America Needs More Cadet Nurses!



BURGESS BATTERIES

IN THE NATION'S SERVICE

BURGESS BATTERY COMPANY, FREEPORT, ILLINOIS

BE SURE... *Standardize on*

STANCOR *Transformers*

Call your nearest Stancor Jobber...
or write us for his address

STANDARD TRANSFORMER CORPORATION
1500 N. HALSTED STREET • CHICAGO



Postwar Distribution Policy of ECA Revealed

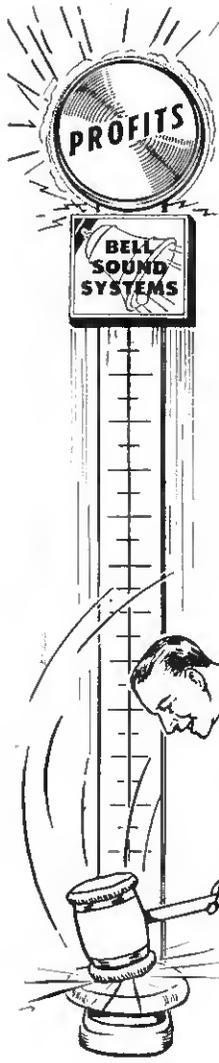
One of the most perplexing problems confronting American industry is the question of postwar distribution of merchandise. With unprecedented purchasing power at the command of the consumer, what will transpire when America's tremendous productive capacity begins to operate? Will goods flow smoothly, steadily and economically from factories to consumer? Will distribution be able to keep pace with production and demand? These and other questions are causing radio manufacturers to ponder and scratch their heads in searching for the solution.

The Electronic Corp. of America, New York, foresaw the problem, according to
(Continued at Right)

Stromberg-Carlson Entertains Visitors



Stromberg-Carlson's sales department welcomes visitors from the Boston area. Left to right are: sales analyst Ed Miller; F. T. White, radio manager for Chickering, Boston; L. V. Lennon, radio, appliance manager, Paine furniture, Boston; vice-president of sales, Lloyd Spencer; Ben Gross, Gross Distributors, NYC; radio sales manager C. J. Hunt; and Boston representative Carl G. Erickson.



RING THE BELL with BELL SOUND EQUIPMENT!

In quicker, easier, "cleaner" sales . . . in bigger and better profits . . . and in more thoroughly satisfied customers—you'll "ring the bell" when you handle the complete line of BELL Sound Equipment. The postwar BELL line will not only offer dramatic advances in design and performance, but will also incorporate sweeping improvements to simplify and streamline sound equipment selling.* These BELL innovations will give every BELL dealer a double edge on competition. Get set to ring the bell now with the complete line of BELL inter-com, voice-paging, amplifying, public address, phono and recording systems, and related electronic equipment. Write for information today!



—a new and better approach to long-profit, high-volume Sound Equipment Sales!

- ### BELL REPRESENTATIVES
- C. O. BRANDES, 4900 Euclid Ave., Cleveland 3, Ohio
 - HENRY W. and ABBY N. BURWELL, 105 Forrest Ave., N. E., Room 211, Atlanta, Georgia
 - MAURY E. BETTIS and CO., Room 406 B.M.A. Bldg., Kansas City 6, Mo.
 - H. A. CHAMBERLIN, 31 Milk Street, Boston 9, Mass.
 - J. P. DAVENPORT, 604 Kerr Building, Detroit 26, Mich.
 - M. E. FOSTER, Andrews Hotel, Minneapolis, Minn.
 - HODGES and GLOMB, 1264 Folsom St., San Francisco 3, Calif.
 - HARRY A. LASURE, 2216 W. Eleventh St., Los Angeles, Calif.
 - B. L. MACPHERSON, 1724 Alabama Ave., Fort Wayne 3, Indiana
 - PAUL H. MILES, 333 N. Michigan Ave., Chicago, Ill.
 - J. E. MCKINLEY, 628 Terminal Bldg., 401 N. Broad St., Philadelphia, Pa.
 - OLSEN and ANDERSON, 1456 Waterbury Bl., Lakewood, Cleveland, Ohio
 - HOWARD N. REID, L. D. Cahoon and Co. Ltd., 2271 Danforth Ave., Toronto, Ont., Canada
 - WESLEY SCHARP, 57 West 44th St., New York, N. Y.
 - G. C. WILLISON, Tex-O-La Sales Co., West Building, Houston, Texas
 - DALE G. WEBER, 7026 S. W. Capitol Highway, Portland 1, Oregon
 - J. M. CARTWRIGHT, 1276 Pabody Ave., Memphis, Tennessee

Jack Geartner, sales manager for the company, and set out to evolve a sales plan that would insure efficient distribution of its postwar ECA radios. Mr. Geartner declared: "Our investigation convinced us of two things. Firstly, that the retail dealer will be a vitally important distribution factor between mass production and mass consumption. Secondly, that increased and more vigorous competition in retail trade after the war will necessitate a greater degree of manufacturer-dealer cooperation, and protection of a higher profit margin for the dealer."

Direct to Dealer

"The ECA radio sales plan," continued Mr. Geartner, "takes these things into consideration. By making our product available directly to the retailer, we are not only able to control distribution to proper dealer channels, but also to protect higher mark-up for the merchant—in conjunction with better dollar-for-dollar values for his customers."

"But the plan goes further. Only certain retailers will be offered the ECA radio franchise. They will be selected on a basis of influence and standing in the community, location of store, type of business, progressiveness in merchandising, advertising, promotion, and potential volume. A limited number of non-conflicting dealers will be appointed, and all of them will be given close cooperation, including sales training and guidance, coupled with a strong advertising program. Our company's production will be allocated only to this selected group, assuring prompt and substantial deliveries to every franchised merchant."

Outlets Limited

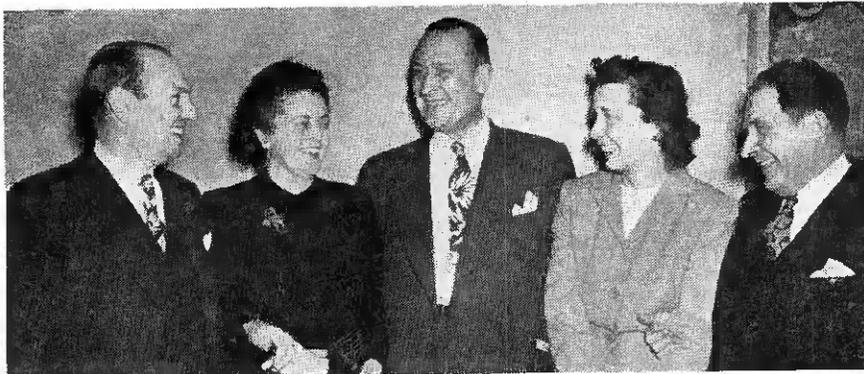
Mr. Geartner asserted that numerous radio retailers are applying for the franchise. Since the number of stores to be chosen will be limited in order to insure ample deliveries, interested dealers are advised to communicate with the company without delay.

BELL SOUND SYSTEM, Inc.

1186 Essex Ave., Columbus 3, Ohio
Export Office: 4900 Euclid Ave., Cleveland 3, Ohio



Clarion Management Fetes Employees



Heading the reception line at a party held for the employees of the Warwick Mfg. Corp. were president and Mrs. John E. Holmes, vice-president and Mrs. Gordon G. Brittan and Reau Kemp (center), general sales manager.

Sylvania Appointment

Sylvania Electric Products, Inc., has appointed Walter R. Jones to the newly created post of general engineering manager for radio receiving tubes, Roger M. Wise, vice-president in charge of engineering, announced. Mr. Jones was formerly manager of commercial engineering at Sylvania.

Stewart-Warner Officials

Frank A. Hiter, senior vice-president of Stewart-Warner Corp., Chicago, has announced the appointments of Arden LeFevre as vice-president and director of engineering of division one (alemite, instruments and radio); Fred R. Cross, advertising manager; George W. Oehlsen, Jr., assistant director of engineering. These appointments are consistent with the firm's policy of promoting men from the ranks.

RMA Elects F. A. Hiter

A new member of the RMA's board of directors is F. A. Hiter, senior vice-president of the Stewart-Warner Corp., Chicago. He was elected to fill a vacancy caused by the resignation of L. L. Kelsey, formerly with the Stewart-Warner Corp., and now with the Belmont Radio Corp., also of Chicago. Hiter was elected by a unanimous vote of the executive committee of the RMA set division.

Sales Post With Noma

Noma Electric Corp., New York City, has appointed B. H. Havens as sales manager of its condenser division. Mr. Havens will direct the merchandising of Noma condensers through sales representatives and parts jobbers in many key cities throughout the country.

Continue Ken-Rad Tubes

General Electric will continue to supply Ken-Rad tubes to Ken-Rad customers and will not disrupt established distribution, officials of GE emphasized in an announcement that this brand of tubes will be continued. However, because of war demands this will not mean more tubes for customers until military requirements are relaxed, they point out.

Firm Changes Name

Bittan-Nevins Co., manufacturers' representatives, 53 Park Place, New York, formerly known as the D. R. Bittan Sales Co., announce the change in name which was the result of Irvin Nevins becoming a partner in the organization in 1941. The company operated under its former name for more than 22 years.

Bendix Names Leach

Leonard C. Truesdell, general sales manager for home radio, Bendix radio division of Bendix Aviation Corp., has announced the appointment of Claude Leach, Jr., as sales promotion manager for the company's forthcoming line of radios and radio-phenograph combinations.



The complete and authoritative source of information on Frequency Modulation and Television ★ ★ Now in its fifth year of publication ★ ★

Prepare Yourself NOW for the Keen Competition AHEAD

The new FCC allocations (25 mc. to 30,000 mc.) make room for television and many new services which never existed before Pearl Harbor. Most of them will employ FM. They include commercial and educational FM broadcasting, home facsimile, citizens radio service, 2-way communications for doctor's cars, trucks, buses, railroads, and fire departments — all new, post-war business if you understand how to get it.

Spend \$1.00 for This Information!

FM HANDBOOK: A new series of articles, beautifully illustrated, which explains the working of Frequency Modulation, with diagrams and charts which will give you a clear and complete knowledge of this vital subject.

FACSIMILE: The postwar use of facsimile has been authorized by the FCC. Read in *FM and TELEVISION* about equipment now used for military purposes which will be adapted for home use, and sold and serviced by radio dealers.

TELEVISION: Leading authorities are presenting in *FM and TELEVISION* the facts you need to know about television in order to be ready to get your share of this new business, and turn it into profits.

★ SPECIAL ★ REDUCED RATE \$1

These and many other exclusive articles by leaders of the industry will give you the ideas you need to meet new competition when civilian radio starts again. Prepare yourself! Send \$1 for a 6 months trial subscription.

FM and TELEVISION

511 Fifth Avenue, New York-17, N. Y.

I enclose \$1.00 for a 6 months trial subscription to *FM and TELEVISION*. (Regular rate is \$3.00 per year.)

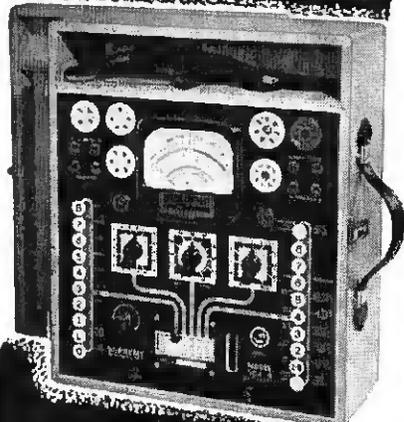
Name

Address

Dealer Serviceman Jobber

MODEL 504-A

Tube and Set TESTER....



★ THE PORTABLE LAB THAT GIVES YOU— *Everything!*

- ★ Design proven by over 5 years production of thousands of this model.
- ★ Operation as simple as ABC. Multifunction push-button switches do all work. Simply "follow the arrows" for tube checking. No roaming test leads for the multimeter.
- ★ Open face wide scale 4 1/4-inch rugged meter built especially for this tester—500 microampere sensitivity.
- ★ Each AC and DC range individually calibrated.
- ★ Professional appearance. Solid golden oak carrying case.
- ★ Guaranteed Rectifier.

SPECIFICATIONS

- DC MICROAMPERES:
0-300
- DC MILLIAMPERES:
0-2.5-10-50-250
- DC AMPERES
0-1-10
- DC VOLTS—1000 OHMS PER VOLT:
0-6-25-100-250-500-1000-2500
- AC VOLTS
0-5-10-50-250-1000
- OUTPUT VOLTS:
0-5-10-50-250-1000
- OHMMETER:
0-200-2000-20,000 OHMS
0-2-20 MEGOHMS
- BATTERY TEST:
Check Dry Portable "A" and "B" Batteries Under Load
- CONDENSER CHECK:
Electrolytics checked on English Reading Scale at Rated voltages of 25-50-100-200-250-300-450 volts.
- TUBE TESTER:
Emission type with noise test, floating filament, easy chart operation. Checks all receiving type tubes.
- POWER SUPPLY:
115 volts 60 cycle. Special voltage and frequency upon request.

SUPREME

SUPREME INSTRUMENTS CORP.
Greenwood, Miss., U.S.A.

Recording

(Continued from page 33)

Aylesbury is in complete charge of all repair work. Learning the radio business under him is 17-year-old John Deewall, who works after school and on Saturdays. Shapley's has also overcome the problem of labor shortage by hiring part-time technicians.

Ready for Postwar

The postwar period will find the Shapley team ready to pick up where it left off when appliances disappeared in 1942. Their display space is all set. Listening rooms are already in use. The store is located in the trading center of Park and El Cajon Boulevards, with the prospect that El Cajon Boulevard may develop into a San Diego counterpart to the famed Wilshire Boulevard of Los Angeles and Hollywood.

To Continue Lines

Contrary to the policy of many dealers, Shapley's will not add lines of refrigerators and washers after the war, but will continue with their pre-war items of small appliances and radios. Should the recording business keep on growing, it will be a "natural" for their radio store in the postwar era.

Says Shapley: "It is our belief that after the war people will purchase many small radios—one for each important room in the house—while there should be a big market for a good radio-phonograph combination for the living room."

Bendix District Manager



Edward R. Hanslip, Jr., Kansas City, will direct marketing in southwest of home radius to be manufactured by Bendix Radio division of Bendix Aviation Corp.

Get Ready to Clean Up Selling, Dealer Urges

Editor, Radio & Television Retailing:

Undoubtedly there have been many inequalities and abuses in the radio business during wartime. However, the important thing now is not to carry them over into peacetime, but to eliminate some of the really worse evils that existed prior to the war.

One of the greatest competitive evils prior to the war was the ability of so many people to buy things at wholesale who were in no way connected with the industry. This one thing had reached a point before the war where it offered more competition than all the mail order houses together since the latter were at least open and above-board competition.

The ways and means that a great many people had of buying appliances

(Continued on page 131)



"I represent Lang's Radio Service. I'm here to see if your request for him to look at your radio is justified!"



R. L. Hanks, GE sales manager of standard broadcast receivers, explains the map which shows the spread of FM throughout the country to W. H. Kaiser (left), district manager for the GE Supply Corp., and L. G. Moore, Jr., national manager of radio sales for the GE Supply Corp.

(Continued from page 130)

and radios at or nearly wholesale prices were many and devious and in many cases the distributor was responsible for the practice. For example, most factories, regardless of what they produced, were entitled to buy radios and appliances at wholesale direct from the distributor for use as premiums, supposedly. However, the way it worked out was that all the executives of the company bought their own appliances and many for their friends at wholesale and occasionally, I suppose, gave away a few as premiums to their help.

Then about all of the utility companies bought appliances wholesale and offered them to their help at or near cost which supplied a large number of employees and their friends. Big manufacturing companies who built radios along with other widely diversified lines, sold their radios to their many thousands of employees at approximately regular trade discounts, thus taking care of another very large

(Continued at right)

Citation to Gerl



Awarded to Joseph Gerl, president of Sonora Radio, for aiding in rehabilitating wounded soldiers.

group of potential buyers and always, of course, their friends.

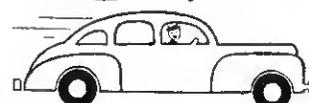
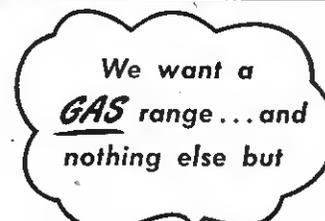
In other words, it got to the point where if a person bought anything at or near the retail price he was considered something of a sucker as surely he should know a friend who could "get it for him wholesale."

Perhaps the most unfortunate part of all this was the fact that the merchandise offered for sale at wholesale was that bearing the top names in the industry and not the "borax" brands as might be expected. Therefore, the appeal was great, naturally, and the resultant saving acceptable of course, although usually it went to people *best able* to afford retail or legitimate prices.

For the good of our entire industry the retail prices of appliances, radios, etc.,
(Continued on page 132)

ESTATE HEATROLA • POSTWAR • PROFIT QUIZ:

Why let "fuel-ish notions" steer sales away from your store?



The best fuel is the one our customers want



Don't lose sales because of fuelish arguments
LINE UP WITH THE "FUEL-PROOF" LINE*

ESTATE
Heatrola
RANGES & HEATERS

RANGES FOR CITY GAS, LP-GAS, ELECTRICITY
SPACE HEATERS FOR COAL, WOOD, OIL

*Estate Heatrola is the ONE line of cooking and heating appliances for ALL fuels... all sold under one famous, nationally-advertised trade name. (Want the name of your Estate Heatrola distributor? Write us.)

THE ESTATE STOVE COMPANY, HAMILTON, OHIO, Established 1842

IMMEDIATE DELIVERY FROM STOCK

SPRAGUE - CORNELL DUBILIER AEROVOX CONDENSERS



10 mfd 450v Tubular	50¢
16 mfd 450v Tubular	65¢
20 mfd 450v Tubular	70¢
40 mfd 450v Tubular	99¢
20 mfd 150v Tubular	44¢
30 mfd 150v Tubular	47¢
40 mfd 150v Tubular	30¢
20-20 mfd 150v Tubular	76¢
40-20 mfd 150v Tubular	82¢
30-30 mfd 150v Tubular	79¢
50-30 mfd 150v Tubular	94¢
10 mfd 50v Tubular	32¢
25 mfd 25v Tubular	35¢

.001 mfd 600v	12¢	.006 mfd	12¢
.002 mfd 600v	12¢	.01 mfd	12¢
.003 mfd 600v	12¢	.02 mfd	12¢
.004 mfd 600v	12¢	.05 mfd	15¢
.005 mfd 600v	12¢	.1 mfd	18¢

RSE BY-PASS CONDENSERS

600 Volt - Nationally Advertised - Guaranteed

Capacity	Each	Lots of 10	Lots of 100
.001 mfd	\$.08	\$.70	\$6.00
.004 mfd	.08	.70	6.00
.01 mfd	.08	.70	6.00
.02 mfd	.08	.70	6.00
.05 mfd	.10	.80	7.00
.1 mfd	.12	.90	8.00

TURNER MICROPHONES

Model	Type	Cord	List	Your Cost
BX	Crystal	7'	\$9.95	\$5.85
22X	Crystal	7'	18.50	10.88
33X	Crystal	20'	22.50	13.23
BD	Dynamic	7'	14.50	8.53
33D	Dynamic	20'	23.50	13.82



PM SPEAKERS

5" Round	1.25
6" Round 3.6 oz.	2.10
10" Round 20 oz.	7.20
12" Round 11 oz.	5.19
12" Round 31 oz.	10.14

RADIART VIBRATORS

Type	Equal	Base	Size	Used in	Each
S-1	4-4	4 Prong	1 1/2-3 1/2	Universal	\$1.35
5300	294	4 Prong	1 1/2-3 1/2	Universal	2.09
5320P	509P	4 Prong	1 1/2-2 1/2	Philco	1.76
5334	808	4 Prong	1 1/2-3 1/2	Deico	2.09
5341M	901M	4 Prong	1 1/2-3 1/2	Motorola	1.76
5400	248	6 Prong	1 1/2-3 1/2	Truetone	3.50
5426	716	5 Prong	1 1/2-3 1/2	Buick	3.50

ORDER OTHERS BY MAKE AND SET MODEL

TRIMM ACME DELUXE PHONES

2000 OHM	1.50
Brush Crystal Phones Type "A"	7.95



ASTATIC CRYSTAL CARTRIDGES

L40	2.35	LP6	4.70	M22	2.94
-----	------	-----	------	-----	------

PHILCO BEAM OF LIGHT

Selenium Cell only, no holder 1.80

AC-DC RESISTANCE CORDS

Each	135-160-180-220-250-290 OHM	48¢	10 for	4.50
ICA Universal	22-330 ohm			73¢
560 ohm	for 3-way Portable			73¢

BALLAST TUBES

K42B K55B L49C L55B	100-79	
K49B K55C L49D 100-70	100-77	
Each	45¢	10 for 4.20
ClaroStat Universal 23-55A	(octal) each	59¢

20% deposit required on all C. O. D. orders. Orders of \$25.00 or more accompanied by payment in full, will be shipped prepaid. DON'T FORGET L-265 or AA-3 certificate.

RADIO SUPPLY & ENGINEERING CO., Inc.
128 SELDEN AVE. DETROIT 1, MICH.

(Continued from page 131)

should be strictly maintained by legitimate dealers appointed by honest distributors who should make certain that there are no leaks into the appointed dealer territory of the particular product. Then if the dealer is foolish enough to sell any company or organization at cost or a little better, at least he will have no one to blame but himself, and he'll certainly have a better knowledge of where the product is actually going than a distant distributor would.

If the public knew for a fact that a given article absolutely could not be purchased wholesale or at cut prices it would, first of all, enable the dealer to make a legitimate profit on his sales. It would stop most of the shopping around, particularly by those who pride themselves on being able to buy at wholesale and who often spend as much in the effort as the dealer's normal profit would be.

Pay List Prices

It would stop a great deal of chiseling between the merchants themselves. And if a dealer in stoves only, for example, makes a good profit from his business he should not and probably would not hesitate to pay list prices for a radio and a refrigerator in another store perhaps a couple of blocks away, and vice versa.

Dealers in our industry were run ragged and injured financially in the pre-war period because about half the people bought at or near wholesale, and the other half chiseled the prices down by shopping from one dealer to another.

To add still more to the dealers' woes, 75% of this last half bought on easy payments and a good 15 or 20% of these time buyers were either slow or poor pay.

Dealer Protection

Far from being a moron, the pre-war dealer had to be bordering on a genius to really make money. The factories and distributors offered little or no protection or solution to the problem, thus digging their own graves as well as those of their dealers.

Now is an excellent time to work for and insist upon more rigid distribution controls to protect the legitimate dealer who is certainly entitled to make an honest living in the line he has chosen to sell—and without cut-throat competition from all directions.

WILLIAM K. GIMLICH

Manager,
Kirby Sales Co.,
East Chatham, N. Y.

Urges Admen to Use Tele

"Television is no longer around the corner, it is standing right in front of us, challenging us to put it to work," said Klaus Landsberg, head of production activities at the Television Productions, Inc., station W6XYZ in Hollywood, in an address to an advertising executives organization. He urged agencies to make use of television facilities now for experimental work.

NOTICE ON CLOSING DATES

The deadline for advertising plates in RADIO & Television RETAILING is the first of the month of publication. Only complete plates, requiring no foundry work, key changes or composition can be accepted then, ready to print. If proofs are required, the closing date is the 25th of the month preceding date of publication. And with the entire Eastern area facing a transportation crisis, your observance of these deadlines becomes doubly important.

RADIO Television RETAILING

CALDWELL-CLEMENTS, INC.
480 Lexington Avenue
New York 17, N. Y.



E. H. Wilhelm, of the Chapman and Wilhelm Co., which has been appointed distributor of Stromberg-Carlson radio in North and South Carolina.

RCA Victor Sponsoring Retail Store Planning

According to H. J. Allen of the RCA Victor division, Radio Corp. of America, Chicago, Ill., the company is conducting store modernization clinics in an effort to prepare retailers for expanded postwar record merchandising. Mr. Allen declared that "many dealers, as they exist today, might be swamped if any material increase in production were to occur. They don't have floor space, booths, self-selection racks or personnel to do much more than they are doing."

Among the objectives of this program are: (1) to assist dealers in planning the future layout of their stores; (2) to demonstrate to the retailer the necessity for inventory control.

Meetings of the clinics have been held in Milwaukee, Peoria and Minneapolis, and are scheduled for Indianapolis, St. Louis, Kansas City, Denver, Chicago and Des Moines during the balance of the winter season.

Electro-Voice Meeting

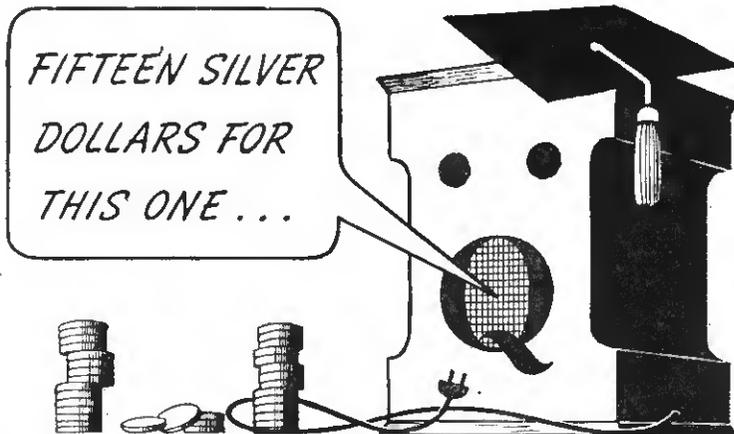
New sales representatives, appointed to handle the expanded line of Electro-Voice microphones, recently met for a three day conference at the plant in South Bend, Indiana.

Points of interest for the visiting sales reps, ranged from participation in the round-table discussions to the personally conducted tours through the Electro-Voice plants.

New H. P. Segel Offices

Henry P. Segel Co., manufacturers representatives and field engineers, announces the removal of its offices to 143 Newbury St., Boston, Mass., with branch offices at 474 Woodland St., Hartford, Connecticut. Now entering its 21st year of service to manufacturers, jobbers, schools and laboratories in New England, this company represents many leading firms in the electronic industries.

RIDER VOLUME XIV COVERS 1941-42 RECEIVERS



"Fifteen silver dollars for this one..." were the first words I spoke as a new radio, four years ago. I don't remember the question, but I was thinking of those, my first words the other day when I noticed that that's the price of Rider's Abridged Manual Vols. I to V. It also occurred to me if the "Doctor" had asked "What's the best fifteen dollar investment a radio serviceman can make?" the answer would be easy.

That particular book gives the servicing data on the most widely sold sets issued between 1929 and 1935.

For sets of my age, made in 1941-42, there's Vol. XIV. This gives all the information you need to quickly diagnose and cure defects in we receivers issued during the last year and a half of civilian radio production.

If your jobber's out of a particular volume when you ask for it, please be patient. WPB paper limitations, y'know.

RIDER MANUALS (14 VOLUMES)		The Meter at Work	
Volumes XIV to VII . . .	12.50 each volume	An elementary text on meters	2.00
Volume VI	9.50	The Oscillator at Work	
Abridged Manuals I to V (1 vol.)	15.00	How to use, test and repair	2.50
Automatic Record Changers and Recorders	7.50	Vacuum Tube Voltmeters	
OTHER RIDER BOOKS YOU NEED		Both theory and practice	2.50
The Cathode Ray Tube at Work		Automatic Frequency Control Systems	
Accepted authority on subject	4.00	—also automatic tuning systems	1.75
Frequency Modulation		A-C Calculation Charts	
Gives principles of FM radio	2.00	Two to five times as fast as slide rule	7.50
Servicing by Signal Tracing		Hour-A-Day-with-Rider Series—	
Basic Method of radio servicing	4.00	On "Alternating Currents in Radio Receivers"—	
Servicing Superheterodynes	2.00	On "Resonance & Alignment"—	
		On "Automatic Volume Control"—	
		On "D-C Voltage Distribution"	1.25 each
JOHN F. RIDER PUBLISHER, INC. 404 FOURTH AVE., N.Y. 16, N.Y.			
Export Division: Rocke-International Corp. 13 E. 40th Street New York City		Cable: ARLAB	

RIDER MANUALS *are complete* **IN 14 VOLUMES**

NATION-WIDE MAIL ORDER DISTRIBUTORS SINCE 1928



RADIO AND ELECTRONIC DEVICES For Trade . . . Industry . . . Vocational . . . Communication . . . Public Utility and Experimental Applications

BURSTEIN-APPLEBEE CO.
1012-14 McGee St. Kansas City 6, Missouri

Promoting Music Week

The National and Inter-American Music Week Committee, New York City, David Sarnoff (now a Brigadier General in the Army), chairman, urges all music merchants to cooperate in promoting the 22nd annual observance of National Music Week, May 6-13.

Olson Streamlines Its Delivery System

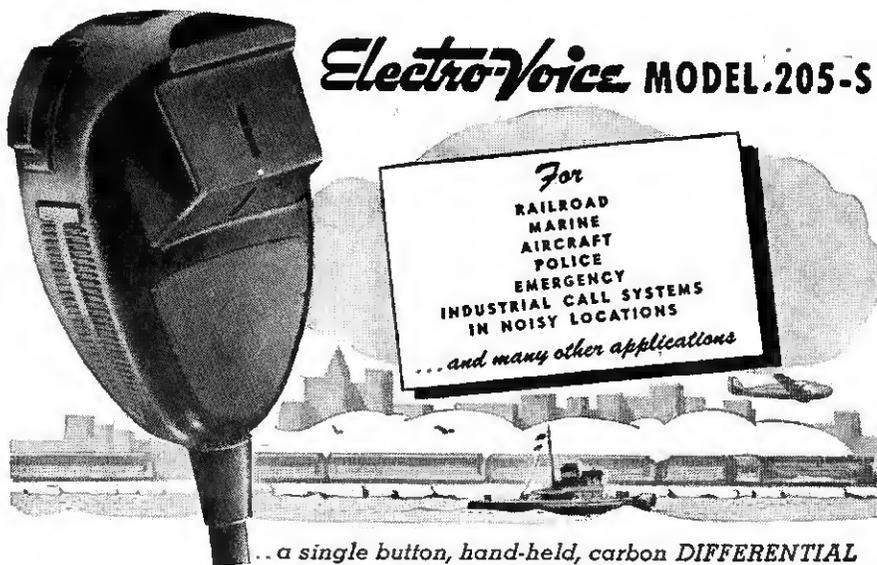
The Olson Radio Warehouse of Akron, Ohio, has perfected a streamlined system of service, to fill and ship orders within 24 hours after receipt. It is the policy of this firm, which has been in the radio supply business for more than ten years, to advertise only what is immediately on

hand. Monthly bulletins are issued to radio technicians, listing the Olson items available for prompt delivery.

The modern five-story building which the Olson Radio Warehouse now occupies, is centrally located at 73 Mill St., in Akron, close to the railway station and post office, to facilitate rapid handling of orders. Olson features such nationally known lines as Mallory, Sprague, Aero-vox, Utah, Meissner, RCA, and Raytheon.

Three brothers joined to build up the Olson Warehouse service. Philip I. Olson, one of the brothers, is now in the Army Signal Corps. Irving J. and Sidney L. Olson, the other two partners, are working to continue the high standards of service which were developed before the war.

ONE OF A SERIES OF ELECTRO-VOICE ADVERTISEMENTS EXPLAINING IN DETAIL THE APPLICATIONS AND SPECIFICATIONS OF ELECTRO-VOICE MICROPHONES



... a single button, hand-held, carbon DIFFERENTIAL microphone, designed for maximum intelligibility under extreme noise

Ambient noise is fed into dual apertures, shown in photograph, in correct phase relationship to provide almost complete cancellation of the entire noise spectrum. Speech that originates close to one of these apertures is faithfully reproduced. Articulation percentage is at least 97% under quiet conditions, and 88% under a 115 db noise field. The Model 205-S is unusually versatile . . . can be used, indoors or outdoors, for all speech transmission in any noisy, windy, wet or extremely hot or cold location.

Because the 205-S is a noise-cancelling microphone, it must be used in a manner different from any other type. The microphone should be held so that the lip-rest will touch lightly against the upper lip. This brings the mouth and instrument into the correct position for proper transmission. As with all Electro-Voice microphones, the Model 205-S is guaranteed to be free from defect in material and workmanship — for life.

SPECIFICATIONS OF THE MODEL 205-S

OUTPUT LEVEL: Power rating: 27 db below 6 milliwatts for 10 bar pressure. Voltage rating: 10 db above .001 volt/bar, open circuit. Voltage developed by normal speech (100 bars): .32 volt.

FREQUENCY RESPONSE: substantially flat from 100-4000 c.p.s.

ARTICULATION: at least 97% articulation under quiet conditions; 88% under 115 db of ambient noise.

AVERAGE BACKGROUND NOISE REDUCTION: 20 db and higher, depending on distance from noise source.

WEIGHT: less than eight ounces.

INPUT: standard single button input is required.

CURRENT: 10-50 milliamperes button current.

HOUSING: molded, high impact phenolic housing; minimum wall thickness, 5/32"; vinylite carbon retainer

TEMPERATURE RANGE: from -40° to +185°F.

PRESS-TO-TALK SWITCH: available with or without hold-down lock. Double pole double throw contacts provide an optional wide assortment of switch circuits.

STANDARD SWITCH CIRCUIT: provides closing of button circuit and relay simultaneously.

THERMAL NOISE: less than 1 millivolt with 50 milliamperes through button.

STURDY CONSTRUCTION: capable of withstanding impact of more than 10,000 6" drops to hard surface.

POSITIONAL RESPONSE: plus or minus of 5 db of horizontal.

CONDUCTOR CABLE: 5 feet of two conductor and shielded cable, overall synthetic rubber jacketed.

Model 205-S, List Price. \$25.00

Model 205-S, with switch lock, List Price. \$26.50



20 Years Ago

From the February, 1925, issue of Radio Retailing

"THE GYP MUST GO!"—headline.

★ ★ ★

"RUINING THE RADIO INDUSTRY"—Dealers of Providence, R. I., are in the midst of a Price-Cutting War to see Who Can Sell the Lowest and Hold Out the Longest—Chaos is the Result.

★ ★ ★

REVOLUTIONARY CHANGES ARE NOT LIKELY to Come, McDonald Says. ". . . I believe that any radical or-revolutionary development or changes in radio are very unlikely . . ." declares Zenith official.

★ ★ ★

"REMARKABLE ONE TUBE RECEPTION"—an ad reads, "in a set that offers quick profits. Uses any amplifier tube. Practically eliminates static. Tunes in distant stations, even 1,500 mile reception being not unusual. International Babydine Radio Receiver. \$10 list."

★ ★ ★

THE "RADIO IN EVERY ROOM" idea, inaugurated in his own home two years ago by O. H. Caldwell, editor of *Radio Retailing*, is rapidly being taken up all over the country, especially by hospitals, hotels and apartment houses.

★ ★ ★

RADIO VS. THE THEATER—Operatic Concert by Prominent Artists Raises Discussion as to Whether Radio Is Responsible for Theatrical Slump.

★ ★ ★

LEADING THE FIGHT AGAINST THE REGENERATIVE CIRCUIT, which causes so much interference in other sets, a bill has been introduced into the Connecticut Legislature making it contrary to the laws of that State to operate any such set within its boundaries.

Takes on Sonora Line

Barth-Feinberg, Inc., wholesale distributors of musical merchandise and novelties, 17 Union Square West, New York City, has been appointed exclusive distributor for Sonora records, radios, phonographs, combinations, FM and television, for the greater New York area, Suffolk, Nassau and Westchester Counties.

New President of NAMM

Dwight F. McCormack has resigned as president of the National Assn. of Music Merchants, Inc., and E. R. McDuff, president of Grinnel Bros., Detroit, was elected his successor.

FACTS Regarding Radio Parts Production



Government orders for radio and electronic equipment are the largest on record and are still increasing.

Military leaders believe in using equipment lavishly because equipment saves lives. So war orders must take precedent over all others.

But Radiart Jobbers are not forgotten... They are receiving RADIART VIBRATORS, with W P B permission, after government schedules are met.

Radiart Corporation

3571 W. 62nd. St.

CLEVELAND 2, OHIO

Electro

ELECTRICAL AND RADIO EQUIPMENT

BATTERY ELIMINATORS



Announcing! Our New Models P and Q. They include every achievement of wartime ingenuity and lift battery radio reception to new heights of satisfaction. Cost but a few cents per hundred hours of operation. Sturdily constructed—no liquids or moving parts—operate in any position. Completely filtered, hum free and silent in operation. Universal plugs and sockets to fit any radio.

MODEL P—For use in any place where normal AC is available. Operates any 1.4 volt—4, 5 or 6 tube battery radio from 115 v. 60 cy. source.

MODEL Q—For use wherever AC lines are not available—Farms, cottages, camps, or in car, motorboat, etc. Operates any 1.4 volt—4, 5 or 6 tube radio from 6 volt DC source.

NOTE: Deliveries are necessarily restricted by war conditions but all orders will be filled as soon as possible in the sequence in which received.

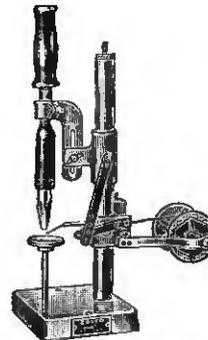
ELECTRO PRODUCTS LABORATORIES

549 WEST RANDOLPH STREET

CHICAGO 6, ILL.

ESICO

REG. U. S. PAT. OFF.

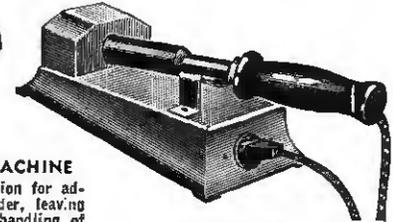


SPOT SOLDERING MACHINE
designed for treadle operation for advancement of iron and solder, leaving operator's hands free for handling of product.



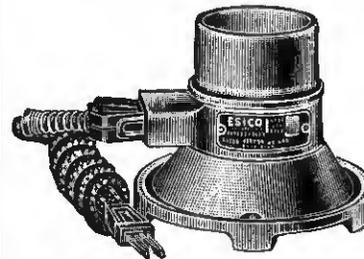
SOLDERING IRONS

are widely used in industrial plants throughout the country. They are designed to withstand the strain of continuous service required of factory tools.



SOLDERING IRON TEMPERATURE CONTROLS

prevent overheating of soldering irons between soldering operations. Irons do not deteriorate when being used. The idle period causes oxidation and shortens life.



SOLDER POTS

ruggedly constructed pots of various sizes designed for continuous operation and so constructed that they are easily and quickly serviced, should elements have to be replaced.

Write for Catalog

ELECTRIC SOLDERING IRON CO., INC.

2345 WEST ELM STREET, DEEP RIVER, CONN.

"Columbia" is a reliable source

RUBBER COVERED WIRE IMMEDIATE DELIVERY

Stranded Single Conductor

22 gauge—Per M Ft.	\$3.50
20 gauge—Per M Ft.	3.85
18 gauge—Per M Ft.	4.95
16 gauge—Per M Ft.	6.80
14 gauge—Per M Ft.	8.75

SPECIAL

22 Solid R.C. Wire .010 wall—Per M Ft. \$1.95

Communication Wire—Round Rubber Jacket

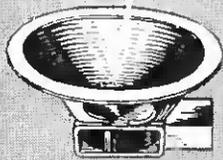
2 conductor	\$10.50 M
3 conductor	\$15.90 M

Large Stock of Other Types of Wire Gauges No. 22 to No. 12

CMP Priority Required

COLUMBIA WIRE & SUPPLY CO.

4104 N. PULASKI RD., CHICAGO 41, ILLINOIS



the excellence of your post-war radio engineering

will be faithfully interpreted for your customers by a **QUAM** Speaker

QUAM-NICHOLS CO. 33rd PLACE AT COTTAGE GROVE, CHICAGO

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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

RADIO TUBES

1R5, 1LN5, 1LH4, 80, 42 in substantial quantities to trade for other needed tubes or used radios — especially farm sets. Or will sell at O.P.A. list price.

•

W. N. GRAVLEE & SON
Kennedy Alabama

U.S. NAVY

Certificate of Achievement

Radar Radio Industries of Chicago Inc.

FOR ITS UNTIRING EFFORTS IN ORGANIZING THE ELECTRONICS
INDUSTRY TO SPEED THE PRODUCTION OF VITAL WAR MATERIAL
FOR THE UNITED STATES NAVY



James Forrestal
SECRETARY OF THE NAVY

24 August 1942

BUY WAR BONDS

Awarded to the J. P. Seeburg Corporation
for outstanding production of war
materials in each of its four plants



J. P. SEEBURG CORPORATION · CHICAGO

Seeburg

FINE MUSICAL INSTRUMENTS SINCE 1903

How to take a beachhead ...and hold it!



There are still beachheads to be won before final Victory is ours... and when our boys swarm ashore, chances are their first communications network is made up of those mighty little Motorola "Handie Talkies." Imagine it! Complete two-way radiotelephone service in a unit no larger than a cracker box... full weight less than six pounds.

After the war there will be *quieter* and *lovelier* beachheads to take and hold... on the shores of a tree-lined lake in Wisconsin or Missouri... on the friendly sands of California or Long Island. In this "operation" there will be GI's returned to their wives or sweethearts... with entertainment furnished by a Motorola Radio as famous as the "Handie Talkie," another exclusive Motorola Radio **FIRST!**

Pictured is the Motorola Playmate... the battery-operated portable that brings in more stations, with greater volume, and richer tone. It will be an important part of the first Motorola presentation of Post-War Radios.

GALVIN MFG. CORPORATION
CHICAGO 51, ILL.

 **Motorola**  **Radio**

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

Your customers for post-war radios will be seeing this nationally displayed Motorola Radio advertisement throughout all America. In two and four color pages and in large black and white space, during the first months of 1945, this Motorola Radio ad will appear in *The American Weekly*, *Fortune*, *Life*, *National Geographic*, *Newsweek*, *This Week*, *Saturday Evening Post*, *Collier's*, and *Liberty*, reaching a combined circulation of over 28 million persons.