

RADIO *& Television* RETAILING

Including
**ELECTRICAL
APPLIANCES**

Section, pp. 51-74

CALDWELL-CLEMENTS, INC.

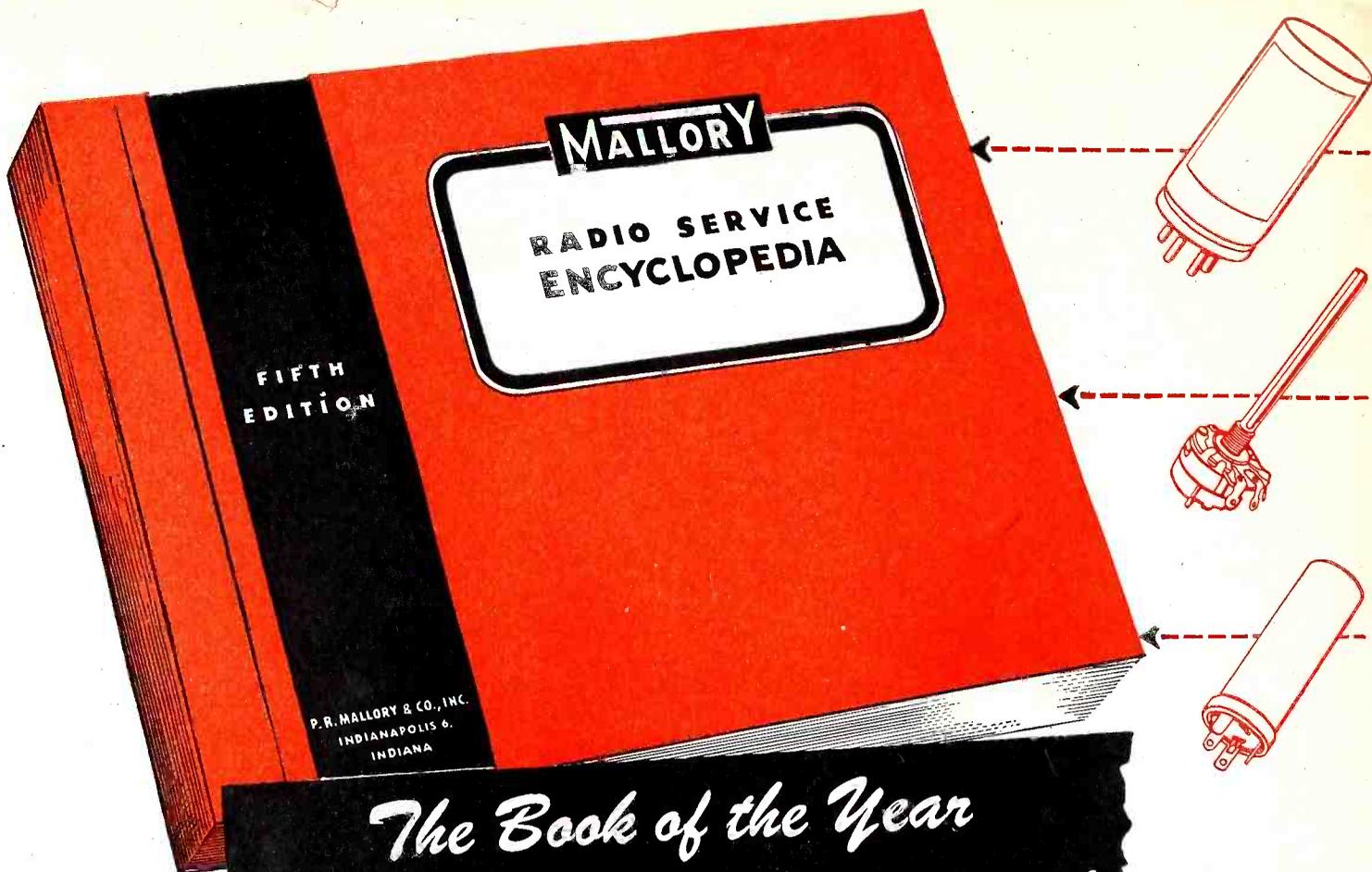


MARCH 1946



ON THE DOTTED
For New Spring Merchandise

In this issue—
News of Radio, FM,
Electrical Devices, Records,
Sound and Service



*The Book of the Year
for Your Service Department*

↑ AVAILABLE SOON!

ONE good way to influence sales is to keep your customers happy—to make sure they get the right kind of radio repair service. Toward that end, Mallory not only supplies you with the finest available replacement parts, but completes the job with comprehensive service information.

A case in point is the forthcoming 1946 "Fifth" edition of the Mallory Radio Service Encyclopedia—a "must" for your radio service department. Here your repairmen get the *complete* story on servicing every pre-war radio—*4,000 more models than in any previous edition*—with circuit references, original part numbers, recommended replacements that you can get, tube complements and I.F. peaks.

Here is a book that helps avoid loss of time, money and good will. And the *only* book dealing with *all* pre-war sets that are still in use—the same *sets* your service department will be handling for the next few years. The edition is limited. Order your copy today. See your Mallory distributor. At your cost of \$1.25 net, it's the buy of the year.

**YOU EXPECT MORE—
AND YOU GET MORE
FROM MALLORY**

These typical Mallory "helps" are especially prepared to assist your service department in doing better work—in less time. Others are on the way. Do you have a copy of each? If not, see your Mallory distributor:

- 5th Edition Radio Service Encyclopedia
- Replacement Vibrator Guide
- Mallory Technical Manual
- Approved Precision Parts Catalog

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

APPROVED PRECISION PRODUCTS

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

RADIO & Television RETAILING *

Including Radio and Television Today

Including
**ELECTRICAL
APPLIANCES**
Section

IN THIS ISSUE

MARCH, 1946

•
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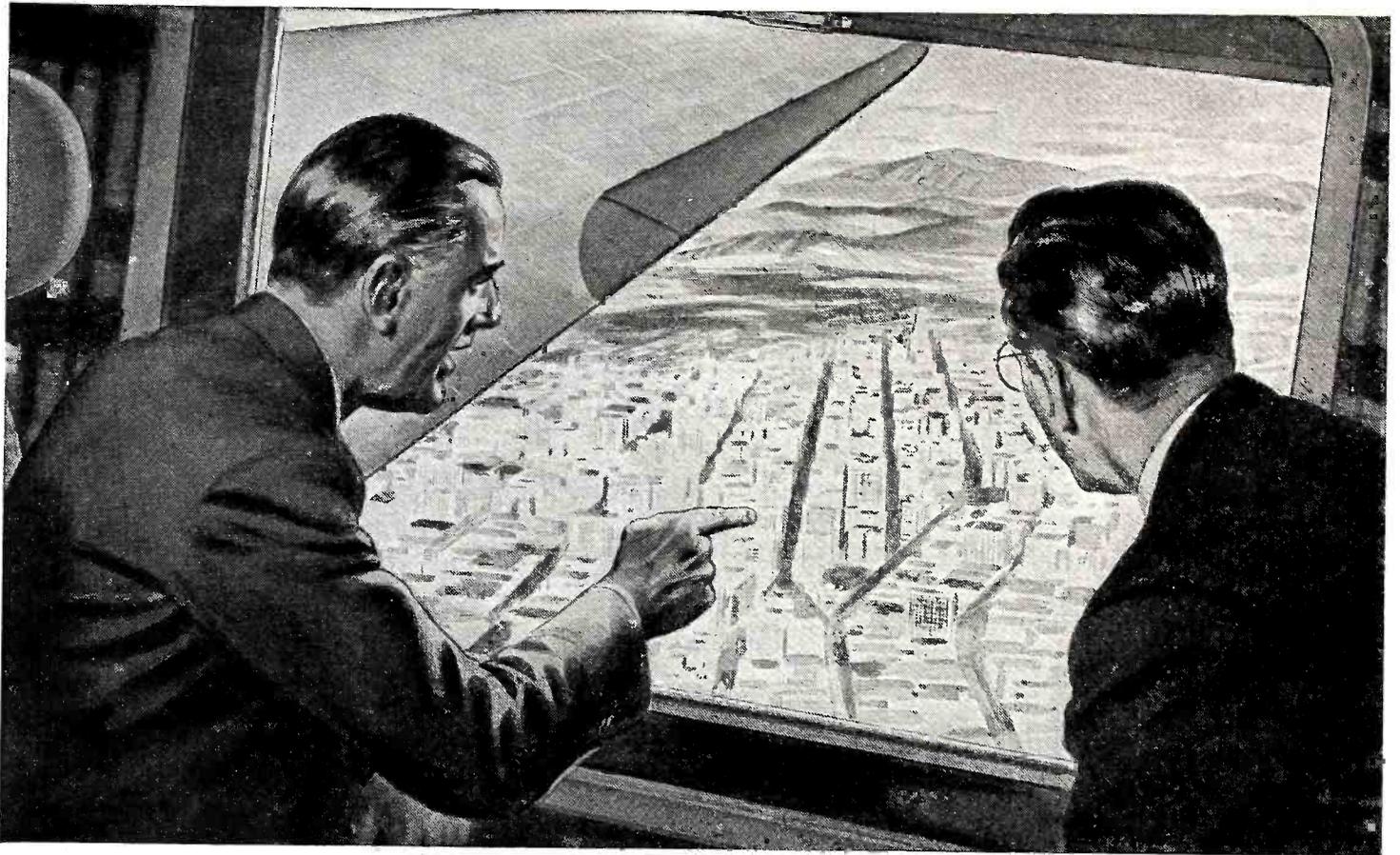
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27,000 COPIES
THIS ISSUE

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



He Will Give You The Angles On Los Angeles

TAKE the motion picture industry — take 15,000 oil wells, a large share of the nation's natural gas supply and a sea teeming with fish — take the world's finest climate, the country's richest agricultural region and a \$200,000,000 tourist industry — and what do you have? Southern California?

No — not yet. For on this basic economy of Southern California — on this broad bulwark of natural wealth — you must place an industrial economy which was already fifth in production and first in diversification among all U.S. industrial areas in 1939. In Southern California the war only accelerated an industrial economy which was already expanding.

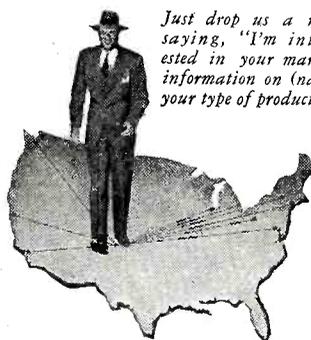
Here is a sales setup virtually with-

out parallel in the nation. And here is a market which calls for intimate, searching, day-by-day examination of area and people — the kind of examination that is second nature to a *newspaperman*.

Selling facts of such a nature are what the Hearst Advertising Service is prepared to lay before you today — not only on Los Angeles and Southern California but on nine other key markets of America. The H-A-S man has behind him a storehouse of information drawn from constant contact with sales and advertising executives and from important research sources.

Many sales and advertising executives throughout the country are profiting by this information. Why not call in the H-A-S man today?

CALL THE H-A-S MAN



HEARST ADVERTISING SERVICE

HERBERT W. BEYEA, Manager

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

Representing:

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

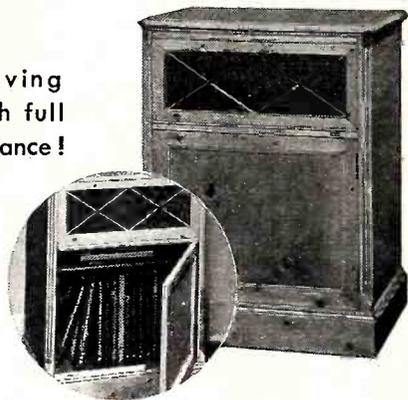
NOW THE TRADE KNOWS IT WAS
WISE TO WATCH

Bendix Radio

... for Only Bendix Dealers can Talk and Sell
these Brilliant Radio "Firsts"

1st

WITH
the space-saving
Consolette with full
console performance!



1st

WITH
the sensational *Invisi-
ble Radio* With The
Phantom Dial!



OFF!
A Sheraton
end-table

ON!
The Real
Voice of Radio

1st

WITH
fully enclosed table
models with conceal-
ed handles.



1st

WITH
Swing-A-Door con-
soles—the talk of the
industry!



There's bound to be sales-
closing punch to your demonstra-
tions of these exclusive
Bendix features, for each of them was developed to
meet a definite public demand. Backed by the tremen-
dous Bendix national advertising campaign—your
customers will be largely pre-sold on these features
when they enter your store.

Remember! — these "firsts" are *exclusive* with
Bendix—advantages *you* have that no one else has.
We present them to you in fulfillment of our promise
that Bendix dealers would have the *best* chance of all
at pent-up consumer demand—that a Bendix Radio
franchise is truly *The Franchise With a Future!*

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

Bendix Radio Division, Bendix Aviation Corporation, Baltimore 4, Maryland





**We would like
to see you at the
1946**

**Radio Parts and Electronic
Equipment Conference and
Show.**

Booth No. 52

**STEVENS HOTEL
CHICAGO**

May 13th - 16th



MERIT COIL & TRANSFORMER CORP.

TELEPHONE

4427 North Clark St.

Long Beach 6311

CHICAGO 40, ILL.

A Statement from the Publisher on Distribution of Radio, Appliances and Television

We have just published for manufacturers a comprehensive survey of the distribution of radio, electrical appliances and television in the United States, which in the long run is designed to help dealers and distributors as well. It is the result of seventeen months of work by our Research Department and is planned to provide manufacturers with a basic pattern for marketing and distribution in this field. For sale to manufacturers in a limited edition at \$10 each, **DISTRIBUTION Areas & Quotas** represents the first report of its type ever made for the marketing end of this industry.

Among the things we have done are to divide the nation into seventy basic areas, each of which is served by one wholesaling center. To each of these areas we have assigned a potential based on the number of radio homes in all of its counties. This potential is the area's percentage of the national total. This study is already proving valuable to manufacturers as a guide on how to set up their distribution (for those who are new in the field), and what percentage of their domestic production to assign to individual areas.

We hope **DISTRIBUTION Areas & Quotas** will help to instill in manufacturers a greater appreciation of the proper function of their distributors and dealers. In too many cases we have seen companies scientifically engineer their products, incorporating the most modern design, spend hundreds of thousands of dollars at the production end and then, in effect, scratch their heads and say, "How do we sell them and where?"

Dealers can benefit from **DISTRIBUTION Areas & Quotas** if manufacturers plan their production and marketing on the realizable market outlined in this study. If they can budget their efforts to avoid the prewar liquidations, dumping and price-cutting, they will help many dealers to remain in business, and in the long run, may determine their own existence.

A. Bennett

Publisher

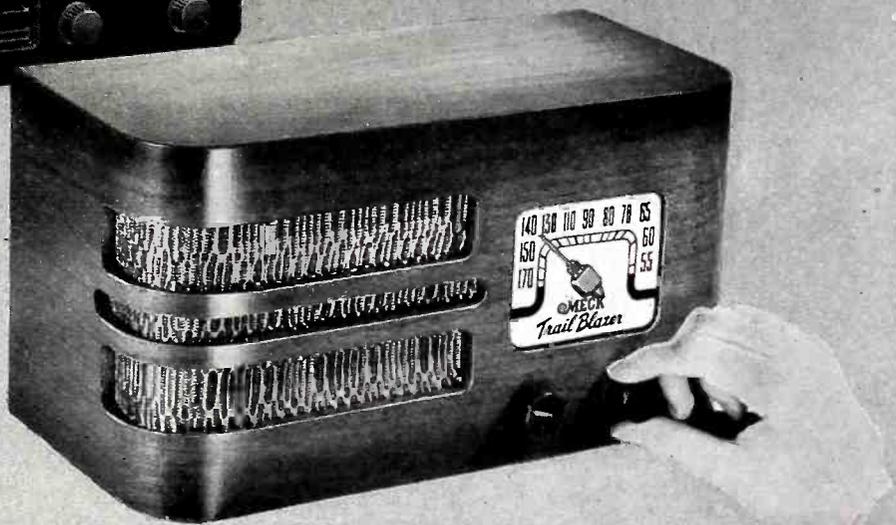
Meck Trail Blazers



Model No. 5C5-PB12



Model No. 5C5-P12



Model No. 5C5-DW9

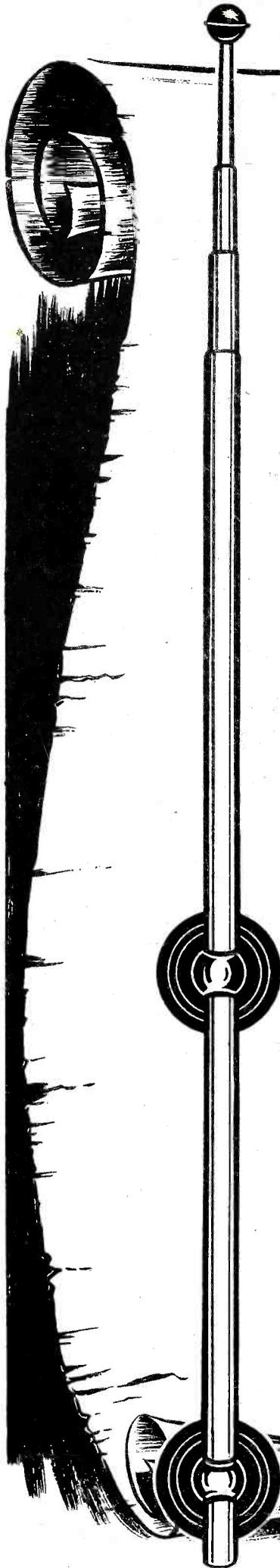
Forerunners of the Meck complete line, these Trail Blazers are proving the superiority of Meck performance—the popularity of Meck Design. They are the logical choice of the independent dealer because of his appreciation of

the value of sound radio engineering and because of the exclusive Meck Dealer Policy. The dominating theme of Meck national advertising will continue to be “Buy from the man who knows radio best—your *radio dealer*.”



MECK RADIOS

JMI Sales Corporation, 35 E. Wacker Drive • Chicago 1, Ill.



Dominant *Quality*

With WARD PRODUCTS CORPORATION, the word *quality* is more than just a symbol. It represents the highest standard of excellence and leadership achieved through many years' experience in the *exclusive* manufacture of precision-built antennas. WARD antennas are built by master craftsmen using the most modern equipment under ideal conditions. Top quality through and through they render highest efficiency for all automobile and home radio applications. That's why WARD is "first choice" the world over.

*Only WARD Gives You All
These Important Features*

- ★ Easy One Man Installation
- ★ Patented Fluid Type Anti-Rattle Construction
- ★ Positive Silver-to-Silver Contacts
- ★ Extra Heavy Triple Chrome Rust-proof Plating
- ★ Top Section, Stainless Steel
- ★ Heavy Admiralty Brass Tubing
- ★ Hi-Q Detachable Low Loss Lead-ins With Polyethylene Insulation and Vinylite Covering
- ★ Complete with all Fitting and Conversion Kit for Torpedo Bodies
- ★ Smooth Action Telescoping Sections
- ★ 100% Shielded

*World's Finest for Car and Home Combining Precision and
Streamlined Beauty*

WARD "HiQ" *Antennas*

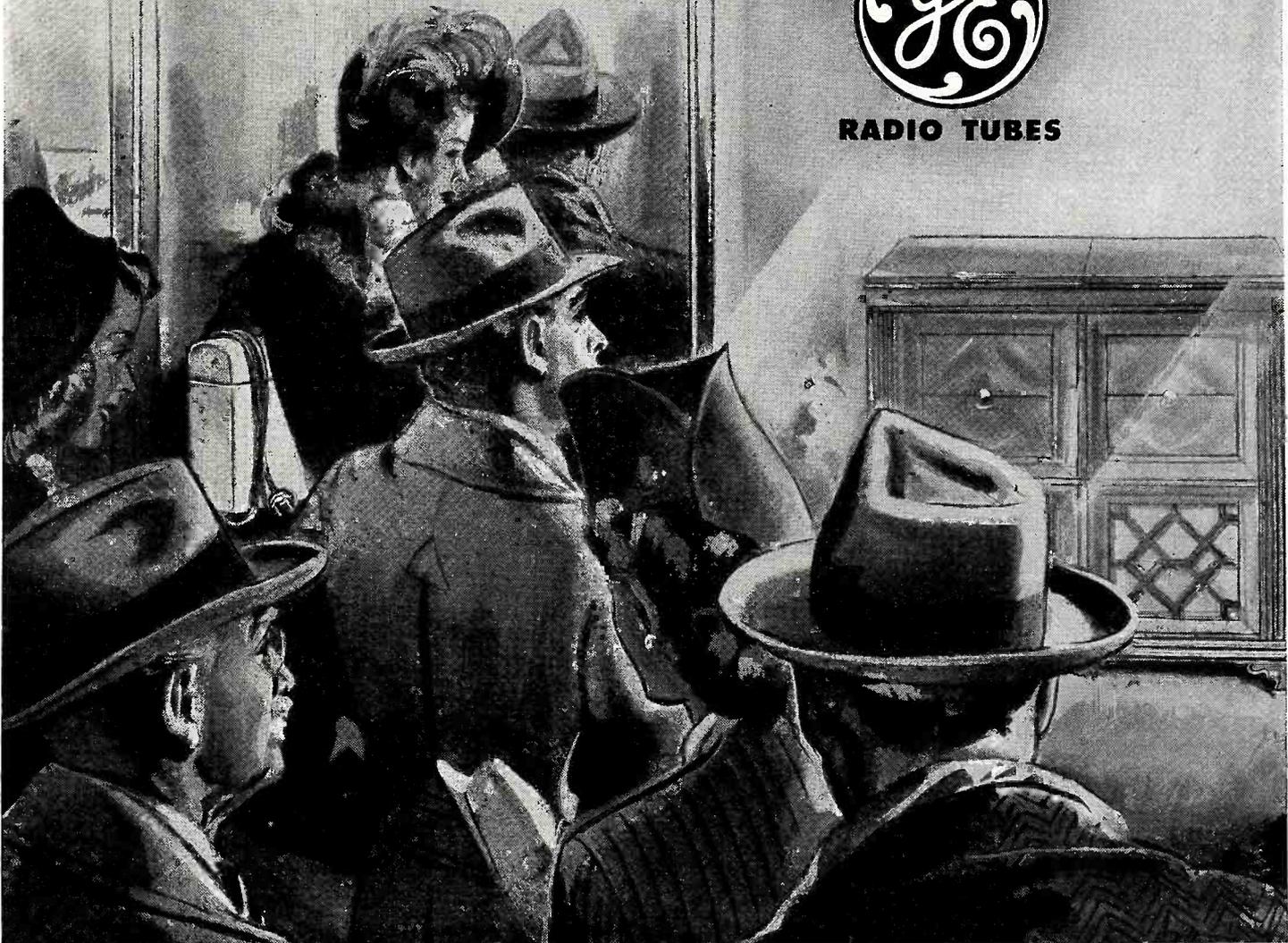
THE WARD PRODUCTS CORPORATION
1523 East 45th Street
CLEVELAND 3, OHIO

EXPORT DEPT. C. O. Brandes, Mgr., 4900 Euclid Ave., Cleveland 3, Ohio
IN CANADA-Atlas Radio Corp., 560 King St., W., Toronto, Ont., Canada

Tube prospects will buy
where they see this sign



RADIO TUBES



...because the radio-owning public is
PRE-SOLD ON G-E PRODUCTS!



IT'S good news to passersby, your tube window-sign with the G-E monogram—famous symbol of quality! The men and women in your neighborhood value highly their General Electric radios, lamps, irons, refrigerators, and other home appliances. For years the G-E monogram has been their sign of *proved superior performance*. And now a great national advertising campaign is telling the public about G-E electronic products

—appearing in magazines with a circulation of 30,000,000!

Your market is all the more eager to buy from you. *Of course you'll make money handling G-E radio tubes!* Ask for information about tube selling rights. *Electronics Department, General Electric Company, Schenectady 5, New York.*

Write for G.E.'s "Sales Aids" Folder ETR-12, describing advertising and sales helps that are available to tube dealers seeking greater volume.

GENERAL  **ELECTRIC**

176-E2-8850



Reflecting the finest traditions of 18th Century furniture design, the "Chippendale," Farnsworth's Model EK 158, combines FM reception with Farnsworth's improved automatic record changer and storage space for record albums.

NO DARK CORNERS FOR THIS NUMBER!

The leader in Farnsworth's *streamlined* line of
phonograph-radio combinations with FM

This is *it* . . . the coming sales leader in the profit-full line of Farnsworth automatic phonograph-radio combinations with FM. You'll want it right up in your window, and in your feature display area. By its appearance alone, you'll find the "Chippendale" giving your store the "quality look" that comes to every Farnsworth dealer.

But wait until you *hear* it! Wait until you and your customers hear *all* the sets in Farnsworth's *streamlined* FM line! Then you will realize how the seventeen years of pioneering

in electronic research has enabled Farnsworth to develop the finest in this new art. Then you will understand why Farnsworth's basic engineering know-how . . . Farnsworth's development of trouble-free record changers . . . have contributed to Farnsworth's reputation for *quality* products.

Then you will realize, all the more, how your Farnsworth Selected Dealer Franchise means more profit for you!

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

FARNSWORTH

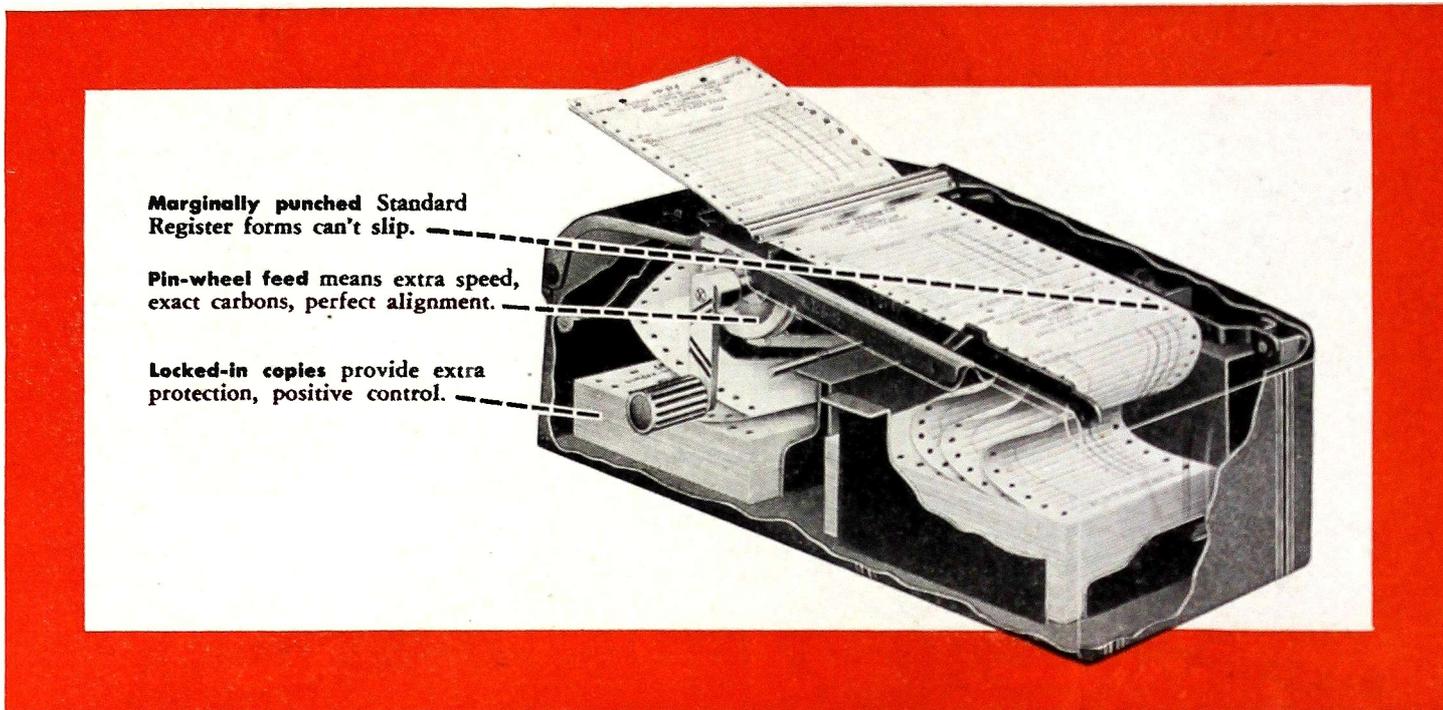
TELEVISION • RADIO
 PHONOGRAPH - RADIO

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

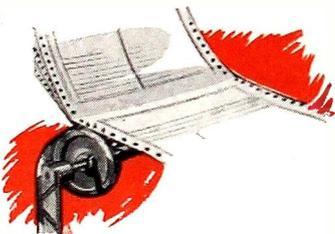


Write Better Records Faster with-

STANDARD'S FORM FLOW REGISTERS



SEE WHAT IT MEANS in dollars-and cents' savings to have a Standard Form Flow Register System in your business. Learn how you can achieve an entirely new and higher standard of control and protection of all business transactions.



POSITIVE PIN-WHEEL FEED and marginally punched forms give hairline accuracy on all copies. Continuous strip locked-in copy on most models. Only one major moving part. Nothing to get

out of adjustment. Warranty *without time limit*.

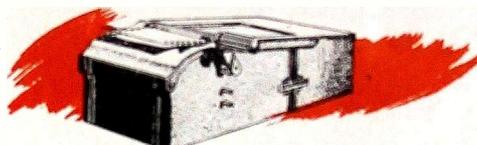
For all the facts, including full information on Formcraft Design that simplifies forms and makes them easier, faster to write, mail the coupon today to the Standard Register Company.

The Standard Register Company is the originator of the distinctive marginal punching of business forms for all record writing machines; autographic registers, tabulating machines, typewriters, addressing and business machines. This feature guarantees positive jamproof, form-feeding action.

THE STANDARD REGISTER COMPANY

Manufacturer of Registers and Forms for all Business and Industry
DAYTON 1, OHIO

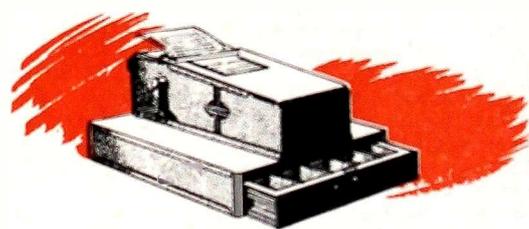
Pacific Coast: Sunset McKee-Standard Register Sales Co., Oakland, California. Canada: R. L. Crain Limited, Ottawa. London: W. M. Smith & Son, Ltd.



Counter Model. All-steel construction. Locked-in copy protection. Choice of 12 sizes of forms.



Portable. Light in weight. Easy to handle. Ejects all copies. Choice of 12 sizes of forms.



Cash Drawer Model. Handles all transactions. Full size cash drawer. Compartments for all coins, bills and paper. Forces a record of every sale.

Information Division
 THE STANDARD REGISTER COMPANY
 1303 Campbell Street,
 Dayton 1, Ohio
 Please send me information on Standard Form Flow Registers and form design service.
 NAME
 COMPANY
 ADDRESS STATE

★

ENJOY THESE MULTIPLE ADVANTAGES IN

★
**HUGE
BUYING POWER**

★
**DIVERSIFIED
INCOME**

★
**QUICK
DISTRIBUTION**

THE GREAT CHICAGO MARKET

★
**VOLUME
PURCHASES**

★
**EXPERIENCED
RETAILERS**

★
**EASILY
ACCESSIBLE**

Greater DEMAND



Would you like to get *double duty* out of your first year's factory production? Do you want quick distribution and solid sales?

Then take advantage of the \$4,496,-734,000 Chicago market—a rich, compact area located at the crossroads of America, quickly accessible to factory shipments and salesmen alike—a market famous for its volume purchases, one which has repeatedly broken factory and branch sales records.

Here is a huge, pent-up demand for radios, washing machines, refrigerators, "big unit" products generally, that invites attention.

Greater COVERAGE



Solve your selling problems by getting going now in this great market with a single advertising medium—the Chicago Tribune.

One out of every three families in 756 cities and towns of 1,000 or more population in the Chicago area reads the Tribune on weekdays. On Sundays, it is practically every other family.

This intensive coverage is yours at one of the lowest milline rates in America. In addition, the Tribune offers you a choice of monoroto, coloroto, comicolor, newsprint color or black-and-white printing.

Greater SALES



No matter whether your production is large or small, the Chicago market will reward your attention as the place to get the sales you want.

It is fortified by diversified income and billions in savings. Here is more business than in 13 states combined.

For quick sales and solid dealer and consumer preference when the first easy selling conditions pass and the competition gets tough, build your program around the power of the Chicago Tribune. Now is the time to get started.

Available for your study and use is a specific Tribune sales program based on the findings of an auto and household appliance investigation among dealers and consumers.

CHICAGO TRIBUNE
THE WORLD'S GREATEST NEWSPAPER

January average net paid total circulation:
Daily, over 1,025,000; Sunday, over 1,400,000.

To get the pertinent facts of the Tribune sales program, address: C. S. Benham, Manager, National Advertising, Chicago Tribune, Tribune Tower, Chicago 11, Illinois.

GENERAL ELECTRIC'S GREAT NEW INVENTION

The revolutionary



ELECTRONIC REPRODUCER

will be installed in every G-E automatic console and table radio-phonograph!

*Available first in the new
G-E Radio-Phonograph model #326*



THIS AMAZING ELECTRONIC REPRODUCER now provides listening pleasure *never before possible!* Such superior performance has been attained only by alert attention to every design, engineering and acoustical detail of the entire reproducing system.

LOOK AT THESE FEATURES—they tell why the G-E Electronic Reproducer is better:

- Revolutionary, Flexible Mounted Pick-Up with Permanent, Self-Retracting Sapphire Needle—Fully Protected Against Dropping and Mechanical Abuse!
- Virtual Absence of Needle Chatter, Scratch and Hiss!
- Lightweight Tone Arm—Low Record Wear!
- New Volume and Tone Control Devices!
- Wide Frequency Response of Pick-Up—Ideal Balance Between Low and High Frequencies!
- Extremely Rugged Mechanically—Built to Take Abuse!
- Unaffected by Temperature and Humidity—Top Performance Anywhere!

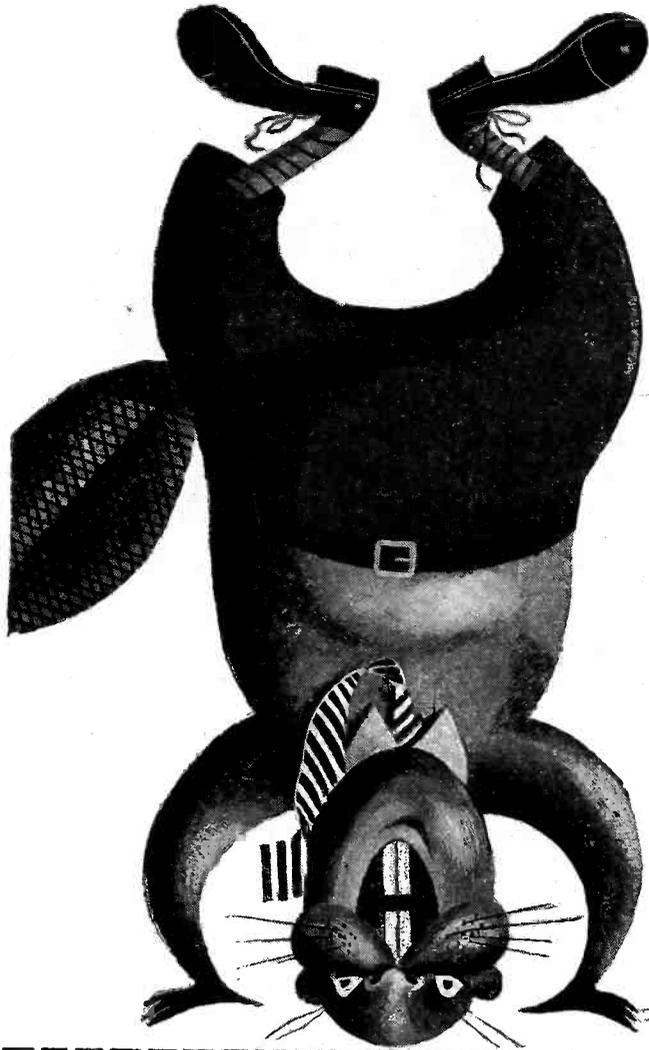
For complete information, consult your nearest G-E Radio Distributor or write today to Electronics Department, General Electric Company, Bridgeport, Connecticut.

MODEL #326—A WINNING NUMBER! AC; 7 tubes (including rectifier); standard and shortwave bands; 12" Alnico 5 speaker—increased sensitivity, greater acoustic output; tone control; automatic record changer; and the amazing G-E Electronic Reproducer.

THE FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL  ELECTRIC

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



I used to stand on my head...

... to do an under chassis mounting. That was, until a friend whipped out his C-D catalog. "Pull yourself together," says he, "and take a look at C-D's Blue Beavers."

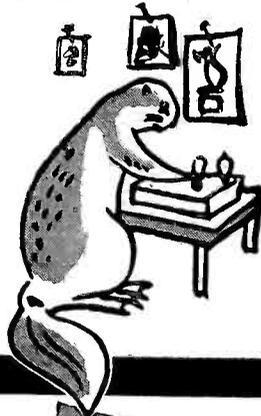
"There's not a smart servicer in the business who's losing time on capacitor 'shopping' or 'installation.' They all stock these C-D electrolytics! And why not? Did you ever hear of a bigger name in capacitors than Cornell-Dubilier? 36 years of research and engineering is a long time and a lot of experience. Man, these Beavers have a pedigree... they're the stuff you want behind you in a service job."

Well, that fellow sure straightened me out. So I'm passing the good word along. Just to give you an idea of what these dandy Blue Beavers do...



NO HEAT EXHAUSTION

Blue Beavers don't droop even when the heat's on and the humidity's up. Strap two or more together for a variety of capacity combinations.



EASY INSTALLATION

Pint-sized in physical dimensions; giants in quality. They're tailor-made for tight spot mounting. Polarity of units is clearly marked on tube casings.



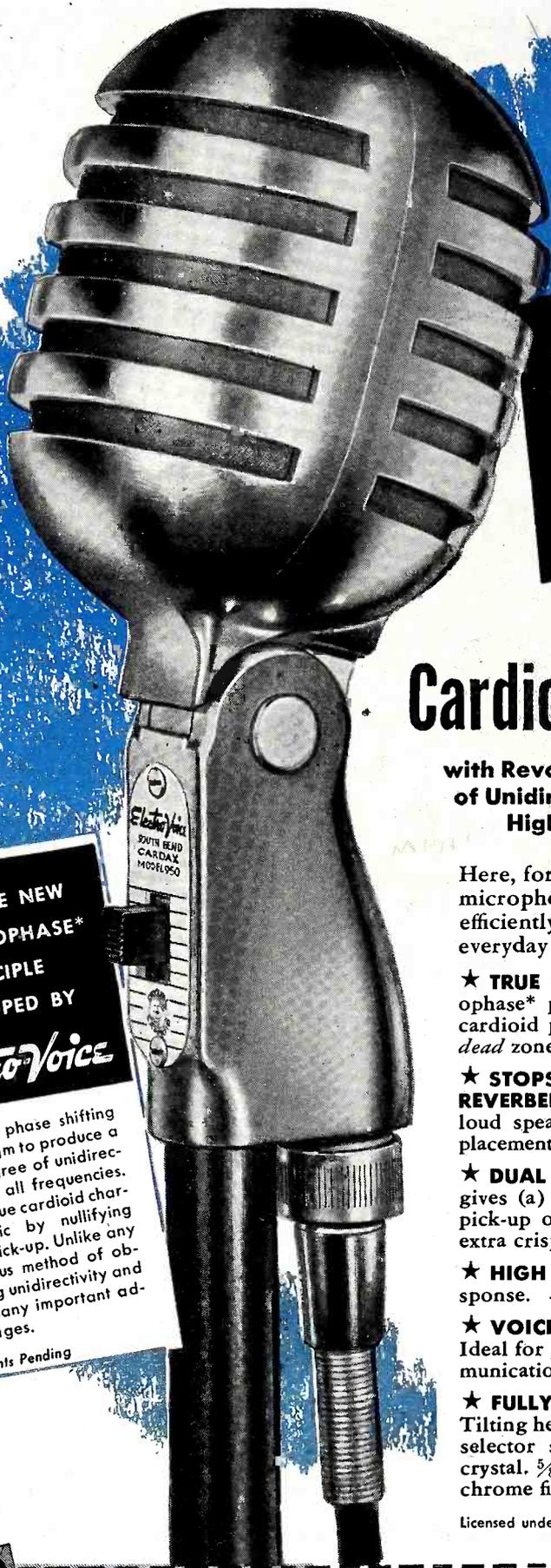
READ "THE CAPACITOR" ...

... for answers to everyday service problems and helpful hints from the experts. It's free; write: Cornell-Dubilier Electric Corporation, South Plainfield, New Jersey.



MICA • DYKANOL

PAPER • ELECTROLYTICS



Electro-Voice
ANNOUNCES THE
CARDAX

A NEW
Cardioid Crystal Microphone

with Revolutionary New **MECHANOPHASE*** Principle of Unidirectivity . . . Dual Frequency Response . . . High Output . . . and other big features!

Here, for the first time, you get *all* these features in *one* microphone! With amazing flexibility, new **CARDAX** efficiently serves many applications . . . easily solves everyday problems of sound pick-up and reproduction!

★ **TRUE CARDIOID POLAR PATTERN** New E-V Mechanophase* principle gives wide-angle front pick-up in true cardioid pattern over wide frequency range. Sound at rear dead zone cancels out and is not reproduced.

★ **STOPS FEEDBACK—CUTS BACKGROUND NOISE AND REVERBERATION PICK-UP** Permits nearly double usable loud speaker volume. Simplifies microphone and speaker placement. Assures finer reproduction of just the sound wanted.

★ **DUAL FREQUENCY RESPONSE** Screw control on back gives (a) Wide range flat response for high fidelity sound pick-up or (b) Wide range with rising characteristic for extra crispness of speech or high frequency emphasis.

★ **HIGH OUTPUT LEVEL** —57 db for flat frequency response. —48 db for rising frequency response.

★ **VOICE AND MUSIC PICK-UP EXACTLY AS DESIRED** Ideal for public address, recording, remote broadcast, communications . . . indoors and outdoors.

★ **FULLY EQUIPPED FOR CONVENIENT OPERATION** Tilting head. Built-in "On-Off" switch. Dual frequency range selector switch. Cable connector. 20 ft. cable. Bimorph crystal. $\frac{5}{8}$ "-27 thread. New modern functional design. Satin chrome finish. **CARDAX Model 950, List Price \$37.00**

Licensed under Brush Patents. Electro-Voice Patents Pending.

EXCLUSIVE NEW
MECHANOPHASE*
PRINCIPLE
DEVELOPED BY

Electro-Voice

Utilizes a phase shifting diaphragm to produce a high degree of unidirectivity at all frequencies. Gives true cardioid characteristic by nullifying back pick-up. Unlike any previous method of obtaining unidirectivity and has many important advantages.

*Patents Pending



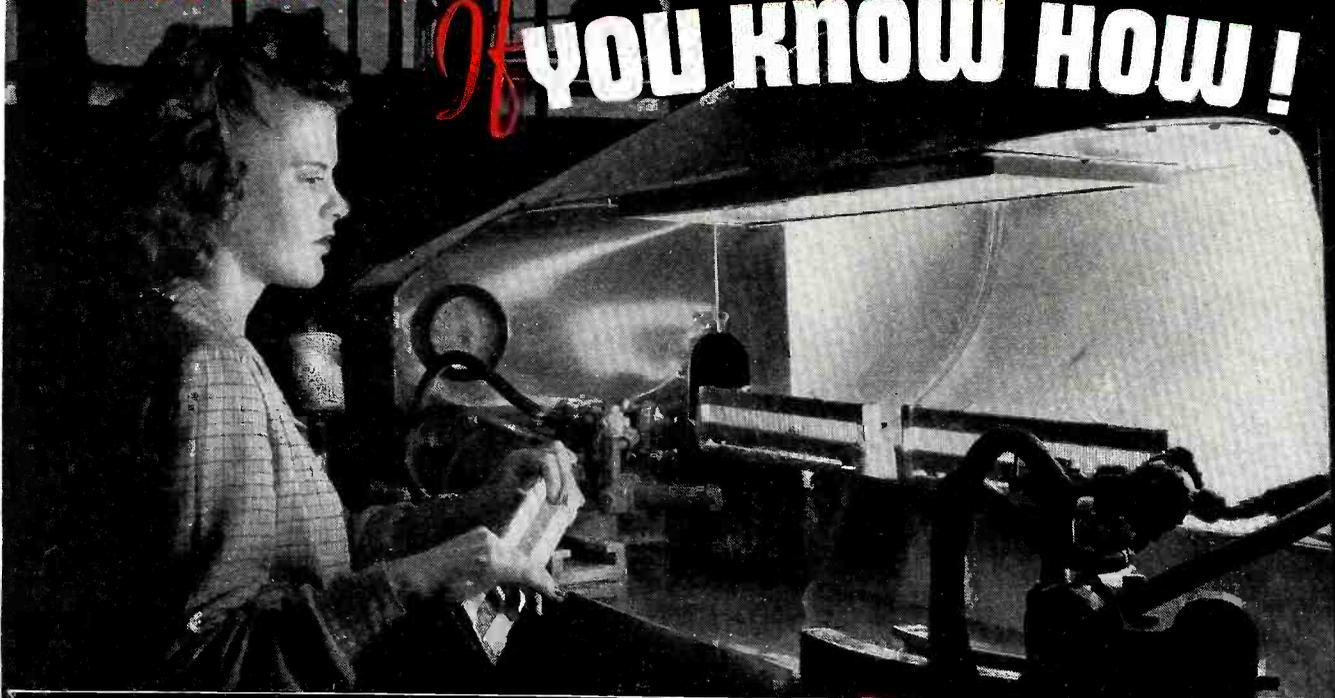
SEND FOR BULLETIN NOW
Get full facts about amazing new **CARDAX!** Describes **Mechanophase**. Shows how dual frequency response selector works. Includes diagrams and response curves.

No Finer
Choice Than

Electro-Voice
M I C R O P H O N E S

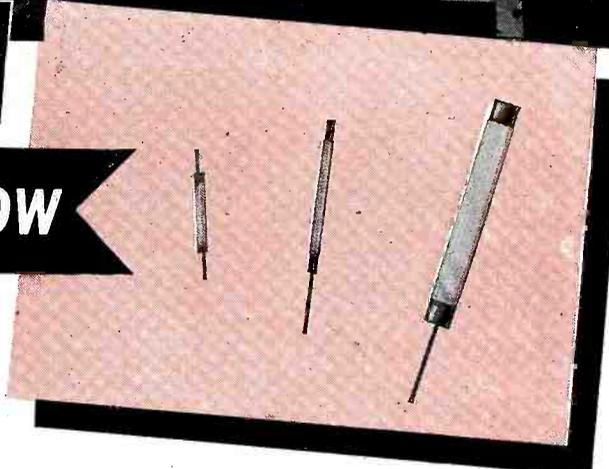
ELECTRO-VOICE, INC., 1239 South Bend Ave., South Bend 24, Indiana
Export Division: 13 East 40th St., New York 16, N. Y., U.S.A.—Cables: Arlab

MAKING TUBES IS EASY If YOU KNOW HOW!



HERE'S ANOTHER EXAMPLE OF

UNMATCHED HYTRON KNOW-HOW



A GAIN a painstaking, tough job is made easy. This Hytron electronically-controlled cathode-spray machine minimizes the element of human error always present with hand spraying. Evenly applied emissive coating of exactly the right weight and density is obtained hour after hour. Number and speed of coating passes, distance from spray guns to cathode sleeves, and intensity of the spray are precisely controlled.

An endless belt, with 8 racks each containing 40-100 bare cathode sleeves, travels before the two spray guns at 37-112 racks per minute. These guns are fired electronically only while racks appear before their nozzles. Each gun can be aimed through an arc of 0-45° to accommodate flat, oval, or round sleeves. Distance between gun and rack is finely adjustable. Number of passes is electronically controlled between 2 and 32.

An ingenious device automatically reverses—at each revolution of the endless belt—the side of a given rack exposed to the guns. A bank of infra-red lamps

dries each layer of coating immediately after its application.

Intensity and width of spray are regulated by pressure and nozzle adjustments. A continuously circulating system (instead of suction or gravity feed) maintains the coating fluid in the necessary state of suspension, and prevents clogging by coagulation.

Cathode coatings are held to such close tolerances that they must be measured by weight—on balances capable of reading .1 milligram. Yet this machine can apply accurately over 100,000 of such fine coatings daily. Another example of Hytron's mass production with precision—the Hytron know-how which gives you better tubes.

OLDEST MANUFACTURER SPECIALIZING IN RADIO RECEIVING TUBES



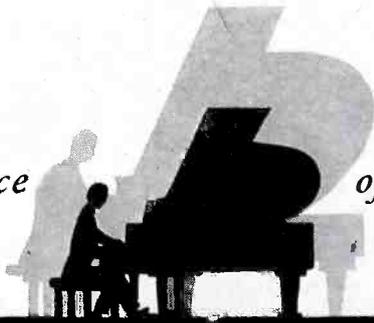
HYTRON

RADIO AND ELECTRONICS CORP.



MAIN OFFICE: SALEM, MASSACHUSETTS

Coming...première performance of the new Freed-Eisemann



Freed-Eisemann

We take pride in the exclusive production of the finer type of radio-phonograph with FM. This expert specialization, and a traditional leadership in quality radio, have earned recognition for the Freed-Eisemann as *one of the world's great radio-phonographs* — famous for extraordinary performance, magnificent musical tone and authoritative cabinet design.

Distribution of the new Freed-Eisemann line will be on a selective basis, to quality stores noted for their prestige and finer clientele. Your inquiry is invited concerning the direct-to-dealer Freed-Eisemann franchise. Freed Radio Corporation, 200 Hudson Street, New York 13, N. Y.



Freed-Eisemann

ONE OF THE WORLD'S GREAT RADIO-PHONOGRAPHS

A powerful display...



RAYTHEON
Bonded
ELECTRONIC
TECHNICIANS

THIS RADIO REPAIR SHOP IS BONDED, BY WESTERN NATIONAL INDEMNITY CO., TO:

- 1** Guarantee all radio repair work for 90 days.
- 2** Use only parts of recognized quality.
- 3** Charge not over established prices for parts.
- 4** Test customers' tubes as accurately as possible.
- 5** Keep labor charges at a reasonable level.
- 6** Perform only such work as is necessary.
- 7** Maintain the highest quality service.
- 8** Maintain proper equipment for good repair work.



...to KEEP CUSTOMERS COMING!



Excellence in Electronics
RADIO RECEIVING TUBE DIVISION
NEWTON, MASS. • NEW YORK • CHICAGO



Bringing radio repairing right out in the open for all your customers, this Raytheon Bonded Electronic Technician display tells them exactly how you operate in *their* interest. And that means *profitable* repeat business.

This is only one of many ways your prospects and patrons will learn to identify your shop with fair prices, quality work and guaranteed reliability. Find out how you can qualify to become a Bonded Electronic Technician. Bonded service means better customer relations. For full details, see your Raytheon distributor today.

ANOTHER REASON WHY IT PAYS TO QUALIFY AS A RAYTHEON BONDED ELECTRONIC TECHNICIAN

We Expected An Enthusiastic Acceptance

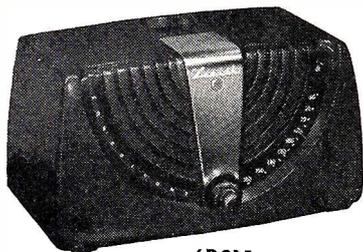
BUT NOTHING LIKE THIS!



12H094E



6R084



6D015



8G005Y



BRAND NEW, CLEAR THRU!

Line Scores Biggest Hit in Zenith's History

Never in the history of the radio business has a new line created such a sensation as the Zenith 30th Anniversary Line. This fact was proved beyond a shadow of doubt at the recent Chicago Furniture Mart.

Sales-conscious dealers, alert to the importance of radio-phonographs, hailed Zenith's *Sensational New Way To Play Records* as the most potent sales approach in radio merchandising. For these are no vague words without meaning—actually, the new way to play records is spectacularly demonstrable. With their own eyes and ears, prospects can see and hear the many definite advantages of Zenith's new Cobra Tone Arm and Silent-Speed Record Changer.

Imagine a tone arm you can drop on a record—that you can actually press down and scrape across the playing surface without damage to tone arm or record! Imagine a tone arm with such superlative record-reproducing qualities that more than 900 of them have been bought by A-M and F-M radio stations for use in broadcasting records. Imagine a record

changer that changes 10- and 12-inch records, intermixed, automatically in 3½ seconds.

And Zenith offers more than this new way to play records. Zenith has perfected, genuine Armstrong F-M, on both bands, with a patented device that makes outside antennas or di-poles unnecessary, even for table model F-M sets. All you do is plug in and play.

Zenith offers a complete line of new portables, finer and more efficient than Zenith's famed prewar portables. Zenith offers table models with the rich bass, clear treble tone made possible only by improved, super-powered Consoltone.

Here is everything you have asked for—new circuits, new features, new cabinets, new performance. Your enthusiastic endorsement is proof that Zenith—brand new, clear thru, is destined for leadership.

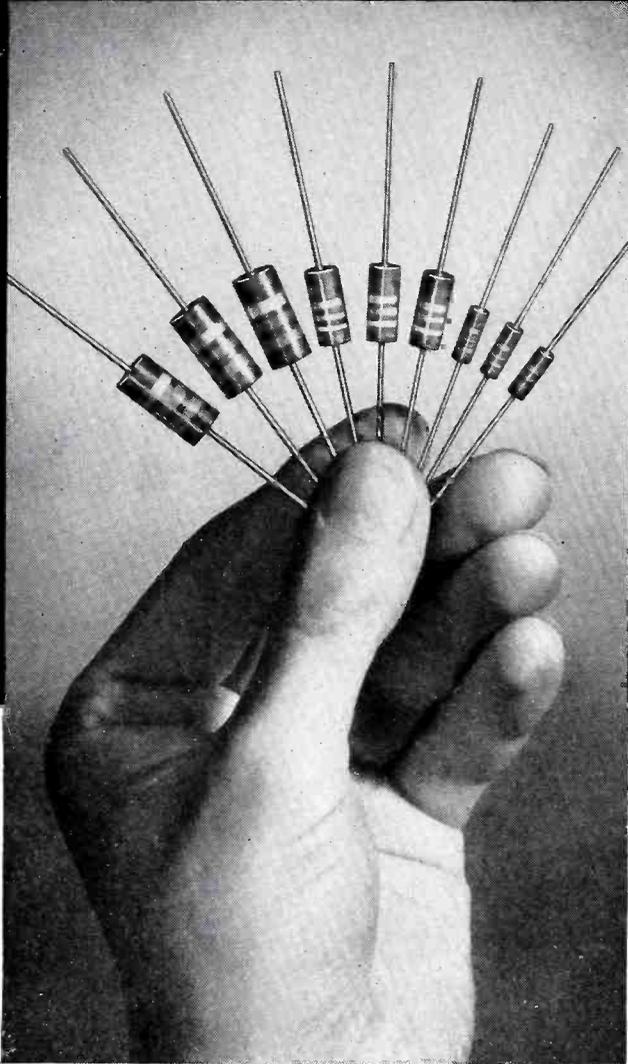
ZENITH RADIO CORPORATION
6001 W. DICKENS AVE. • CHICAGO, 39, ILLINOIS

DESIGNED FOR SALES



DESTINED FOR LEADERSHIP

NEW



OHMITE

Little Devil

INSULATED COMPOSITION RESISTORS

1/2 Watt • 1 Watt • 2 Watt • ±10% Tolerance

Meet Joint Army-Navy Specification JAN-R-11
**AVAILABLE FROM STOCK IN STANDARD
 RMA 10% TOLERANCE VALUES**

TYPE	SIZE		RESISTANCE RANGE	MAXIMUM VOLTS	LIST PRICE
	LENGTH	DIAM.			
1/2 Watt	3/8"	9/64"	10 Ohms to 22 Meg.	500	13c
1 Watt	9/16"	7/32"	10 Ohms to 22 Meg.	1000	17c
2 Watt	1 1/16"	5/16"	10 Ohms to 22 Meg.	3500	25c

NOW . . . OHMITE makes available to you three *Little Devils* of exceptional ruggedness and stability!

Millions of these tiny molded fixed composition resistors have been used in critical war equipment and in the nation's foremost laboratories. They meet Joint Army-Navy Specification JAN-R-11, including salt water immersion cycling and high humidity tests. They can be used at their full wattage ratings at 70°C (158°F) ambient temperature. They dissipate heat rapidly—have low noise level and low voltage coefficient.

Ratings for maximum continuous RMS voltage drop are high: 500 volts for the 1/2 watt unit—1000 volts for the 1 watt unit—3500 volts for the 2 watt unit. Units have high insulation breakdown voltage.

Little Devils are completely sealed and insulated by their molded plastic construction. Leads are soft copper wire, hardened immediately adjacent to resistor body—strongly anchored—and hot solder coated.

Light, compact, easy to install. All units color coded. Available from stock in Standard RMA values from 10 ohms to 22 megohms.

Resistance value and wattage are marked on every unit for quick identification.

Authorized Distributors Everywhere

OHMITE MANUFACTURING COMPANY

4873 FLOURNOY STREET, CHICAGO 44, U. S. A.



Send Now for
BULLETIN No. 127

Gives complete data and list of RMA values. Includes dimensional drawings and handy color code. Write for it today!

Be Right with
OHMITE

RHEOSTATS • RESISTORS • TAP SWITCHES • CHOKES • ATTENUATORS

On the march with

FADA

The RADIO of Tomorrow — today

1946 MODELS NOW IN PRODUCTION



FADA 6 tube models are equipped with the new FADA "Sensitive-Tone" assuring greater sensitivity and clearer reception.

MODEL 1001
In Beautiful Walnut Wood Cabinet with Noise Reducing R.F. Stage.
6 tubes with 8 tube performance. Features include Slide Rule Dial; FADA-SCOPE built-in LOOP ANTENNA; Automatic Volume Control; Beam Power Output System and New Wonder Speaker ALNICO V.

1000 SERIES
6 Tube A.C.-D.C. Superheterodynes . . . In Gemlike "FADA-LUCENT" Cabinets with the New Gemloid Illuminated Dial and Noise Reducing R.F. Stage.
8 tube performance with 6 full working tubes; FADA-SCOPE built-in loop ANTENNA; Beam Power Output System; Automatic Volume Control; New Wonder Speaker ALNICO V. Housed in beautiful "FADA-LUCENT" Cabinets in Five Gorgeous COLOR COMBINATIONS resembling precious stones.

652 SERIES
6 Tube A.C.-D.C. Superheterodynes with the R.F. Noise Reducing Stage with Slide Rule Dial in Gemlike "FADA-LUCENT" Cabinets.
6 tube radio with 8 tube performance. Features include the new Lock in type tubes; Beam Power Output System; New Wonder Speaker ALNICO V; Automatic Volume Control and FADA-SCOPE built-in LOOP ANTENNA. Housed in beautiful "FADA-LUCENT" Cabinets in Five Gorgeous COLOR COMBINATIONS resembling precious stones.

MODEL 1002
6 Tube Superheterodynes in Rich Walnut Wood Cabinet with R.F. Noise Reducing Stage.
6 tubes with 8 tube performance. Uses standard preferred type tubes; Beam Power Output System; FADA-SCOPE built-in LOOP ANTENNA; Automatic Volume Control; Illuminated Golden Glo Dial; New Wonder Speaker ALNICO V.

MODEL 605W
In Handsome Walnut Plastic Cabinet.
5 tube A.C.-D.C. Superheterodyne with 7 tube performance. Features include Horizontal type Slide-Rule Dial; FADA-SCOPE built-in LOOP ANTENNA; Automatic Volume Control; New Wonder Speaker ALNICO V; Beam Power Output System.

609 SERIES
A.C.-D.C. Superheterodynes
5 tubes with 7 tube performance. Uses standard preferred type tubes; Beam Power Output System; FADA-SCOPE built-in LOOP ANTENNA for noise-free reception. Just plug in and play! Automatic Volume Control; Illuminated "Golden Glo" Dial; New Wonder Speaker ALNICO V. Available in Walnut or Ivory Plastic Cabinets.

The name FADA has been synonymous with fine radio receivers since broadcasting began. Behind the name FADA lies 25 years of experience in building radios . . . PLUS 25 years of consistent advertising and sales promotion which have created unusual consumer acceptance.

The new FADA line is an achievement in tone quality and in beauty of design. FADA performance reaches peaks never before approached.

A part of the new 1946 line of FADA radio receivers is illustrated here.

YOU CAN ALWAYS DEPEND ON

FADA
Radio

Famous Since Broadcasting Began!

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



Centralab

The Quality

TONE SWITCH for ALL Replacements

The initials "CRL" in the diamond are your assurance of quality in Tone Switch replacements. New developments in production procedures insure precision, positive indexing, and low resistance. For best performance . . . always specify "Centralab"

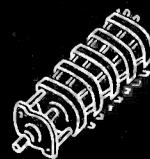
Centralab

Division of GLOBE-UNION INC., Milwaukee

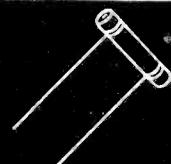
PRODUCERS OF



Variable Resistors
Bulletin 697



Selector Switches
Bulletin 722



Tubular Ceramic
Capacitors
Bulletins 630 and 586

WITH CIVILIAN SETS AGAIN IN PRODUCTION

GAROD RADIO

ADVERTISING IS APPEARING IN . . .



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

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

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

GAROD  **RADIO**

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

THE RIGHT COMBINATION

THORDARSON

TRANSFORMERS
TRU-FIDELITY AMPLIFIERS

MEISSNER

COMPONENTS • KITS
SERVICE EQUIPMENT

RADIART

VIBRATORS
RUST-PROOF AERIALS

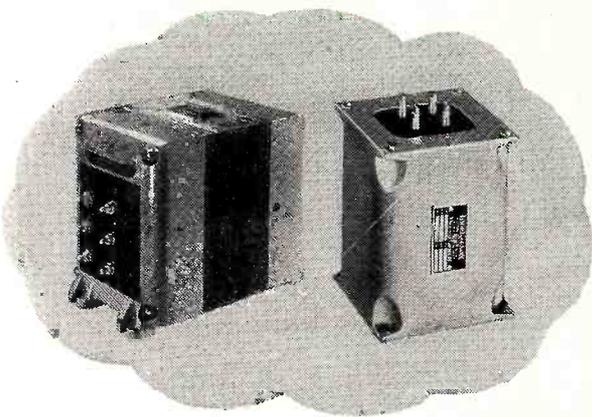
ONE
SALES
SOURCE

ONE
RESPONSIBILITY

BETTER
FASTER
MORE
COMPLETE
SERVICE

ELECTRONIC DISTRIBUTOR AND
INDUSTRIAL SALES DEPARTMENT

FOR PRECISION-BUILT ELECTRONIC PRODUCTS!



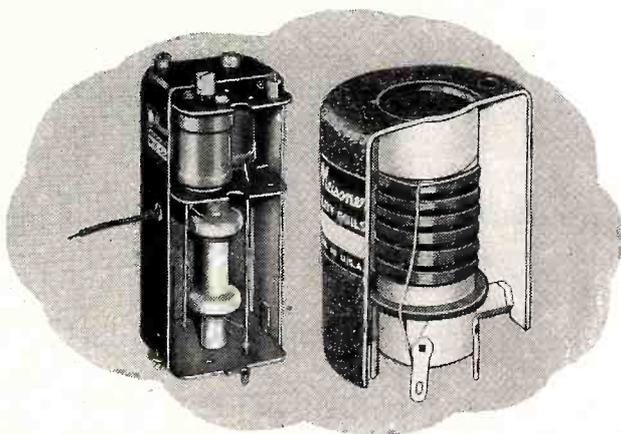
THORDARSON TRANSFORMERS

Over fifty years experience in the manufacture of quality-built transformers for all applications—replacement, communications, sound amplifier, industrial, experimental and amateur. Thordarson also originated Tru-Fidelity Amplifiers.



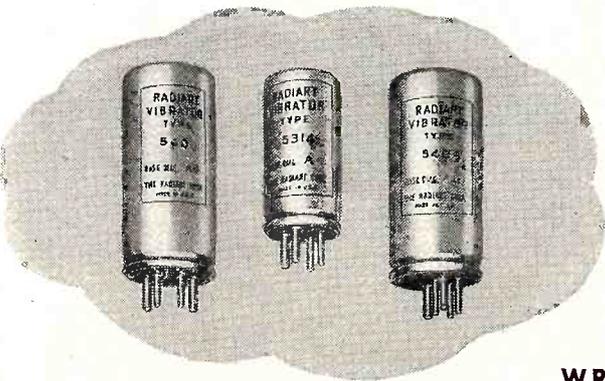
MEISSNER COMPONENTS

The Meissner reputation, gained and maintained by furnishing high quality components, including antenna, R.F. and oscillator coils; standard and Ferrocart transformers; windings, chokes and accessories. Meissner also makes the finest in service equipments.



RADIART VIBRATORS

Radiart Exact Duplicate Vibrators are individually engineered to meet the physical and electrical requirements of each application. This assures longer life, minimum R.F. interference, low hum level, etc. Radiart also makes rust-proof aerials to fit all cars.



WRITE FOR COMPLETE INFORMATION TODAY!

MAGUIRE INDUSTRIES, INC.

936 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

No wonder we're investing
plenty in your business . . .

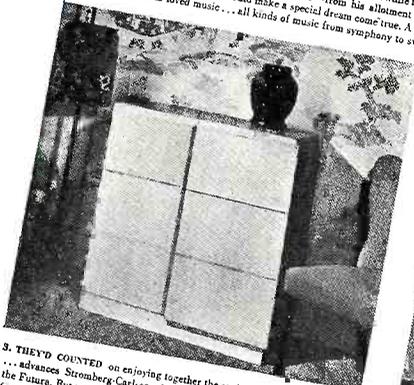


1. JOHNNY'S STILL MARVELING over Sally—the way she managed while he was away. How she held their home—even put a little aside—from his allotment checks and her own pay—money they hoped would make a special dream come true. A dream both shared because both loved music . . . all kinds of music from symphony to swing. SO . . .

ARE THEIR DREAMS
 TOO BIG FOR AN EX-PRIVATE . . . ?



2. THEY'D LOOKED FORWARD to the day they could own a radio-phonograph. Not an ordinary one, but one rich in tone, beauty and tradition like the Stromberg-Carlson Hepplewhite which is such a revelation to people who want the finest in complete FM and Standard Broadcast reception and record reproduction.



3. THEY'D COUNTED on enjoying together the exciting new advances in radio . . . advances Stromberg-Carlson alone builds into glorious instruments like the Future. But were these dreams too big for their bank account? What they found made their hearts leap up . . . actually made their dreams come true!



4. NOW SALLY AND JOHNNY have their own handsome Stromberg-Carlson radio-phonograph, the lovely Federal . . . For new production techniques—and the skills of 52 years of experience—make it possible for Stromberg-Carlson to offer more people more for their money than ever before. Today the proud privilege of owning a Stromberg-Carlson can be yours at prices ranging from about \$27.50 to \$500. See your nearest Stromberg-Carlson Authorized Dealer. Consult your classified phone directory.

THE DYNAMIC—one of the remarkable new small Stromberg-Carlson radios with an astonishing degree of "big act" performance. Modern as tomorrow . . . and every such a Stromberg-Carlson!



For the main radio in your home . . . there is nothing finer than a

STROMBERG-CARLSON

After 52 years of successful merchandising, we think we know a good business prospect when we see one.

Prospects for our Authorized Dealers this year seem to us the brightest in all Stromberg-Carlson history. How can you miss with a line so brilliantly styled for sales, so captivating in appearance, so superb in performance?

That's why we're again backing our Authorized Dealers to the limit with a large advertising investment, both in national magazines and in newspapers from coast to coast. Here you see the first ad in the new national magazine campaign.

Production problems are with us—but sets are being shipped daily. Sights are set high. Our money's on you—our dealers—to win!

STROMBERG-CARLSON

ROCHESTER 3, NEW YORK

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

RADIO & Television RETAILING

Including Radio and Television Today

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

These Things May Change — to Affect Your Business

● The radio-appliance retailer who is on his toes is studying his business operations more carefully today than he has ever done before.

He is attempting to foresee what effect certain future changes from present conditions can have on this business of his.

Such searching scrutiny on the part of the dealer is to be expected. In the midst of present unsettled conditions and fresh "headaches," the dealer not only cries "this can't last forever," but is concerned with what things will be like when present emergencies are over.

OPA, scheduled to fold up the last of next June, is now controlling every transaction the dealer makes with his customers in sales and in service. OPA governs all selling and service prices.

OPA fixes the dealer's profit margins. It controls some trade-in conditions and other phases associated with retail selling. The vast authority it exercises over manufacturers and wholesalers affects the retailer too.

Right now no one knows whether the present agitation to prolong OPA's life will be effective, but every dealer, wholesaler and manufacturer knows that if OPA goes out of business next June, many radical changes will take place. OPA probably represents the greatest influencing factor in this business field today, so while we're scanning other possible trends and factors, of which there are many, let's see what the exodus of OPA might do to change our business routines:

Retail list prices might rise or fall.

Profit margins might increase or diminish.

Trade-in competition could increase. Or, having done away with laws prohibiting dealers from *demanding* trade-ins from customers as part of deals, trade-ins might fall off if retailers insisted that customers trade in used equipment at rock-bottom allowances.

If, as OPA officials assert it will, inflation should crop up as a result of its demise, dealers, wholesalers and manufacturers might have to pay even higher wages than they are paying now.

Federal Reserve Board's Regulation "W", governing credit terms, is another law which if done away with would affect the retailer's business, and might thrust him once again into a war of chaotic "easy term" competition. (See Reg. "W" refresher article on page 72.)

Certainly the entire pattern of pricing and selling will change radically and rapidly when (and if) OPA bows out.

And certainly those of us who make or sell radios and appliances, and who expect to stay in the picture, must do all we can to foresee what conditions may come and get ready to meet them.

RADIO, Electrical Appliances,

SUBSTANTIAL DELIVERIES TO DEALERS are expected by industry leaders somewhat according to the following seasonal calendar: This spring—traffic appliances, table radios and vacuum cleaners; this summer—washing machines, electric ironers, refrigerators and electric ranges; this fall—console radios and phonograph combinations. These are over-all industry predictions which naturally will vary greatly from one company to another.

HERE'S WHY SETS ARE STILL SCARCE: Components hard to get, wooden cabinets ditto, and production line equipment and skilled help to set it up both difficult to obtain. In addition, the unsettled labor situation keeps makers awake nights. Having settled most disputes over more money for workers, radio industry faces a constantly shifting labor situation which drains many markets of skilled help.

SHORT-WAVE SET BOOM ON WAY? With the great new interest in world affairs, many industry leaders look for a huge demand for radio sets capable of receiving foreign reception. They look for this boom to occur soon after the first hunger for "any kind of radio" has been satisfied. Claim many listeners dislike edited re-broadcasts. On the other hand some makers foresee possibility of some international set-up whereby world broadcasts may be poured into a "funnel" to be distributed to all nations in their respective languages.

"I'LL WAIT FOR BETTER MODELS" is a customer statement which shouldn't faze any retailer. There are numbers of forceful arguments against any such stated public beliefs. For example: Famous-brand makers' schedules for 1946 are for the most part complete now . . . with the exception of a few pieces of junk produced by "unknowns", quality of radios and appliances is tops . . . and prices are low but may rise if price-fixing is ended this year. In this market, the buyer should supplant the old saying "caveat emptor" (let the buyer beware) in his mind with the dealer's advice to "buy the best now. There'll be no other chance to choose in '46, and you may well save money."

WOUND UP IN A COCOON of during-the-war indifference, insolence and ingratitude toward the public it had previously bowed and scraped to, the commercial laundry is commencing an attempt to emerge in the role of a glittering butterfly bent on gathering honey from its erstwhile victims. Commercial laundries, a national joke during war-times, again making bids for business. Contrast their disservices with the enviable record of washer makers and dealers during the same period. Dealer maintenance kept home washers going strong. Makers supplied parts for machines whose amazing "stamina" has "sold" users a hundred per cent.

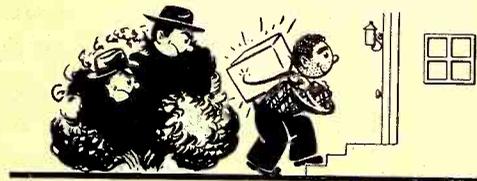
TABLE MODEL RADIO-PHONO combinations will probably sell far ahead of console "combinations" in 1946 the way things look now. Certainly they'll be ahead in sales of units; quite likely ahead in cash volume too. This is because of greater difficulty in getting cabinets, parts, etc. for the consoles.

CHICAGO PARTS SHOW, MAY 13-16. Manufacturers readying exhibits for the Radio Parts and Electronic Equipment Show, Hotel Stevens. Enterprise under sponsorship of Assn. of Electronic Parts and Equipment Mfrs., Parts Division of RMA, Sales Managers Club (Eastern division) and National Electronic Distributors Assn.

SELLING TELESETS IN NEW YORK area now. Andrea Radio Corp., N. Y., advises that it is currently merchandising three television set models, ranging in price up to \$699.50. Changes, later required, to adjust to new bands, restricted the sale to New York territory.

ONE GOOD THING ABOUT SCARCITY of radios and appliances is that manufacturers, distributors and dealers won't have to worry about the problem of handling new models which always used to out-mode certain numbers. It's a safe bet that no first-line maker, who has announced his full schedule for this year, will bring out any designed-to-supersede items during 1946.

ANOTHER HEADACHE FOR THE DEALER is resulting from OPA price changes on some lines. Dealers who take orders now for future delivery should check old prices carefully before making commitments to customers. Also, they should advise those patrons already signed up of any and all changes.



ELECTRIC REFRIGERATOR MAKERS gauging the market, include as their just prey owners of non-mechanical boxes. Manufacturers of "ice" ice-boxes are, naturally, gunning for this business too. Once again the ice-man will be important to the salesman selling refrigerators. Electric box salesmen used to follow ice-men along their routes to "spot" prospects, and ice companies selling non-electric units, frequently paid ice deliverers commissions for furnishing "leads."

MASS SELLER BECOMES ONE-SET MINDED! For our say-it-can't-be-true department, we contribute this: A nationally-known radio-chain store executive attended a meeting held by the jobber for an eastern manufacturer. A few sets were to be given away as door prizes. Said the before-mentioned mass merchandiser, "I hope I win one." "Don't tell me you need a radio in your home," scoffed a friend. "Oh, no," replied the chain-store executive. "If I win it, I'll put it in stock!"

NEW HOUSING and other construction will be limited during 1946 mainly by a spotty and uncertain materials situation. And if 1946 revival is to be followed by a sound construction boom, the industry must face squarely the problem of reducing costs.

Records, and Television, **TODAY**

WIDE PRICE INCREASES NOT EXPECTED for either radios or electrical appliances in spite of recent widespread wage increases. OPA will not allow substantial increases while it continues in existence, which most observers agree will be at least through 1946. Intense competition in the industry also argues against price rises. Instead, manufacturers are expected to invent still more last-word methods to increase efficiency, and with the prospect of large volume and lower taxes, they should make a reasonably good profit.

A NEW WASHING PRINCIPLE, "THE BOUNCING BASKET," is claimed by Apex for its automatic washer. The machine features a metal basket, which bounces vigorously, but does not revolve. Clothes are tumbled and revolved by baffles, and constantly present new surfaces to the water which spurts up from the bottom of the basket.

INDUSTRY HOPES TO PRODUCE fifteen million electric and hand-wound alarm clocks in 1946. Wall and kitchen clocks, manufacture of which ceased June 1942, are in great demand and makers are shooting at high production figures for them too. Low price of electric time-keepers insures huge resale possibilities since most users are unwilling to spend money fixing up old ones.



RADIO WITH FM AND TELE will carry this industry to great new heights in the near future. Our "key-dealer" subscribers, many of whom knew radio as their first love, and who recently have become known as the top dealers in electrical appliances, will experience greatly expanded businesses both with the new things in radio and with appliances. Neither of these great selling items will ever become sidelines with RTR's retailer readers—acknowledged to be the outlets most desired by first-line manufacturers.

FLUORESCENT LAMP SETS RECORD for popularity. Despite the fact that the lamp is less than 10 years old, it made merchandising history with its almost immediate public acceptance. Forty million fluorescents were made in 1945.

CBS COLOR TELEVISION on 490 mc tremendously impressed NY video fans Feb. 1-9. New antenna (20-to-one gain) now broadcasting horizon-wide. Good as black-white tele now is, observers unanimous that color when available will put great added impetus into video sales.

THE WACKY MATERIALS AND HELP situation has resulted, so help us, in an over-supply of a few—yes, very few—electrical appliance items. This seems inconceivable in a market where almost all other radio or appliance numbers are scarce as hen's teeth.

PHANTOM DIALS are featured in at least two new radio lines. One Bendix model appears to be a drop-leaf end-table until turn of drawer-knob switch causes lighted dial to appear through grain of the wood. New Zenith three-way portable has a shutter which moves back and exposes dial scale.

ESTIMATED AVERAGE ANNUAL DEMAND over next five-year period for radios will be 5,000,000 sets; for electric refrigerators, 3,000,000 units; for washing machines, 2,500,000; vacuum cleaners, 2,000,000; electric ranges, 800,000, according to B. W. Clark, VP in charge of sales for Westinghouse. "If we add flat irons, roasters, toasters, coffee makers, room heaters, sun and heat lamps, lighting lamps and fixtures," stated Mr. Clark, "here is an annual market of more than \$2,000,000,000 a year in utilization devices alone."

PUBLIC LISTENS TO these soap operas, tops in Hooper ratings, in order shown:

- "When A Girl Marries"
- "Portia Faces Life"
- "Ma Perkins"
- "Breakfast in Hollywood"
- "Romance of Helen Trent"
- "Pepper Young's Family"
- "Young Widder Brown"
- "Our Gal Sunday"
- "Stella Dallas"
- "Big Sister"

"COMPETITIVE CAT-AND-DOG FIGHT" in appliance field "that will hit the industry right in the eye" is what W. J. Cashman, Landers, Frary & Clark publicity and promotion head sees ahead. He says that "while the demand may rise 30% over the 1940-41 average in the first year of postwar production, competition will increase at a faster pace."

NEW LINE OF AIR CONDITIONING equipment for home and office is being planned by Refrigeration Corp. of America. This is part of an expansion program which includes increased production of home and farm freezers. The move is made possible through the additional working capital provided when Refrigeration Corp. was purchased by Noma Electric Corp. of N. Y. C.

MUSICRAFT BUYS GUILD LABEL—which operation, in addition to increasing its number of recording artists, will up production with the addition of the former Guild plant at Norwalk, Conn. Musicraft was recently acquired by Jefferson-Travis Corp.

In This Issue—**THREE MAGAZINES IN ONE**, covering **RADIO; ELECTRICAL APPLIANCES; SERVICE**
Latest Radio Merchandise, pages 34 to 39 New Things for Service and Sound, pages 104, 108
Newest Electrical Appliances, pages 58 to 73
Listing of Radio Manufacturers, page 50 Listing of Electrical Appliance Makers, page 74



**Ensemble Selling
by the Power of Suggestion
Is the Royal Road to Greater
Volume and Profits**

● "Sell More in Your Store!"—(more to each customer).

That's the slogan to adopt—and to adapt to your own business. A theme for increasing volume for radio-appliance retailers now on the verge of receiving plentiful supplies of merchandise.

Here's the how-to-do-it blueprint:

THE TIME: Now! Make your plans.

THE PLACE: Your store.

CAST OF CHARACTERS: Your sales staff—your customers.

THE MOTIVE—To make more money.

Preceding issues of this publication have carried articles on selling

the customer "up". In particular, an article dealing with selling the customer "more" via a "related merchandise" sales plan, appeared in our November, 1945, number. Since the selling "up" angle was treated at length in that issue it will not be necessary to do more than reiterate the advice—"sell the customer 'up'"—as a Number One fundamental piece of merchandising. So let's look at it this way:

1. Always sell the customer the better models.

2. Always try to sell something else, "related" to the original purchase.

Related Sales Easy

Selling *more* to each customer isn't difficult. Result averages are high in every store where genuine effort is expended. A look-back at our past selling experiences will convince us that selling more to each customer is a workable, profitable and desirable technique. It will be used more and more in the future because the desire on the part of the home-owner for freedom from work and boredom is growing—growing with a new



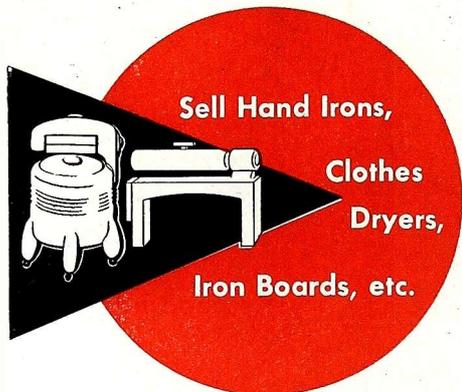
awareness to the advantages of modern home improvement equipment.

To work this selling-more plan you don't have to use hypnotism, but you do have to invoke your *powers of suggestion* and use a little down-to-earth psychology.

You and your salesmen should think of a "related" item to present to the customer during or immediately after the sale of a certain radio or appliance. The reason for this is that the customer buying something for the kitchen is thinking about the kitchen and about food preparation, etc. The radio purchaser is thinking about entertainment, enlightenment and the



MORE to Each Customer



appearance of his home. The laundry equipment buyer is thinking of cleanliness, freedom from work, and economy. The customer who buys a sparkling chromium table appliance is thinking in terms of what the article will do not only in the preparation of food but in enhancing the appearance of the dining room.

Multiple Selling

Every dealer who participated actively in any of the incandescent lamp makers' campaigns to sell more bulbs to each person realizes that such sales efforts were well repaid. The dealer who sells bulbs knows, for example, that most of the calls for a *single* item come from those buying such a bulb for a kitchen fixture. This is because the life of the bulb in such fixture is cut down due to concentration of heat within the fixture globe.

The dealer knows—and has been told many times by the manufacturer—that the buyers who asks for one bulb can nearly always be sold *more* than one if a little extra effort is used.

The same technique can be employed in selling *anything* else in



the store. *Let's look at the record.*

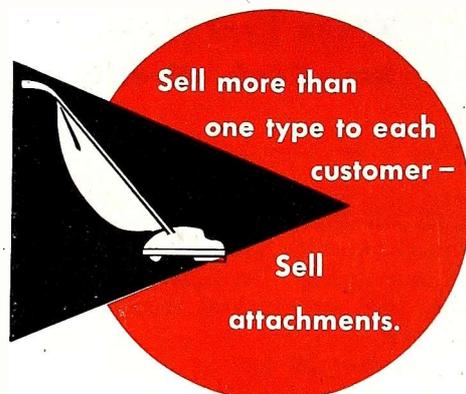
Wandering out of our field we can see examples of selling more to each customer through *suggestive* solicitation by the clerk in presenting "related" merchandise at the right time.

Buying Moods

"Need any razor blades?" sounds rather trite on the face of it, but a large percentage of men who come into drug stores to buy one specific item take home razor blades or some other item suggested by the clerk.

The woman shopper who buys, for instance, a certain cosmetic product, often buys some "special" which the clerk is required by his employers to stress. Just before the war the cigarette buyer exposed to the "want two for a quarter?" technique often accepted the offer.

Those asking for cigarettes and



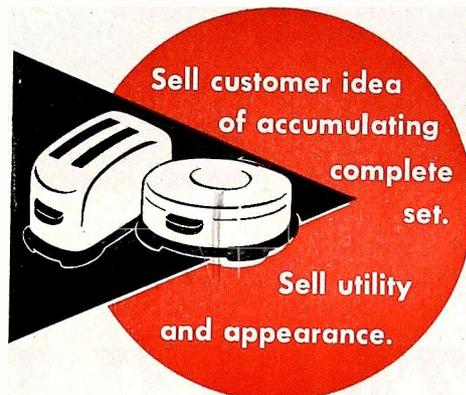
cosmetics are *thinking* about them at the time the request is made. "Related" merchandise suggested at the right time by the clerk is more than half sold in many instances.

When a man tries on a new suit he is likely to be more conscious of the fact that he needs new shoes, a new hat or new gloves. A new dress purchased by a woman nearly always brings to mind the need for a new hat and other accessories to "go with it". The smart clerk capitalizes on his knowledge of buying moods of his customers. He knows just what "related" merchandise to offer.

In our field we cannot prod the customer with "Need any razor blades?" techniques. It takes us a little longer and requires a little more of our time to attempt to sell

more to every customer we talk with. But we can and will be well repaid for efforts when they are intelligently made and expertly timed.

Following are some money-making suggestions for selling more to



each customer:

RADIO: When you sell one set to a customer, always suggest the purchase of extra ones for additional rooms. Extra sets for the children; for the rumpus room in the basement, for the kitchen, etc. When you sell a combination radio-phonograph make it a point to try to get the buyer to make a selection of records. How's the condition of the customer's auto radios? When you sell a receiver to a customer there is no better time to suggest a check-up of the antenna system, or that you be permitted to look over all the customer's sets.

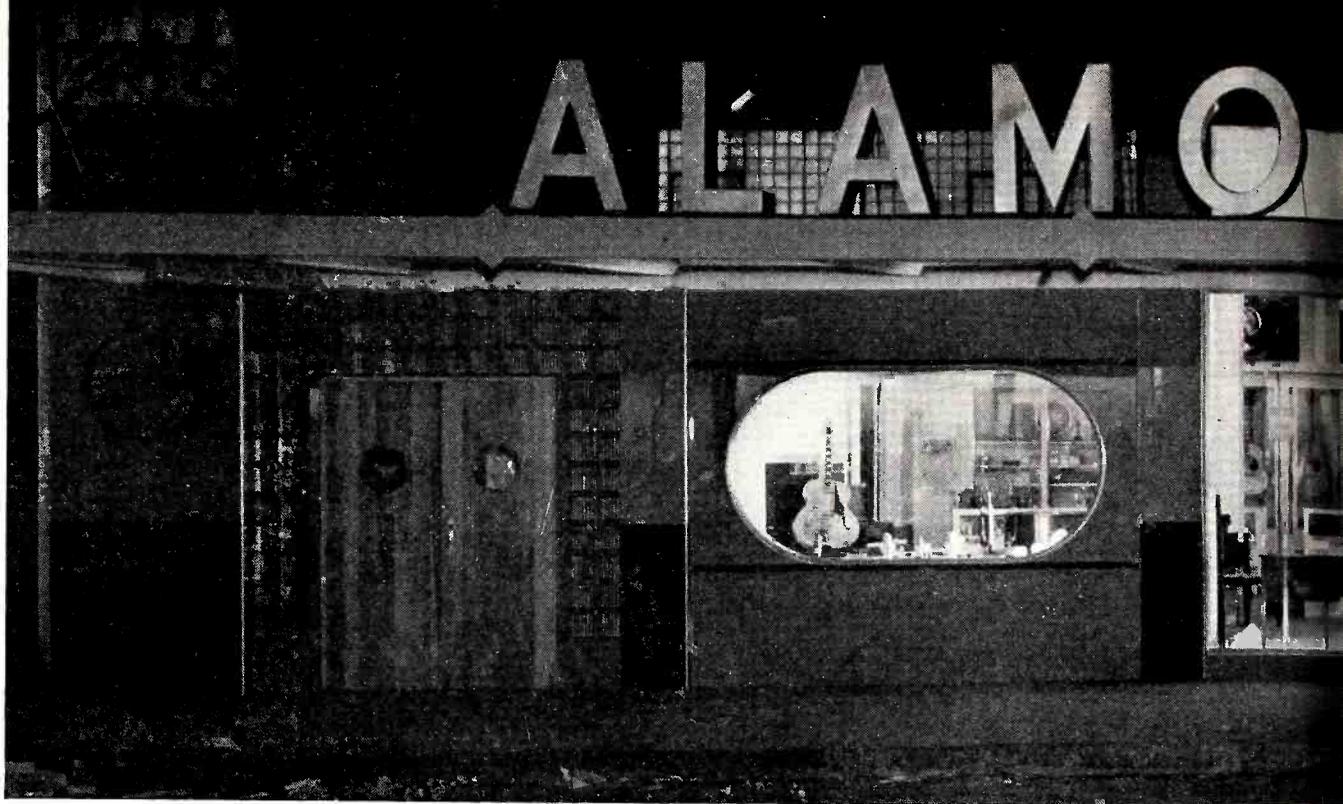
Products Akin

ELECTRICAL APPLIANCES: The customer is interested in **FOOD PREPARATION** and **FREEDOM FROM DRUDGERY** at the time he purchases any equipment for the kitchen. When you sell a refrigerator, a range or a dishwasher, try to interest the purchaser in a food freezer, a food mixer, a disposal unit, a roaster, kitchen cabinets, an exhaust fan, etc.

The sale of any table appliance, such as a coffee-maker, is the dealer's cue to show the customer toasters, sandwich grills, waffle irons, broilers, liquefiers, hot plates, corn poppers, etc. Such utility items also add to the appearance of the dining room or breakfast nook and

(Continued on page 114)

The attractive storefront gets a great deal of attention from passers-by. Center window makes an effective "outside" display. Firm believes that money spent on remodeling will prove sound investment.



They'll Remember Alamo!

Texan Uses Modern Store and Merchandising Ideas for Peak Profits; Displays Attract Customers

● A modern store is needed to sell modern merchandise. Acting on this belief, Alfredo Flores, proprietor of the Alamo Piano Co., one of the leading radio-music stores in San Antonio, Tex., has revamped and expanded his establishment.

With the same thoroughness that has marked most of his operations, Flores "reconverted," and at present has a profit-pulling store which is the "talk of the town."

The result of this modernizing is that the city now has one of the most attractive establishments devoted exclusively to the sale of receivers, records, and musical instruments to be found in the Southwest.

Selling Features

A number of improvements have been carried out which are designed to keep customers coming into this store. The following are among the chief selling features to be found here.

The storefront has had its "face lifted" in order to steer attention

in its direction. The exterior has been faced with glass in two-tone, the base being of a light tan color while the borders and trim are in ox-blood.

A window, 30 feet in length and reaching from the floor to the ceiling, provides a clear, unobstructed view of the interior. This attractive and spacious window permits effective display of new radios. The window display is one of the firm's "drawing cards," and helps to concentrate attention on the new models the store is currently receiving.

Realism highlights the store's window display. So effectively has this window been constructed that passers-by frequently overlook the glass and are tempted to touch the merchandise on display!

At each side of the large window is another "outside showcase" which is oval-shaped and has an overall length of 15 feet. The base of this window is raised three and one-half feet from the floor level and provides sales-getting settings for displays of table model sets, rec-

ords, sheet music, and small band instruments.

The firm's name is strikingly imposed in large block letters on the storefront. "Once pedestrians see our store from the outside, they remember it," Dealer Flores stated. "We've put a great deal of effort into giving the exterior of the establishment plenty of customer appeal. Interest by the public in our store is proving that the expenditure for overhauling the storefront was justified."

Stimulates Sales

Immediately adjacent to the large window, and within the store itself, an area has been blocked off and furnished very much like a living room in a private home. This elaborate arrangement makes for better sales presentations of Baldwin and Lester pianos and Estey organs which this firm handles.

"It makes little difference whether radio, music, or electrical merchandise is being sold, a homelike atmosphere is still important," Flores de-

BRIANCO CO



clared. "One way to sell more goods, and this is especially true on high priced goods, is to display items the way they will actually look in the customer's house."

A "sales closing room" has been established near the showroom floor where prospective purchasers are given private demonstrations. Selling merchandise in a separate room away from the main floor traffic helps the salesman develop his sales

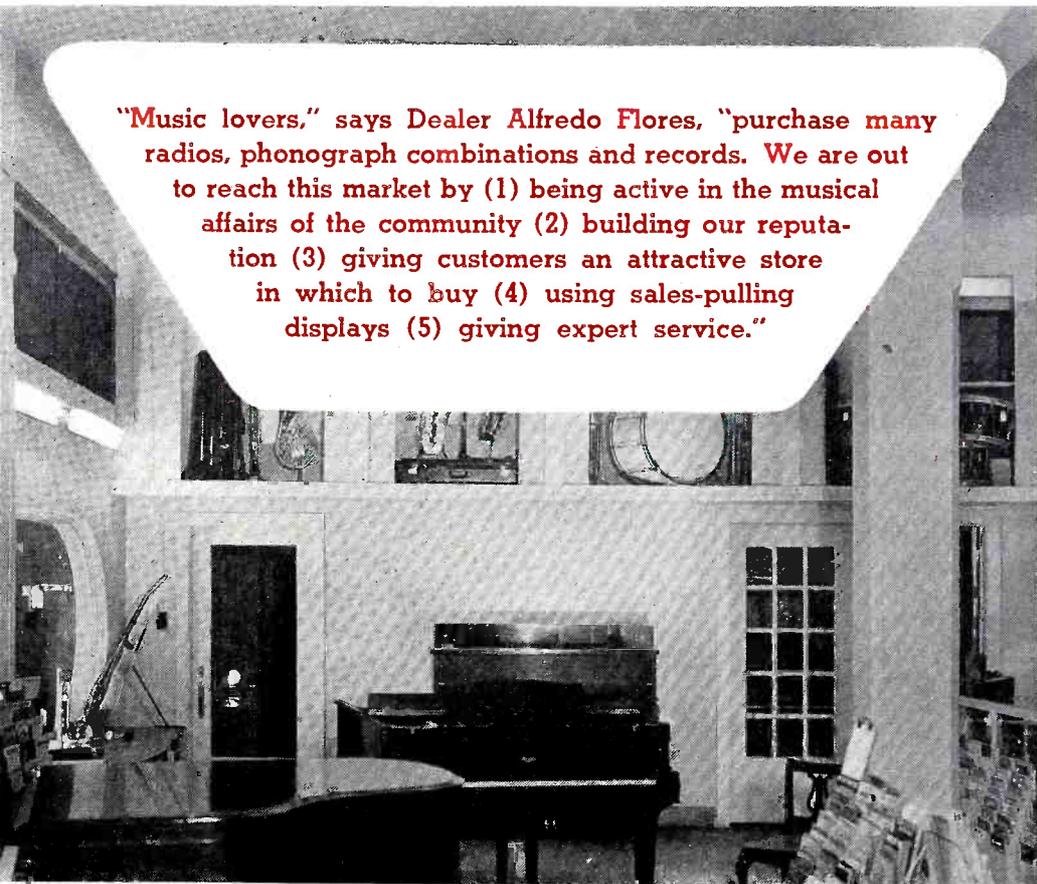
talk more effectively. Moreover, outside distractions and interruptions are avoided which might prevent the customer from saying, "I'll take this radio-phonograph set."

Profitable Combination

A combination of smart merchandising and good lighting has been used to increase the sales appeal of radios, band instruments, etc.

This display looks inviting from inside the store or without. A large music line is carried.

"Music lovers," says Dealer Alfredo Flores, "purchase many radios, phonograph combinations and records. We are out to reach this market by (1) being active in the musical affairs of the community (2) building our reputation (3) giving customers an attractive store in which to buy (4) using sales-pulling displays (5) giving expert service."



To show off goods at their best, fourteen shadow boxes have been constructed on a ledge along one side and one end of the sales floor to highlight individual items. Concealed lighting gives the store a warm atmosphere as well as accenting the features of these displays in a very effective manner.

Flores will place more emphasis on his record department in the future than he has in the past. With this in mind, three disc listening booths have been provided where music lovers play their favorite releases.

The importance of record booths in selling discs (and perhaps radio phonograph combinations) is made clear by this store. Since the listening stations were established, sales of records have increased over 100 per cent.

Buyers Like Set-Up

Sheet music contributes to the volume. To sell more sheet music, a piano has been placed near this department where buyers may play their selections.

In the basement of the store, six glassed-in studios have been built where teachers give music instruction, or where pupils practice their exercises. These studios have done much to establish the company solidly in the minds of the teachers and pupils and make them live-wire boosters of the firm.

Two glass-enclosed bulletin boards have been provided, one on the inside of the column at the corner entrance, and the other on the side of the building. The former is

(Continued on page 114)

Jack's headquarters (right) will continue to be his original radio and music shop.

**Radio - Record Dealer
Opens Branch Store to
Cash in on Camera and
Appliance Market**



Plan\$ Increased \$ Intake

• Radio retailers face a great future, believes Jack Wintman, proprietor of Jack's Radio & Music Shop, 367 Broadway, Chelsea, Mass., who has taken steps to insure his own profitable operation.

Confident of a steady flow of business in receivers and electrical appliances, this New England dealer has expanded his organization by moving his radio-appliance department to a separate store. Wintman's new establishment is located two doors away from his successful record and music store.

"Despite the fact that the record establishment has enjoyed a steady growth of volume in radio sales and service in a less desirable location," Wintman stated, "we are aiming to get a still larger slice of the set-appliance market."

Originally the firm's owner had intended to lease a store immediately adjacent, or a large one on on Chelsea's main street. Unable to do so, however, the radio and electrical appliance department was moved to its new location and linked by "wire".

Time and Money Saved

To operate both stores as one, the establishments are connected by a Philco intercommunication system. This arrangement makes it convenient for the proprietor to operate both stores as one unit.

"A great deal of shoe leather and time are saved by using this method," Wintman explained. "Furthermore, it enables me to keep close tabs on the goings-on at each store. The intercommunication sys-

tem makes it possible to operate efficiently."

The choice of a location for the new establishment was dictated, in part, by a peculiarity of the Chelsea shopping district. This area consists of two squares connected by a main street. Several bus and street-car lines terminate in each of the squares, but the choice locations are on Broadway. The large stream of pedestrian traffic from both squares passing through the street makes this location desirable.

Profit-making sales policies have already been drawn up by Wintman. As far as possible, the store will side-step home demonstrations. Demonstrating a set or electrical appliance in the customer's home causes wear and tear to the equip-



Jack Wintman in his main store (above) suggests to a customer new phonograph records from a list of best-sellers, near a display of radios and combinations. Expansion has been arranged by an entirely separate branch (below) for appliances and cameras.

ment, costs money, takes time, and often does not result in a sale, this proprietor feels.

"We'll avoid home demonstrations as much as we can, as we believe that more profit can be made by

explaining the features of a new receiver or refrigerator in the store," Wintman declared. "We intend to concentrate on in-store selling."

Newspaper and direct mail advertising will be used by the firm to uncover new sales prospects. However, Wintman believes that among the real keys to success are location and excellent service.

A full line of radios and electrical appliances will be handled here, including such well-known names as Admiral, Bendix, Crosley, RCA, Speed Queen, Blackstone, etc. An amateur photo and movie department is also in the new store.

Big Record Volume

The establishment has done a large volume of business in records at the neat Radio & Music Shop. With radio-phonograph combinations back on the market, Wintman expects to break all previous records in the sale of discs.

Three sales persons are employed to sell records at the well-stocked store. A record listening booth, in addition to the counter record player, is available for the convenience of customers.

According to the proprietor of the firm, the store will have little difficulty selling in the present sellers' market. But, to prepare for the coming buyers' market, and to make steady buyers of its customers, the establishment will stress the first-rate service available here.

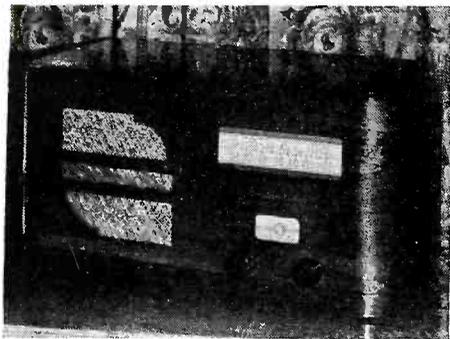
"We will put our maintenance section to work 'selling' more radios and electrical appliances," Wintman asserted.



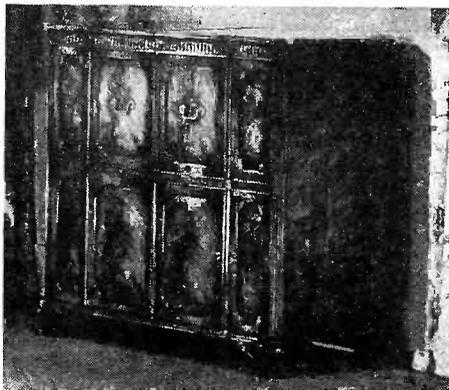
New Sets to Shine in

Stromberg-Carlson RADIO & COMBO

"The Companion" is a table model standard broadcast radio; operates independently on battery. Space provided for battery inside cabinet, which is styled in rich walnut. Features permanent magnet dynamic speaker, automatic volume control, easy-to-read phosphorescent dial. Connection for outside antenna.



"The Georgian" model radio-phonograph combination comes in a cabinet of rich Georgian design in African swirl mahogany. Receives on standard broadcast, short wave, and 2 FM bands. 12 push-button control. Automatic range shift and volume shift. Plays 10" or 12"



records intermixed; automatic stop. Record changer has featherweight crystal type pick-up. Connection for wire recording. 37" high, 38 1/4" wide, 18 1/4" deep. Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & Television RETAILING

Trav-Ler RADIO & PHONO

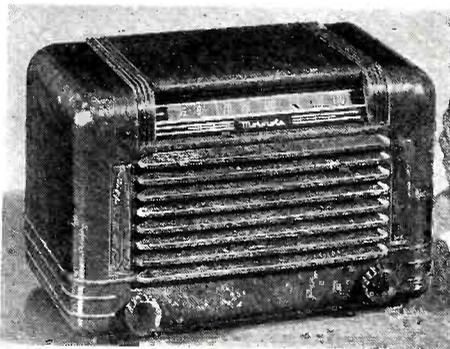
Model 5000 is a 5-tube ac-dc table model in a plastic cabinet. Uses two

dual-purpose tubes; large 5" P.M. dynamic speaker. Automatic volume control, built-in loop antenna. OPA price is \$19.25.

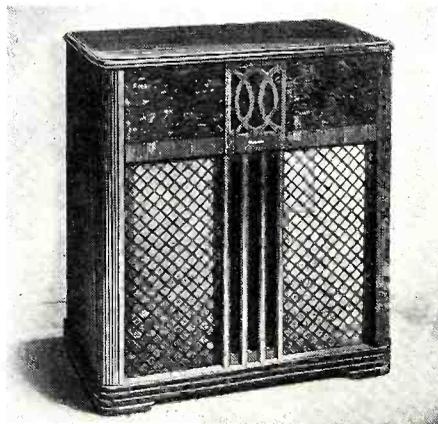
Model 7001 is a portable electric phonograph. 5" dynamic speaker incorporates Alnico 5 magnet. Lightweight crystal pick-up arm plays 10" or 12" records with lid closed. OPA price is \$28.35. Trav-Ler Karenola Radio & Television Corp., 571 W. Jackson, Chicago, Ill.—RADIO & Television RETAILING

Motorola RADIO & COMBO

Table model 65X11 comes in brown plastic cabinet. Operates on ac-dc. Features "Aero-Vane" loop. Measures 12 5/8" x 7 7/8" x 7 1/4" deep. OPA price \$26.



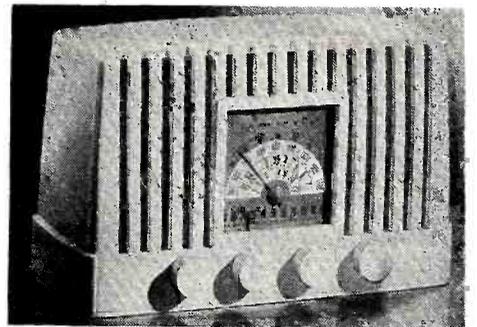
Radio-phono combination model 65F21 changes ten 10" or eight 12" records. Available in walnut veneer cabinet. Operates on ac; receives on two bands. Features "Aero-Vane" loop. Measures



28 1/2" wide, 33" high, 16 1/2" deep. Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill.—RADIO & Television RETAILING

Echophone RADIO

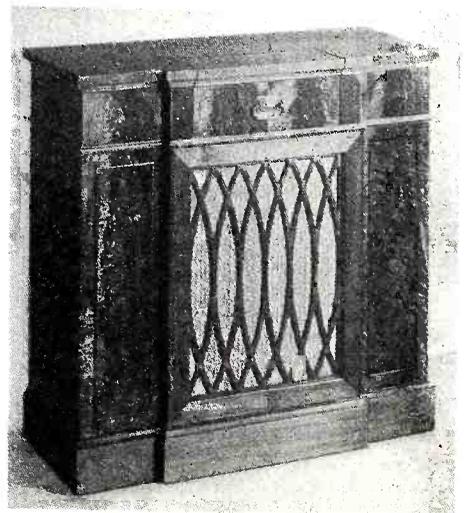
Model EC-102 is a 5-tube, 3-band, ac-dc table set. Comes in plastic cabinet which will be available in a lustrous ivory, as shown, or in a mottled walnut



or ebony. Features duplex dial arrangement for electrical band spread tuning. Echophone Division, Hallicrafters Co., 2611 Indiana Ave., Chicago 16, Ill.—RADIO & Television RETAILING

Philco COMBOS

Model 1214 comes in a cabinet of authentic Heppelwhite design. Cabinet is blend of quartered American walnut, crotch walnut, and walnut veneers. Set has 14 tubes, including rectifier. Advanced FM system. High fidelity tone control; 2 balanced dynamic speakers.

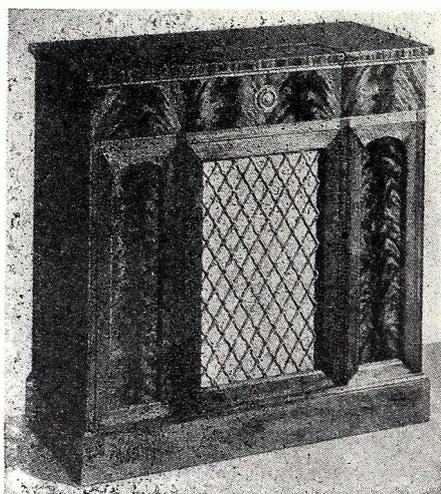


Deluxe record changer has featherweight tone arm with permanent jewel. Push-button tuning for FM and AM.

Model 1215A is a reproduction of the

Merchandising Spotlight

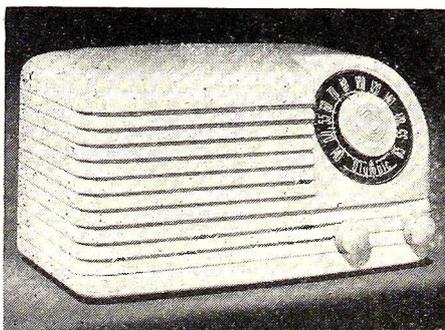
authentic English Regency pattern. Cabinet of fine veneer, solid and crotch mahogany woods with edge-veneered top. 14 tubes, including rectifier. Advanced FM system. High fidelity tone control. 2 balanced dynamic speakers. Deluxe



record changer features featherweight tone arm with permanent jewel. Push-button motor tuning for FM and AM. Philco Corp., Tioga & C Sts., Philadelphia, Pa.—RADIO & Television RETAILING

Olympic RADIOS

Model 6-501 is a 5-tube ac-dc superhet using two multi-purpose tubes. Automatic volume control and distortion-reducing audio circuit. Improved 5" dynamic speaker. Built-in "Hyper-Q" antenna.



tenna. "Clear-Vue" edge-lighted lucite dial with large 3-dimensional numerals inclined for easy vision. Plastic cabinet is available in ivory or walnut. 12" long, 6 1/2" high, 5 3/8" deep. Weighs about 7 pounds.

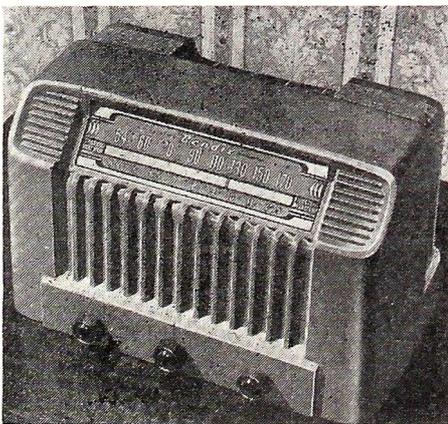
Model 6-506 uses dual-purpose tubes in 5-tube ac circuit. Permits use with phono record player; also use of set with converter unit for FM and television sound. Features "Tru-Base" for faithful tonal reproduction. Has built-in



"Hyper-Q" antenna. Contemporary Modern cabinet in rich walnut, fashioned of fine hardwood and choice veneers. 16 1/8" long, 9 1/8" high, 8" deep. Weighs about 19 1/2 pounds. Hamilton Radio Corp., 510 Ave. of the Americas, New York, N. Y.—RADIO & Television RETAILING

Bendix RADIOS

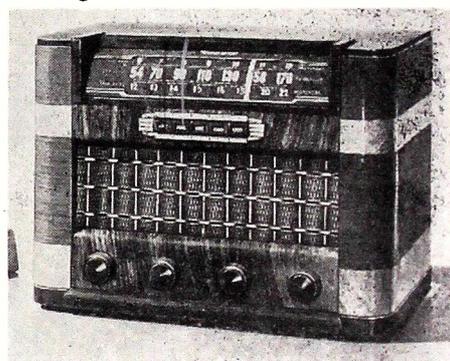
Table model 626-A has a one-piece monoformed plastic cabinet, built-in concealed handle, and dustproof, enclosed back. Receives on short wave and full standard broadcast bands. 8-



tube performance through 6-tube superhet circuit using two double-purpose tubes; ac-dc operation. Neutral gray finish. 12 3/4" wide, 8 5/16" high, 8 3/16" deep.

Model 716-A is a deluxe wood table

set in a Contemporary modern cabinet; new all-woven metal grille. Receives on two short wave and full standard broadcast bands. Operates on ac. 9-tube performance through 7-tube superhet circuit using two double-purpose tubes. Special radio - phonograph



changeover switch and special tone control with separate full tone settings for radio and for phonograph operation. In American striped walnut with inlaid mahogany shoulder band and base. 14 3/4" wide, 11" high, 9 1/2" deep. Bendix Radio Division, of Bendix Aviation Corp., Baltimore 4, Md.—RADIO & Television RETAILING

Magnavox COMBO

Georgian period model has fully automatic record changer with "Pianissimo" pick-up. 12" "Duosonic" speaker. Optional FM chassis incorporates 8



tubes, including tuning eye and rectifier, in addition to tubes in AM chassis. AM radio-phonograph chassis with power

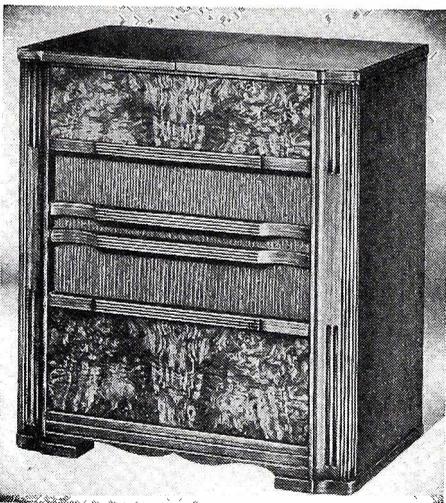
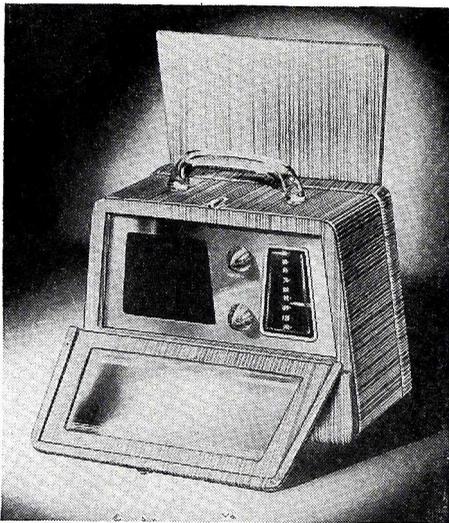
(Continued on page 36)

New Radio Models to

output of 12 watts contains 9 tubes including rectifier and tuning eye. 6-station automatic push-button tuning. Receives on broadcast and world-wide short wave bands. Available in mahogany, walnut, or white prima vera. 30" wide, 18" deep, 35½" high. The Magnavox Co., Fort Wayne 4, Ind.—**RADIO & Television RETAILING**

Farnsworth RADIO & COMBO

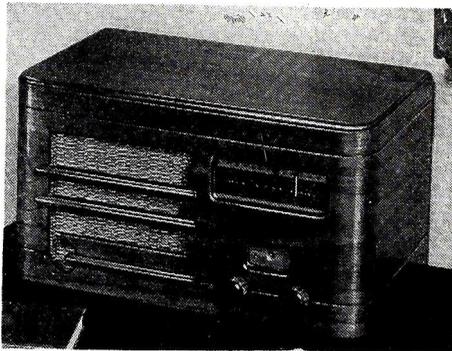
Portable model EP-351 is a 5-tube, 3-way set operating on 110 v. ac-dc or dry battery operation; single band. Cabinet covered in grey pin-striped washable plasticised fabric. Has wire-wound loop built-in antenna in door of receiver which affords directional pick-up when radio is rotated.



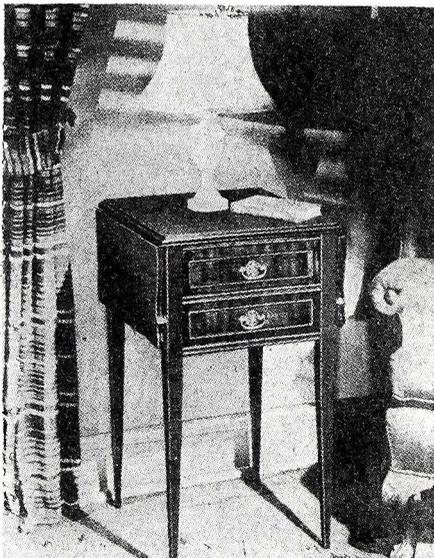
Radio-phonograph combination EK-265 is a 6-tube model which has deluxe 3-point suspension record changer that accommodates twelve 10" and ten 12" discs gently and safely. Lightweight tone arm is equipped with sealed crystal pick-up; permanent stylus is used. Moving dial has illuminated lucite pointer. Cabinet comes in richly-figured walnut woods. Farnsworth Television & Radio Corp., Fort Wayne, Ind.—**RADIO & Television RETAILING**

Stewart-Warner RADIOS

Model 9005-A is a 4-tube battery single-band walnut table set. Uses 3-gang condenser and tuned r-f stage for maximum selectivity and sensitivity with minimum of noise pick-up. Speaker magnet uses new Alnico material. OPA price \$32.20 (not including batteries).



Model 9001-E is a 6-tube 2-band ac radio in a mahogany Hepplewhite-styled Pembroke drop-leaf table. Iron core push-button tuning for greatest stability. 6 buttons, including one for button-to-manual shift. Low impedance



loop, 3-gang condenser, and tuned r-f stage. Phonograph jack for external record player. Stewart-Warner Corp., Chicago 14, Ill.—**RADIO & Television RETAILING**

Clarion COMBOS

Model C-101 is a 5-tube (including rectifier) table model radio-phonograph combination. Operates on ac-dc. Has 5" high flux density PM speaker with Alnico 5 permanent magnet. Loop antenna; can also be used with external antenna. Automatic record changer has constant speed motor. Jam-proof mechanism; plays twelve 10" or ten 12" discs. Full-tone zephyr-weight pick-up. New floating stylus. Center-matched sliced

butt walnut top, front and sides with contrasting zebra-striped walnut trim. 13⅜" high, 15⅜" wide, 15½" deep.



Model C-107 is a 6-tube (including rectifier) ac superhet radio-phonograph console. Has 8" electro dynamic speaker. 3-dimensional dial. 3-gang condenser; tuned r-f stage for greater efficiency. Features are pull-out phonograph drawer, record album compartment. Automatic record changer with jam-



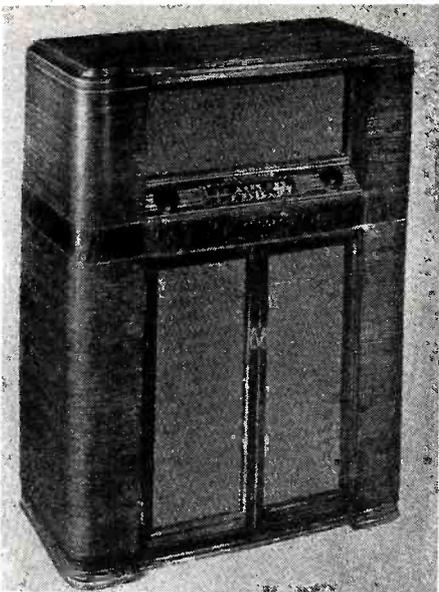
proof mechanism; plays twelve 10" or ten 12" discs. Self-starting, constant speed motor. Radio-phonograph change-over switch. Warwick Mfg. Corp., 4640-50 W. Harrison St., Chicago 44, Ill.—**RADIO & Television RETAILING**

Westinghouse COMBOS

The "Symphonic 14" radio-phonograph combination has 14 tubes, including rectifier. "Plenti-Power" circuit gives set 17 watts of undistorted power output. Receives on AM, FM, and short wave bands. Automatic record changer has single button control. Large record storage space is provided. Seasoned hardwood cabinet in crotch mahogany veneers with hand-rubbed finish. "Super 7" automatic radio-phonograph

Provide Greater Profits

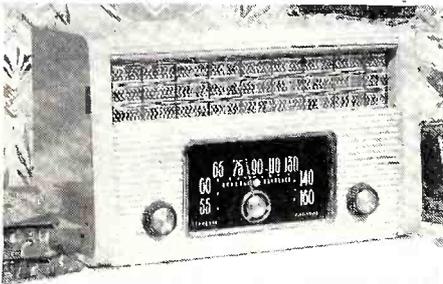
combination has broad easy-to-tune instrument panel with an edge-lighted dial. 6 electric push-buttons. 7 tubes including rectifier. Receives on stand-



ard and short wave bands. Available in mahogany or walnut veneers. Westinghouse Electric Corp., Home Radio Division, Sunbury, Pa.—RADIO & Television RETAILING

GE RADIOS

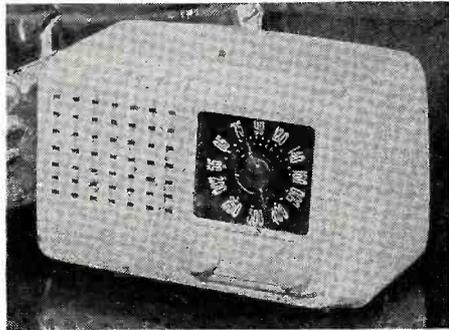
Model 105 is a deluxe 5-tube ac-dc superhet. Receives on standard broadcast band. Decorative grill is of multi-weave burnished metal. Felt feet on



base of set protect polished furniture tops. Solid mahogany cabinet in blonde finish. 13" wide, 8 1/4" high, 7 15/16" deep.

Model 111 has 5-tube superhet cir-

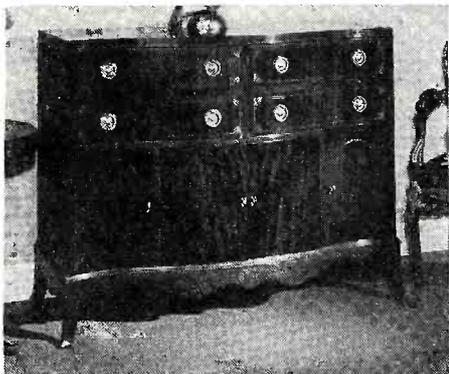
cuit; operates on ac-dc. Receives on standard broadcast band. Cabinet is of one-piece molded ivory plastic. 4" "Dynapower" speaker uses magnet ma-



terial, Alnico 5. Full-vision dial and attractive pointer provides easy tuning. 9 7/8" wide, 6 1/8" high, 5 3/4" deep. General Electric Co., Bridgeport, Conn.—RADIO & Television RETAILING

Sparton COMBOS

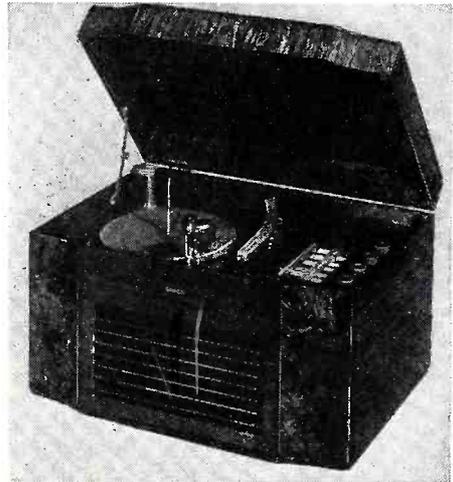
Model 14-CM-76PA radio-phonograph combination receives on standard broadcast, frequency modulation and short wave bands. Features automatic



record playing. Model 14BM-76-PA is an attractive radio-phonograph combination which also features AM, FM, and foreign reception. Has automatic record changer. The Sparks-Withington Co., 2400 E. Ganson Ave., Jackson, Mich.—RADIO & Television RETAILING

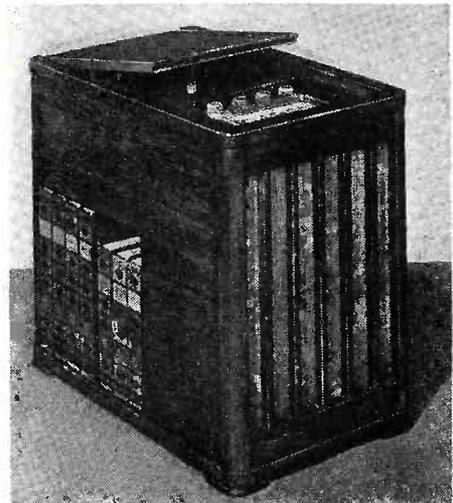
Garod COMBOS

Model 7AP1 is a 7-tube radio-phonograph combination housing a superhet receiver, and automatic 2-post record changer for twelve 10" or ten 12" discs. Matched grain walnut veneers in



2-tones with contrasting lid which can be closed while phono is in use. Push-pull audio system and concert tone speaker.

Model 5CPS2 is a chairside combination radio-phonograph. Superhet circuit has range, tone, volume, and selectivity with 8" speaker. Automatic



record changer handles twelve 10" or ten 12" discs. Spacious record storage compartment built in side of rich walnut cabinet. Garod Radio Corp., 70 Washington St., Brooklyn 1, N. Y.—RADIO & Television RETAILING

Scott RADIO

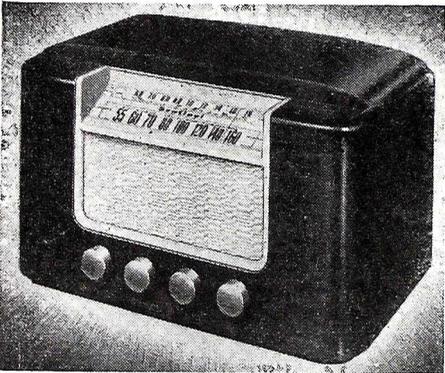
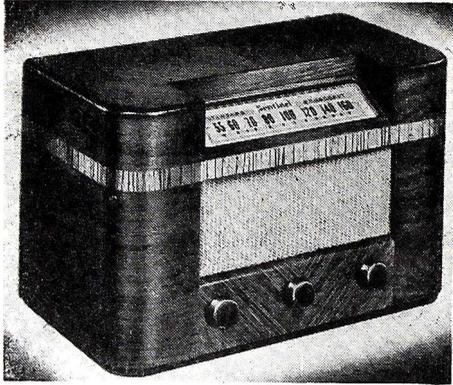
Innovation in postwar Scott radio is a dial front, set on a roller track, which rolls out for tuner convenience. The entire dial rests inside the cabinet when not in use. E. H. Scott Radio Labs, Inc., 4450 Ravenswood Ave., Chicago, Ill.—RADIO & Television RETAILING

(Continued on page 38)

New Receiver Models

Sentinel RADIOS

Model 293-T is a 6-tube superhet with r-f stage for distant reception. Operates on ac-dc. Full-vision slide rule dial. Full range tone control. Also featured are built-in loop antenna, 6" oval permanent-magnet dynamic speaker, beam power output. Set has automatic volume control. Streamlined walnut veneer cabinet.



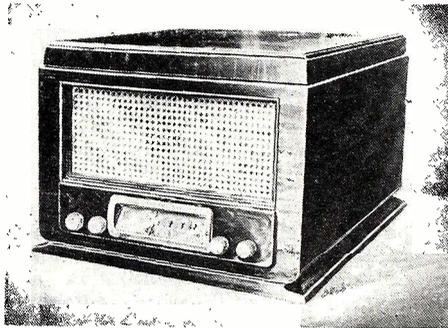
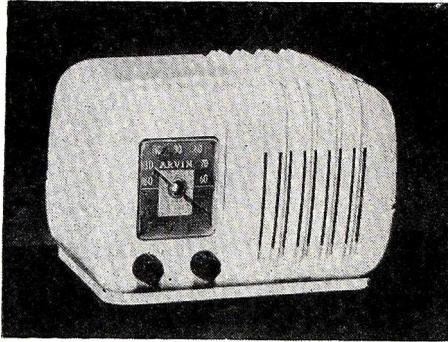
Model 294-T is a 6-tube ac-dc superhet. Receives on two bands. Has 6" permanent-magnet dynamic speaker; automatic volume control. Among features are built-in loop antenna, full range tone control, slide rule dial. Beam power output. Cabinet is of walnut veneer. Shipping weight is about 11 pounds. Measures 15" x 9³/₈" x 7¹/₈". Sentinel Radio Corp., 2020 Ridge Ave., Evanston, Ill.—RADIO & Television RETAILING

Arvin RADIO & COMBO

Model 544A is a 5-tube ac-dc table set. Uses rectifier and two dual-purpose tubes. Superhet circuit with 2-gang variable condenser. Built-in loop with connection for external antenna if desired. 5" electro dynamic speaker. Available in ivory plastic or in walnut (544). Weighs about 9 pounds. 9¹/₂" wide, 6¹/₂" high, 5¹/₂" deep. OPA price \$15.65.

Table combination model 559 comes in walnut wood finish. 5-tube ac-dc radio, including rectifier and two dual-purpose tubes. Ac phonograph combination. Phono motor is self-starting. Deluxe crystal pick-up system. Superhet circuit has 2-gang variable condenser. Cabinet is walnut finished wood with lid that encloses phonograph

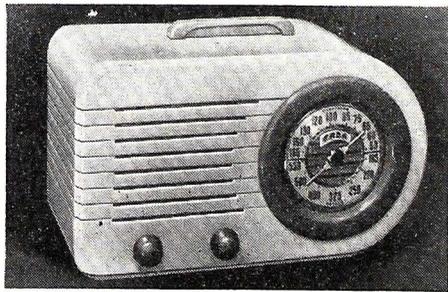
mechanism in top. Woven plastic grille, non-fading and washable. 16³/₄" wide,



15" high, 15¹/₄" deep. Noblitt-Sparks Industries, Inc., Columbus, Ind.—RADIO & Television RETAILING

Fada RADIOS

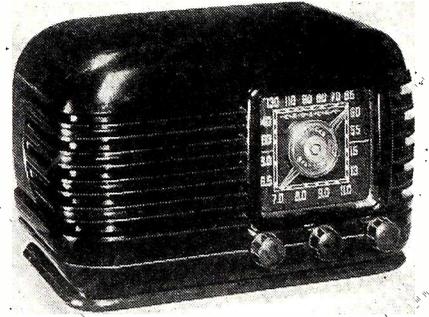
Model 1000 is one of series available in several color combinations. 6-tube ac-dc superhet. Features "Sensitive-Tone". OPA price \$35.50.



Model 652 is one of series in various color combinations. 6-tube ac-dc circuit gives 8-tube reception. Features "Sensitive-Tone" for greater sensitivity. OPA price \$36.50. Fada Radio & Electric Co., Inc., 3020 Thomson Ave., L. I. C., New York—RADIO & Television RETAILING

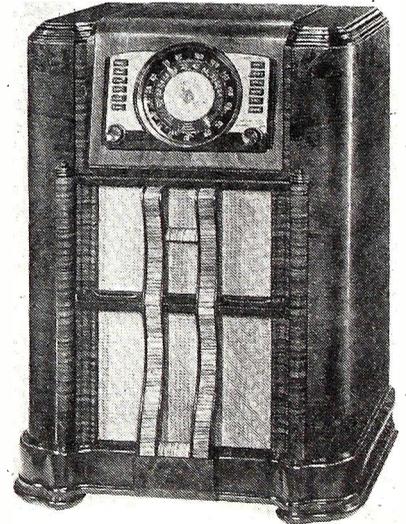
Crosley RADIO & COMBO

Table model receiver 56TA features reception on broadcast and overseas bands; signal web antenna, automatic sensitivity control. Beam power output tube, electro-dynamic speaker. Has five



tubes and operates on ac-dc. Brown bakelite cabinet in modern styling is 7¹/₂" high, 11³/₄" wide, 6³/₁₆" deep. OPA price \$19.95.

Model 106CP radio-phonograph console uses "Floating Jewel Tone System" with master tone control. Receives on broadcast, police, and overseas bands. Features signal web antenna. Seeburg "single-control" record changer plays

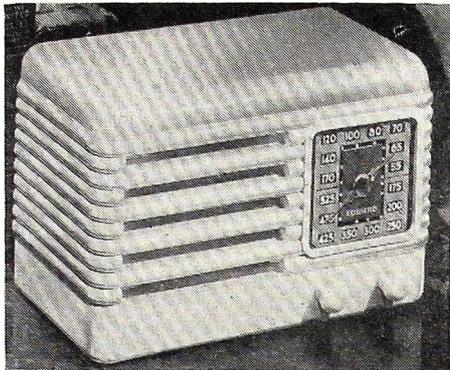


ten 12" or twelve 10" discs. Automatic stop after last record. Ten tubes are used. 6 electric push-buttons provide automatic tuning. Upright cabinet is 40¹/₂" high, 30¹/₈" wide, 16⁷/₁₆" deep. The Crosley Corp., Cincinnati 25, Ohio—RADIO & Television RETAILING

Howard RADIO

Model 901-I uses 5 tubes (one double-duty for 6-tube performance). Highly sensitive and selective superhet circuit with built-in low loss loop antenna. Full-vision dial with large brown numerals on gold background. 5" dynamic speaker floated to minimize microphonism. Aerial connection provided. Beam power

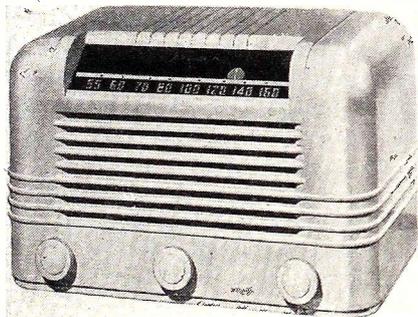
for New and Greater Sales



output. Operated on ac-dc. Ivory plastic cabinet. 9 $\frac{3}{8}$ " wide, 6 $\frac{1}{8}$ " high, 5 $\frac{1}{4}$ " deep. Howard Radio Co., 1735 Belmont Ave., Chicago 13, Ill.—RADIO & Television RETAILING

RCA RADIOS

Model 56X2 is housed in cabinet of molded plastic finished in antique ivory enamel. Uses 6 tubes which give 7-tube performance. Straight line dial set at angle for full vision. Tunes 540-1620 kc. 7 $\frac{3}{4}$ " high, 12" wide, 6 $\frac{3}{4}$ " deep. OPA price \$25.95.



Model 56X3 follows the new functional design. Has recessed-angle, spread-vision dial. Uses 6 tubes which give

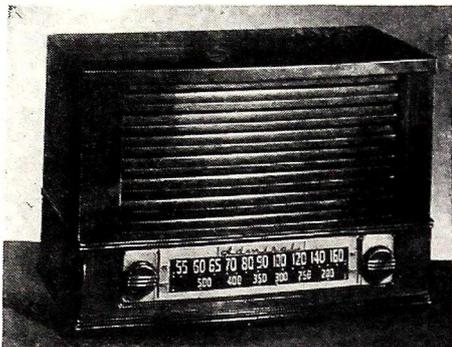


7-tube performance through use of dual-purpose tubes. Extra large "Magic Loop" has antenna connection for weak signal areas. Tunes 540-1620 kc. 8 $\frac{1}{4}$ " high, 14 $\frac{1}{4}$ " wide, 7 $\frac{1}{4}$ " deep. OPA price

\$32.25. RCA Victor Division, Radio Corp. of America, Camden, N. J.—RADIO & Television RETAILING

Admiral RADIO & PHONO

Model 6 to 4-5B1 has 5 tubes and operates on ac-dc. Superhet circuit. Streamlined "stretch out" plastic dial assembly for easy tuning. Bass compensation gives console-type tone. Walnut cabinet.



Model 6RP49-3A1 is an electric phonograph with an automatic record changer. Plays ten 12" or twelve 10" discs. Heavy-duty, constant-speed motor assures proper reproduction. Per-



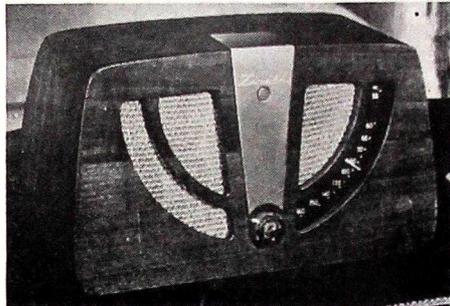
manent magnet speaker for tone excellence. Sufficient amplification for large gatherings. Matched walnut cabinet. OPA price \$49.95. Admiral Corp., Chicago 42, Ill.—RADIO & Television RETAILING

U. S. Television COMBO →

Model R3007 "Chambermusic" automatic radio-phonograph, at right. Operates on ac. Acoustically constructed deluxe cabinet. U. S. Television Mfg. Corp., 106 Seventh Ave., New York 11, N. Y.—RADIO & Television RETAILING

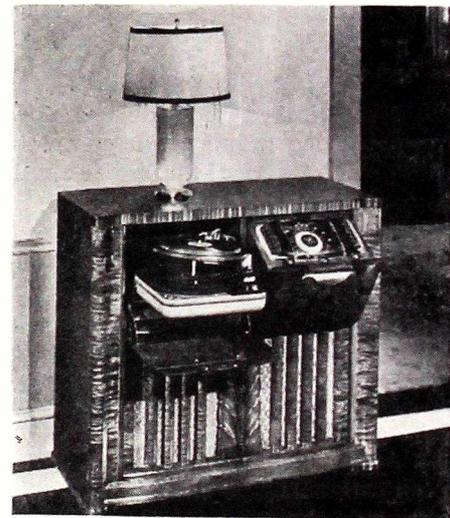
Zenith RADIO & COMBO

Table model 6D030 in cabinet of "formed" wood in genuine veneers. Includes 5 tubes plus one rectifier; r-f amplification. Improved "Wavemagnet". Alnico dynamic speaker. Ruby on-off indicator, and full traverse dial. Cab-

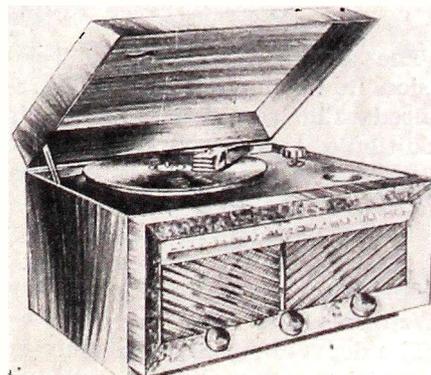


inet is available in walnut veneer or mahogany veneer in light bisque finish. OPA price is \$29.95.

Model 12H090 console radio-phonograph receives on AM, FM, and short wave bands. Includes 9 tubes, one power rectifier, and one 3-purpose phono tube. Among features are cathode ray tuning indicator tube, Radionic "Cobra" tone



arm, "Silent Speed Intermix" record changer. 14" Concert Grand speaker. Cabinet is of conventional design in genuine walnut finish. OPA price is \$288. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—RADIO & Television RETAILING



FOR LATEST ELECTRICAL APPLIANCES, SEE PP. 58 TO 73

SERVICE Points **Way to** **Peak** **Sales**



Name and Fame of Chicago Dealer Has Been Built on Technical Ability in Servicing Radio and Television Receivers

• What kind of foundation does radio service make for a complete radio and electrical appliance retail establishment?

The experience of John DiValerio, Chicago dealer, provides an answer to that question.

Back in 1927, when Mr. DiValerio set up in business at 5617 Belmont Ave., he stressed radio service. And he selected a trade name which he felt would impress the people in the area with his technical skill.

The name was a long, strong bid for service business—Television Radio Company. On this basis, Mr. DiValerio has built a substantial business in radio and electrical appliance repairs. And he sells a large volume of merchandise as well.

Store Service Policy

The service department at Television Radio handles about 100 repaired radio receivers a month, in addition to the repair work done on a variety of electrical appliances. The shop is maintained in the basement and is under the supervision of T. Peterson, who has been with the organization for more than seven years.

The department provides delivery and pick-up service. The policy of the store is to give an estimate on

each job and not to begin repair work until the owner approves the charge. A 90-day guarantee is given on all repair work done.

It is his ability to provide service which Mr. DiValerio feels helps him compete against other types of stores which handle radios and electrical appliances. He has found that nothing is more disgusting to a customer than to find no replacement parts or no service rendered from the place where the article was purchased.

Direct-Mail Advertising

DiValerio recommends that the average radio-appliance dealer do more advertising of his service postwar than he did before the war. The dealer should have a cut or some slogan featuring service made to put in all his advertisements. His help should be trained to stress the service facilities of the store in their talks.

For advertising products, direct-mail has been the most successful medium of Television Radio Company. They have found that a circular, if properly written, is in some circumstances just as effective as a letter.

The company has never depended entirely on the salesmen to follow

through on the prospect card system. Instead, it has used direct-mail advertising consistently to bring many prospects into the store.

One method of direct-mail that the store has used consists of a co-ordination with the time payment accounts. Whenever any account becomes low enough to warrant it, the bookkeeper sends out a series of mailing pieces to promote additional sales.

Direct-mail advertising works best in the peak season for each product rather than in the off-season, Dealer DiValerio has found. The two peak seasons in this store are Spring and Christmas time, and he concentrates most of the advertising into these periods.

Building Store Traffic

The local newspaper has been proved to be another successful advertising medium for Television Radio Company. The dealer will use large space as soon as merchandise in quantity becomes available.

Many other methods of attracting customers are also being used. For example, the store operates a department for the collection of electricity and gas bills as an agent of the public utility.

This helps to build a heavy store



Situated near a major bus terminal (above) Television Radio Service depends on mammoth signs and window displays to attract attention of pedestrians to its service facilities and products. Top left, T. Peterson, one of Television Radio's servicemen, at work.

traffic. The store is laid out so that people who come in to pay their utility bills are exposed to a variety of merchandise attractively displayed.

The store is situated in the heart of a shopping center. Pedestrian traffic past the location is heavy. Crowds are brought here by the proximity of transit facilities and various stores. A major bus line terminal is virtually at the front door of the establishment.

Methods of Display

With such a location, DiValerio has quite naturally turned to window display as a major means of promotion. He has developed this into a fine art.

As a means of getting people into the store, Television Radio features low-priced articles in the window. These products are never shoddy merchandise or unknown brands. But standard models are featured rather than deluxe models.

Once the customer is inside the store, then the selling job of the staff begins. Television Radio Company sells relatively few standard models of either small or major appliances. Instead, the sales force by comparison selling methods point out the superiorities of the

deluxe models or the automatic features, and in this way "step up" the sale.

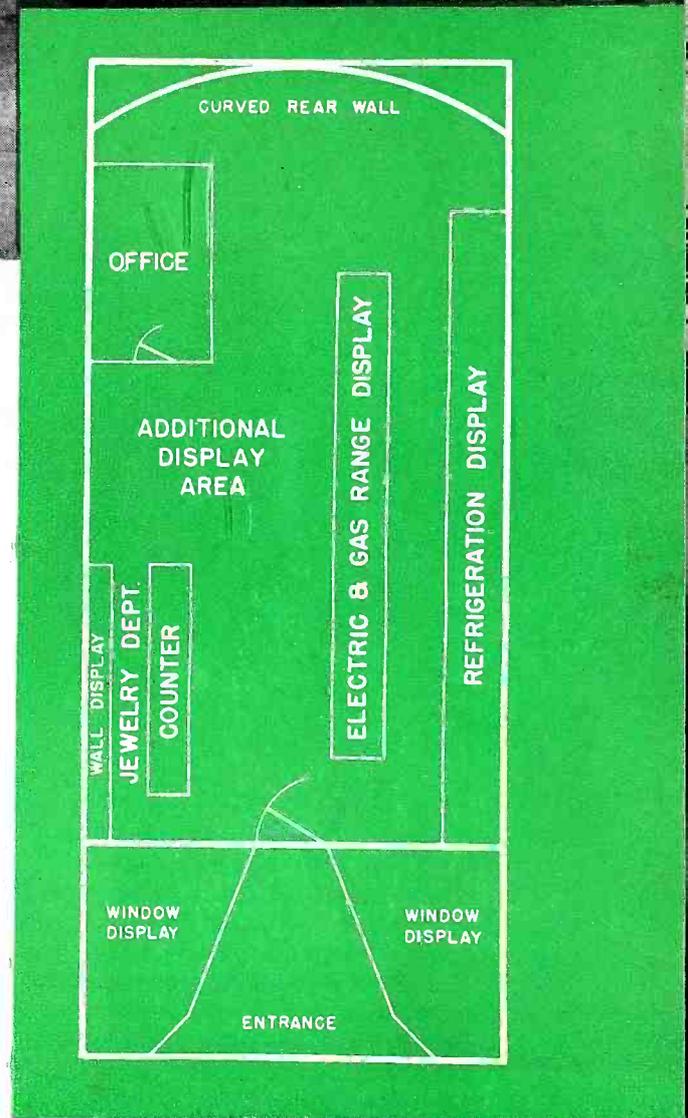
Small appliances have proved to be excellent products to use in window displays to build store traffic. Modern display methods are also used inside the store to present these products and make selling them easier.

For inside displays, the store seldom mixes dissimilar products such as a large roaster and a small toaster in the same display. Instead, a separate display is built, say, for coffee makers, and it is properly identified so that the customer can tell at a glance what product is being displayed. Similar methods are used for each small appliance.

Outgrowth of Service

As important as small appliances are to this dealer, they do not overshadow the sale of radios and major electrical appliances. Sales of these big items were made before the war not in terms of units a month, but carloads a month. There seems to be no reason why the pre-war record cannot be exceeded.

It seems a far cry from the original emphasis on radio service



The long and narrow layout (above) has dictated deep windows and extended displays.

of Television Radio Company to the large and complex business it does now. It seems to be a great oak to have grown from such a little acorn.

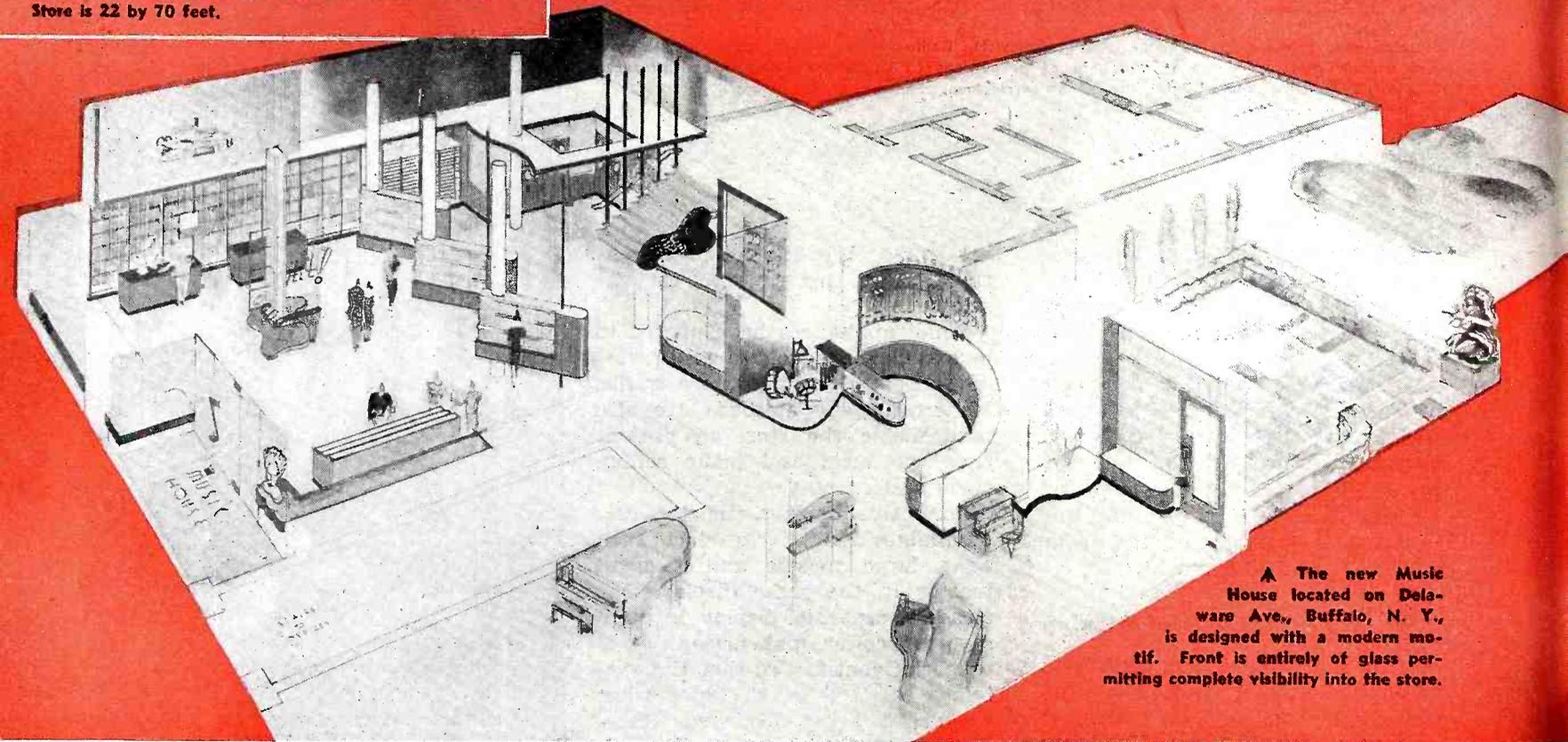
But in the mind of DeValerio it simply constitutes proof that there is no better basis than a reputation for service on which to build the radio and electrical appliance business of tomorrow.



▲ A. Gaudi's new store at 15044 Michigan Ave., Dearborn, Mich. Store-front is painted blue with door and window frames in white. The firm is located on a thoroughfare with a large amount of auto traffic. Store is 22 by 70 feet.

Ready New Stores for Big Business

Radio - Electrical Appliance Retailers Across the Nation Modernize and Expand Establishments; All Set to Cash in on Huge Demand for New Goods



▲ The new Music House located on Delaware Ave., Buffalo, N. Y., is designed with a modern motif. Front is entirely of glass permitting complete visibility into the store.

Money-Making Displays:—Extensive changes on the sales floor of the Phillips Music Co., Pueblo, Colo., have been announced by Fred H. Voss, president. Mr. Voss states that the big store will be ready shortly to show the new radio lines.

The new Phillips set-up features a "two-story showcase" with a radio demonstration room at the bottom and a glassed-in balcony display of stringed instruments at the top. The attractive gift section will be discontinued, and will be replaced by streamlined display racks for

small radios and records. Also provided for in the new plan are booths for disc-listening.

Selling More Records:—"A funny thing about merchandising records," says Harry Sultan, proprietor of the Harry Sultan Radio & Record Shop, 26 E. 23rd St., New York, "is that many customers who come to the store to buy discs do not own a record player!"

To assist him in selling records, this merchant has two large self-selection racks, which are lined against the walls of the establish-

ment. One rack is 21 feet long and has about 300 pockets for displaying discs. The other is 15 feet long, and holds about 200 pockets. Records are identified by the name of the recording artist. These racks have been helpful in speeding sales.

Reopens Business:—Lane Electric & Radio Co., Augusta, Ga., which closed in 1943 on account of labor and material shortages, has reopened for business at the same location, 304 8th St. Several of its former employes have been discharged from the armed forces, and

have returned to their old jobs.

According to the proprietor, W. W. Lane, plans have been completed for remodeling the store. These include special rooms for radio service, and for refrigerator maintenance. Among the appliance lines to be handled are Thor, Maytag, Frigidaire, etc. Leading make radios will be featured.

Service Specialist:—Lew H. Cook has received his honorable discharge from the Army and has established the Cook Radio Service at 530 S. 21st St., Lincoln, Neb. Cook will concentrate on home and auto radio maintenance.

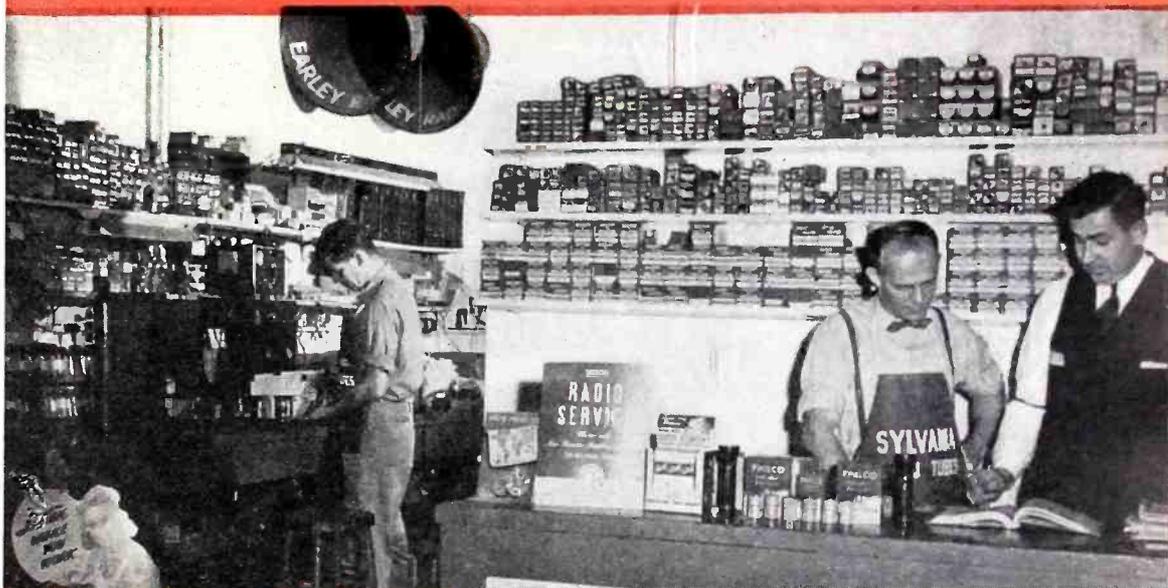
Buys Wyoming Store:—Homer E. Mouer has purchased the Clark Radio & Electronic Service, and will operate it at the same location, 1410 Logan Ave., Cheyenne, under the name of Cheyenne Radio & Electronic Service. Charles F. Clark, former owner, opened a new store recently at 316 W. 16th St., in this city, known as the Charles Clark Radio & Electronic Service.

Expects Big Sales Volume:—MacFarland's Radio Service, 799 Main St., Worcester, Mass., plans a new sales room for live displays of new appliances in the basement of the store. Owner B. W. MacFarland will show a sample of every radio and electrical appliance in the establishment on the main floor, but group displays will be on view in the basement.

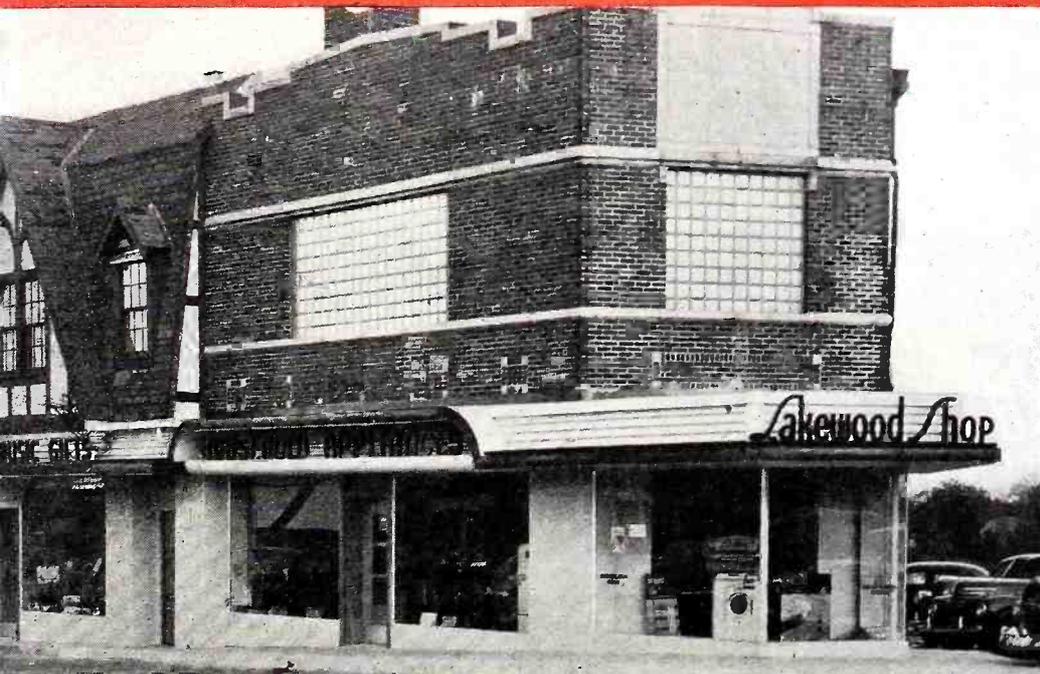
MacFarland will build a stairway at the rear of the store, so that customers must walk through the entire store before going downstairs.



▲ Business at Ed Fultz' store was booming, so this dealer moved the Columbia Clinic to enlarged quarters at 2414 14 St., N. W., Washington, D. C. L. to r., Ed. Fultz, Tom Daughterty, Smith Jones. ▼ Earley Radio Co., 292 Derby St., Salem, Mass., is now in its new store where owner Willard A. Earley has started an expanded sales program. L. to r., John Knapp, Armand Malholo, and the proprietor.



▼ This used to be an auto service station and garage, but is now an attractive radio and electrical appliance store. Manager Frank Davidson built the Lakewood Shop, 6320 Gaston Ave., Dallas, Tex., in this busy shopping area. A large business in records is transacted here.



Uses newspaper advertising at present, but expects to go in for outside selling.

Successful Selling:—Hinkel Music Co., Trinidad, Colo., is out to do a big job in refrigerators. At the present time record albums are very much in demand at this store.

New Georgia Store:—The Noah's Ark Radio & Electric Co. has been opened at 122 12th St., Augusta, Ga., by Edward Timmons, who formerly operated a store in Columbia, S. C. The new place of business is prominently located in a high traffic area.

Cultivates Farm Trade:—J. F. Hansen Radio Shop, located on Schoenbeck Rd., north of Hintz Rd., Wheeling, Ill., is occupied full time servicing farm radios brought in from a ten-mile area. As a result of making many friends of farmers, dealer J. F. Hansen expects to fill many of the rural dwellers' radio, electrical appliance needs.

RECORD Dealer Rings Up



Attractive New Store Draws Customers; Modern Ideas Used in Planning Establishment; Discs Build Sales of Sets, Appliances

• A striking example of merchandising "art", designed to cash in on the pent-up demand for records, radios, and electrical appliances, is highlighted by Walter Schultz' new store, Schultz Radio & Appliances, Emporia, Kans.

This dealer's object in opening his new modern store was to give customers an attractive place in which to buy, build record sales to new peaks, and attract red hot prospects for receivers and electrical goods.

In the building previously occupied by the firm, discs had been handled on a modest scale. However, the increasing demand for platters of all types, together with the resumption of set-appliance production, caused Schultz to open the new store.

Customers coming into this establishment are immediately impressed by its smart and stream-

lined appearance. A modern store in which to sell modern merchandise is one of the firm's ace cards.

In planning the design of the new place, the proprietor aimed at achieving both beauty and usefulness. Every possible touch which

makes for customer appeal has been used in constructing and laying out the interior and exterior of the store.

A combination of buff and rose walls, gray and black floor with block inlaid stripes, and an all-

Disc selling and top-notch radio service help to boost radio-appliance sales.



STEADY VOLUME

glass front transform the entire floor into a colorful showroom.

The firm's feature attraction is the sixty-five foot record section. Disc sales have always chalked up steady profits, but Schultz is now shooting at still higher volume. At the same time, he feels that platters attract a home-loving and home-owning clientele which is also in the market for new radios and electrical appliances.

Records build store traffic, and store traffic in turn boosts sales of related merchandise such as receivers and radio-phonograph combinations, Retailer Schultz believes.

For that reason, a great deal of consideration was devoted to disc department layout in drafting plans for the present establishment.

Meriting praiseworthy attention is the record service counter, which speeds sales and is appealing to the eye. This counter combines a money drawer, space for wrapping paper, a phono-amplifier, and a record player built into one ornamental fixture.

Three attractive listening booths are so designed that the amplifiers, lights, and a cooling system are automatically turned on when the customer enters.

Record displays benefit considerably from the glass front; one side of the store is devoted to discs, and the other to sets and electrical appliances. The more attractive merchandise is kept as close as possible to the window.

"The record department is clearly visible from the sidewalk both day and night," Schultz points out. The result of this up-front display has been an increase in the volume of disc sales. This arrangement is increasing store traffic.

In the fanfare which marked the store's opening day observances, held recently, the local radio station carried a broadcast from the record department as a stunt. So much interest was shown among radio listeners in this one performance, that the firm plans to sponsor broadcasts from the establishment.

(Continued on page 154)

◀ Mrs. C. Jere Good, record department supervisor, rings up another sale. The disc section, which is called "Melody Lane", is a consistent money-maker. Counter combines a money drawer, a record player, an amplifier behind the musical design, and wrapping facilities. ▼ Eye-appealing store-front helps to boost profits. Interior of store can clearly be seen from the outside, and puts the entire store on "display". Store arrangement is practical as well as good-looking.

RECORDS
APPLIANCES

SCHULTZ

RADIO
SERVICE



ACES

There's Gold-Dust in Stardust for Disc Retailers! Artists' Popularity in Other Fields Important to Increased Platter Sales!

• Your silent partner in retailing discs, believe it or not, is the artist, himself!

One song can mean as many as five sales in records, instead of just one.

The music does its part, too, of course, but many a song has been "made" by the artist who introduced it, or just plain plugged it.

So learn all you can about your artists, their activities in other fields, the records they make, are likely to make, and why, through close contact with your distributors and manufacturers, and you will have your finger on the pulse of the public's musical tempo!

Switches in contracts, and a general re-shuffling has been taking place in the recording field. Some new figures have stepped into the limelight of popularity, while others have received extended contracts with their same companies.

Bing Crosby, America's favorite has made an extensive bulk of recordings for Decca since the first of the year, many of which are now on their way to your shelves. His initial cutting with solid-sending Eddie Condon of "After You've Gone" is a real collector's item. Also in the jazz

All-around stars in popularity, these leaders in American entertainment are available to you on discs for more sales to your customers.

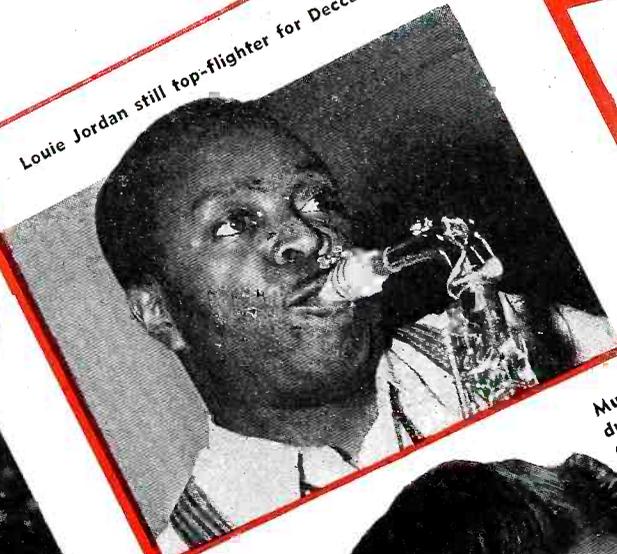


The All-American Bingle couples with Jazz-King Eddie Condon in a recording session at Decca.

Louie Jordan still top-flight for Decca.



Randy Brooks is a new one to make with the trumpet for Decca.



Muscraft introduces sweet-singer Gordon MacRae.



A
♣



For RECORD SALES

classic division is Crosby's plattering with Lionel Hampton of "Pine Top Boogie" and "On the Sunny Side of the Street".

Dinah Shore's first for Columbia is "Here I Go Again" from the Broadway bang-up musical hit "Are You With It?", coupled with "Shoo-Fly Pie and Apple Pan Dowdy".

Columbia continues to record many top names, including Harry James, Woody Herman, Gene Autry,

and the Charioteers—all of them favorites with Johnny Public.

Duke Ellington continues strong in the

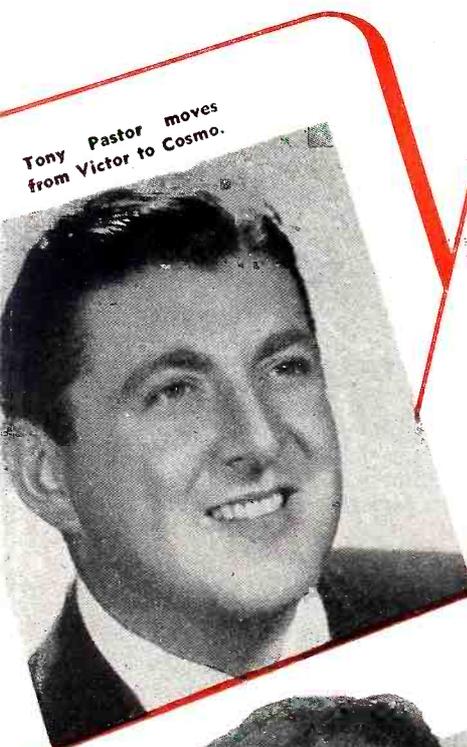
Artist change - overs and extended contracts can mean more money in your cash register. Follow the trends.



Lionel Hampton, Decca discs.



Blonde Bomb-Shell Betty Hutton has signed with Victor.



Tony Pastor moves from Victor to Cosmo.



Hal McIntyre now with Cosmo

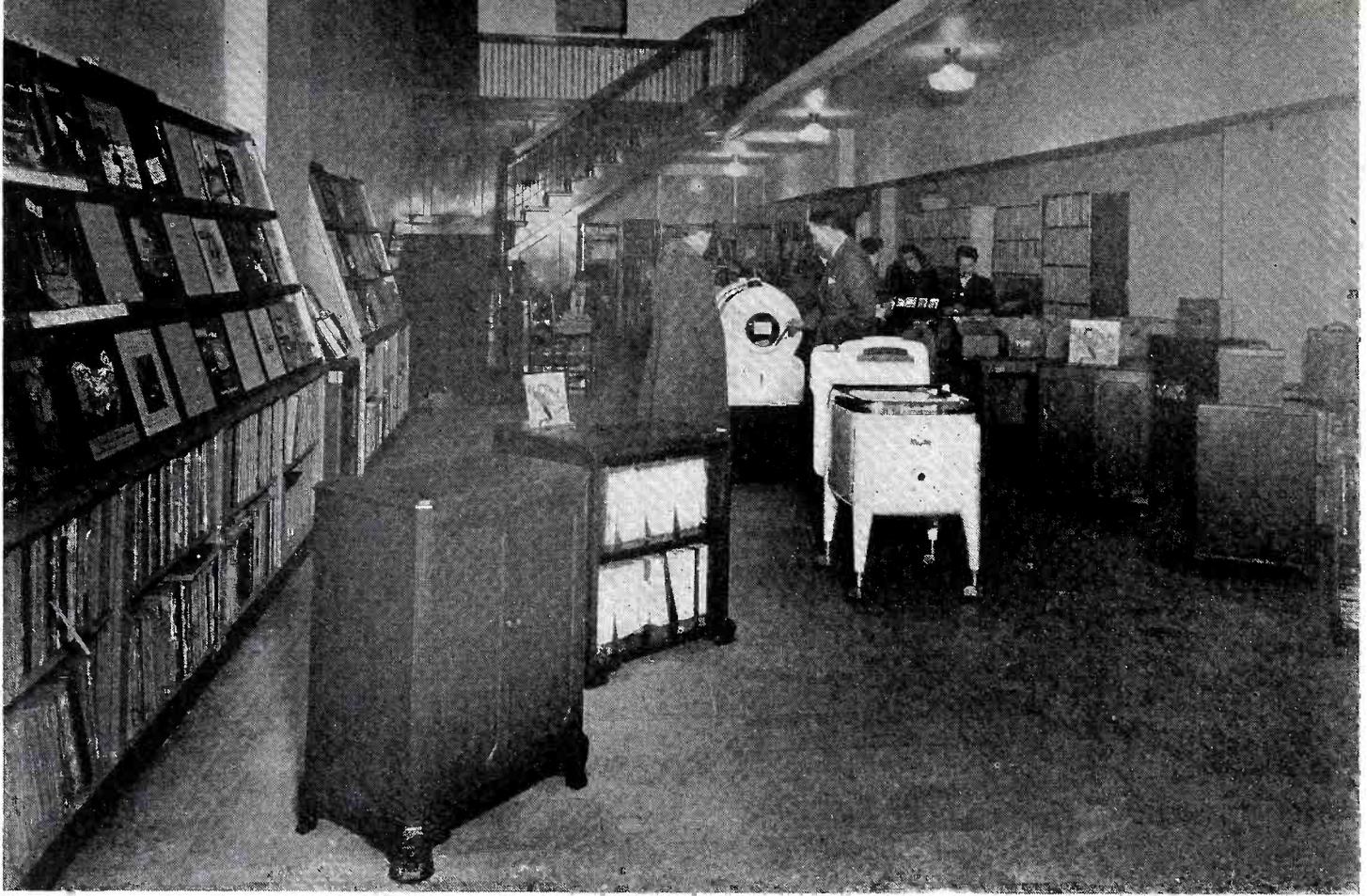


Dinah Shore now stars for Columbia.

public's choice, and Victor has brought out a cutting of Ellington's own composition, "Black, Brown and Beige", in Showpiece album form. Tommy Dorsey has recorded "Showboat". Dennis Day returned to Victor from the armed forces just in time to bring out an album of Shamrock Melodies for St. Patrick's day sales.

Capitol has many topflight artists who are favorites on the radio as well as on discs. These include its president, Johnny Mercer, Jo Stafford, top-rater among radio's lead-

(Continued on page 152)



This store layout suggests its musical background. Album display racks are placed along the left wall. Listening booths are situated at the rear.

Discs Pay in Many Ways

War-Born Business in Records Will Provide Store Traffic for Other Sales Too

• Although McGowan's, St. Paul, Minn., is going back to appliances as fast as they can be obtained, records will still be the "promoters" for all other merchandise.

McGowan's have moved into a new location, 23 West Sixth St., to provide better facilities for increased stock. One of the largest quality department stores of the city is located on the same street and within two or three doors of the appliance and record shop.

The new store has a square-foot area twice that of the former store. The mezzanine floor adds to the attractiveness of the interior and affords space also for the display of the increased stocks which are to be carried.

Large Record Volume

"Before the war we did not carry records", said John D. McGowan, owner and manager. "When the loss of appliances made it necessary for us to go into another line we decided on records. We made such a success of them that we

shall continue to feature them strongly. From nothing, we grew to have the largest record business in the city. Naturally we do not wish to lose this profitable business when we go back to our appliance business, but we plan to keep the records as a background to other lines and as a traffic builder."

Listening Rooms

Listening rooms are being arranged at the entrance to the mezzanine floor and at the end of a passage way at the rear. Thus, those who are interested in records may make their selections away from the main display floor. At the same time, in order to reach the record section, they must go through the store to reach the stairway to the mezzanine, which is at the rear.

Arrangements have already been made for stocking the finest makes of radio-phonographs as well as portables and other small machines.

Major appliances, such as washers, dryers, ironers, lines carried

before the war, and electric stoves will be heavily stocked. A complete electric kitchen will be set up in L shape along one wall on the street floor toward the front of the store.

Home freezers will also be stocked.

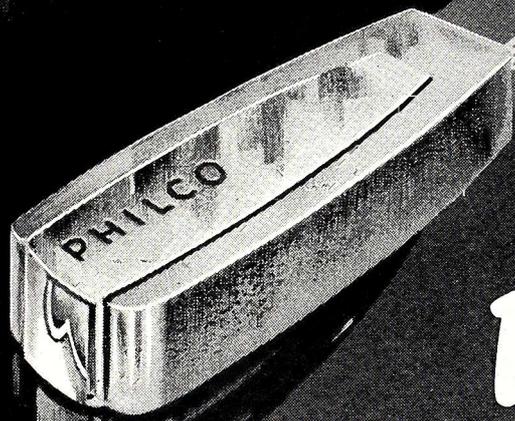
As appliances come in, they will be displayed on the street floor. A ledge which runs along one side of the mezzanine will carry many types of appliances to give visitors an idea of the scope of the stock.

Even before the war McGowan's maintained an active service department. Future plans call for five regularly employed men, three of whom are former employees who had left the store to go into the Northwest Airlines maintenance during the war period. Mr. McGowan is confident that the service department will continue to be a good volume producer for a considerable period as it will be some time before there are enough new appliances to satisfy demand.

The store-of-the-future will require tripling of the sales force.

(Continued on page 114)

Only Philco has it!



SENSATIONAL DYNAMIC REPRODUCER

Patented! Exclusive!

The costly Dynamic Reproducer, used by the best-equipped broadcasting studios, has long been recognized by science as the finest principle of sound reproduction. For the first time, Philco engineers have developed *and patented* a Dynamic Reproducer for the *home* phonograph. And now Philco owners may enjoy in their homes the wonderful fidelity and purity of tone formerly heard only from the best broadcasting studios. *Only Philco has it...* and it brings to Philco dealers their greatest opportunity for profits in the *quality* radio-phonograph field.

PHILCO

Ten Years Ahead of Four Years Ago

What the Patented Philco Dynamic Reproducer Brings to Recorded Music:

- Greater fidelity of tone; crisper, more solid reproduction of all frequencies.
- Only $\frac{3}{4}$ ounce pressure; sensational reduction of surface noise and record scratch.
- Flexible mounted jewel; dropping or rough handling of tone arm can't injure jewel or record. Records last ten times longer. No needles to change.
- Humidity-proof; positively unaffected by moisture or weather changes; ideal for humid climates.

Products of RADIO & TELEVISION Manufacturers

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

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

Home AM-FM
Combinations
Television
Auto Radio
Amateur
Commercial*

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

Home AM-FM
Combinations
Television
Auto Radio
Amateur
Commercial*

Abbott Instrument, Inc., 8 W. 18th St., New York, N. Y.					
Admiral Corp., 3800 W. Cortland St., Chicago, Ill.					
Aero Communications Co., 231 Main St., Hempstead, L. I.					
Air Associates, Inc., 5827 W. Centry Blvd., Los Angeles 45, Calif.					
Air Communications Co., 2233 Grand Ave., Kansas City, Mo.					
Aireon Corp., Fairfax & Funston Rds., Kansas City, Kans.					
Air King Prod. Co., Inc., 1523 63rd St., Brooklyn, N. Y.					
Airplane & Marine Instruments, Clearfield, Pa.					
American Communications Co., 306 Broadway, New York, N. Y.					
Andrea Radio Corp., 43-20 34th St., Long Island City, N. Y.					
Ansley Radio Corp., 41 St. Joes Ave., Trenton, N. J.					
Apex Industries, 192 Lexington Ave., New York 16, N. Y.					
ARF Products, 7713 Lake St., River Forest, Ill.					
Autoeratic Radio Co., 3835 N. Hamilton Ave., Chicago					
Automatic Radio Mfg. Co., Inc., 122 Brookline Ave., Boston					
Aviola Radio Corp., 703 Ivy St., Glendale, Calif.					
Baronette Radio & Tube Corp., 220 Fifth Ave., New York, N. Y.					
Barr Electric Co., 1314 Forest Ave., Dallas, Texas					
Bell Radio Co., 125 E. 46th St., New York, N. Y.					
Belmont Radio Corp., 5921 W. Dickens Ave., Chicago, Ill.					
Bendix Radio, Div. of Bendix Aviation Corp., Baltimore, Md.					
Biltmore Radio Corp., 15 Ave. "A", New York 3, N. Y.					
Browning Laboratories, Inc., 750 Main St., Winchester, Mass.					
Capehart Div., Farnsworth Tel. & Radio Corp., Ft. Wayne, Ind.					
Collins Radio Co., 2920 First Ave., Cedar Rapids, Iowa					
Colonial Radio Corp., 254 Rano St., Buffalo, N. Y.					
Columbia Electronic, Inc., 185 E. 122nd St., New York, N. Y.					
Communications Co., Inc., 300 Greco Ave., Coral Gables, Fla.					
Communications Equip. Co., 523 W. 6th St., Los Angeles					
Concert Master Rad. & Tel. Co., 1800 Winnemac Ave., Chicago					
Concord Radio Corp., 901 W. Jackson Blvd., Chicago					
Coronet Radio and Television Corp., Lynbrook, L. I.					
Crosley Corp., 1329 Arlington St., Cincinnati, Ohio					
Crystal Products Co., 1519 McGee Trafficway, Kansas City, Mo.					
Deleo Radio, Div. of General Motors Corp., Kokomo, Ind.					
DeWald Radio Mfg. Corp., 440 Lafayette St., New York, N. Y.					
F. E. Dine & Co., Inc., 2221 Warwick, Santa Monica, Calif.					
Allen B. DuMont Laboratories, 515 Madison Ave., New York					
Dynavox Corp., 40-35 21st St., Long Island City, N. Y.					
Eastern Electronics Corp., 41 Chestnut St., New Haven, Conn.					
Echophone Radio Co., 2611 So. Indiana Ave., Chicago, Ill.					
Eckstein Radio & Television Co., 1400 Harmon Pl., Minneapolis					
Electrical Research & Mfg. Co., 3001 E. Pieo Blvd., Los Angeles					
Electronic Mfg. Co., 88 University Pl., New York, N. Y.					
Electronic Corp. of America, 45 W. 18th St., New York, N. Y.					
Electronic Devices Co., 601 W. 26th St., New York, N. Y.					
Electronic Mfg. Co., 339 W. Eighth St., Dubuque, Iowa					
Emerson Radio & Phono Corp., 111 8th Ave., New York, N. Y.					
Espay Mfg. Co., Inc., 33 W. 46th St., New York, N. Y.					
Fada Radio & Electric Co., Inc., Long Island City, N. Y.					
Farnsworth Television & Radio Corp., Fort Wayne, Ind.					
Federal Telephone & Radio Corp., 591 Broad St., Newark, N. J.					
Fisher Radio Co., 41 E. 47th St., New York, N. Y.					
Flush Wall Radio Co., 15 Washington St., Newark, N. J.					
F. M. Radio Mfg. Co., Inc., 10314 Superior, Cleveland, Ohio					
Franklin Photographic Industries, 223 W. Erie St., Chicago					
Freed Radio Corp., 200 Hudson St., New York, N. Y.					
Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill.					
Garner Electronics Corp., 1100 W. Washington Blvd., Chicago 7					
Garnet Radio Corp., 69 Glenwood Place, E. Orange, N. J.					
Carod Radio Corp., 70 Washington St., Brooklyn, N. Y.					
Gem Radio & Television Co., 140 Liberty St., New York 16, N. Y.					
General Electric Co., Bridgeport, Conn.					
General Television & Radio Corp., 2701 Lehmann Ct., Chicago					
Giffill Bros., 1815 Venice Blvd., Los Angeles, Calif.					
Globe Electronics, Inc., 225 W. 17th St., New York, N. Y.					
Gray Radio Co., W. Palm Beach, Fla.					
Hallierafters Co., 2611 S. Indiana Ave., Chicago, Ill.					
Hamilton Radio Corp., 510 6th Ave., New York, N. Y.					
Hammarlund Mfg. Co., 460 W. 34th St., New York, N. Y.					
Harris Mfg. Co., 2422 W. 7th St., Los Angeles					
Harvey Machine Co., Inc., 6200 Avalon Blvd., Los Angeles					
Harvey-Wells Electronics, Inc., Southbridge, Mass.					
Herbach & Rademann Co., 522 Market St., Philadelphia, Pa.					
Hoffman Radio Corp., 3430 So. Hill St., Los Angeles, Calif.					
Howard Radio Co., 1735 Belmont Ave., Chicago, Ill.					
Hudson-American Corp., 25 W. 43rd St., New York 18, N. Y.					
Industrial Tool & Die Works, Inc., Minneapolis, Minn.					
International Detrola Corp., Beard Ave., Detroit, Mich.					
Islip Radio Mfg. Corp., Beech St., Islip, New York					
Ray Jefferson, Inc., 40 E. Merrick Rd., Freeport, L. I., N. Y.					
Jefferson-Travis Radio Mfg. Corp., 245 E. 23rd St., New York					
Jewel Radio Corp., 583 Sixth Ave., New York 11, N. Y.					
Kear Engineering Co., 619 Emerson St., Palo Alto, Calif.					
Keith Radio Products, Bedford, Ind.					
Kinetic Electronics Corp., 235 E. 42nd St., New York 17, N. Y.					
Kingston Radio Co., Inc., Kokomo, Ind.					
Laurehk Radio Mfg. Co., 3931 Monroe Ave., Wayne, Mich.					
Lavoie Laboratories, Matawan-Freehold Rd., Morganville, N. J.					
Lear, Inc., 230 E. Ohio St., Chicago, Ill.					
Lewyt Corp., 60 Broadway, Brooklyn 11, N. Y.					
Lincoln Electronics Corp., 653 11th Ave., New York, N. Y.					
Fred M. Link, 125 W. 17th St., New York, N. Y.					
Magnavox Co., 2131 Bueter Rd., Ft. Wayne 4, Ind.					
Maguire Industries, Inc., W. Putnam Ave., Greenwich, Conn.					

Majestic Radio & Television Corp., St. Charles, Ill.					
Marco Industries, 245-A So. Beverly Dr., Beverly Hills, Calif.					
Maritime Radio Co., 24 Whitehall St., New York, N. Y.					
Mason Radio Products Co., Kingston, N. Y.					
E. W. McGrade Mfg. Co., 406 W. 34th St., Kansas City, Mo.					
Mec-Rad Div., Black Industries, 1400 E. 222nd, Cleveland 17, O.					
John Meek Industries, Plymouth, Ind.					
Mectron Corp., Lawrence, Mass.					
Medco Mfg. Co., 5 W. 45th St., New York, N. Y.					
Megard Corp., 1601 S. Burlington Ave., Los Angeles, Calif.					
Meissner Mfg. Co., 936 N. Michigan Ave., Chicago, Ill.					
Metropolitan Electronics & Instr. Co., 277 B'way, New York, N. Y.					
Midland Mfg. Co., Decorah, Iowa					
Midwest Radio Corp., 909 Broadway, Cincinnati, Ohio					
James Millen Mfg. Co., 150 Exchange St., Malden, Mass.					
Minerva Corp. of America, 238 William St., New York, N. Y.					
Music Master Radio Corp., 750 Main St., Hartford, Conn.					
National Co., Inc., 61 Sherman St., Malden, Mass.					
National Design Service, 96 Liberty St., New York, N. Y.					
Noblitt-Sparks Industries, Inc., Columbus, Ind.					
Northeastern Engineering, Manchester, Mass.					
Northern Radio Co., 2208 4th Ave., Seattle, Wash.					
Packard-Bell Co., 3443 Wilshire Blvd., Los Angeles, Calif.					
Packard Mfg. Corp., 2900 Columbia Ave., Indianapolis, Ind.					
Pan American Electric Co., Inc., 132 Front St., New York, N. Y.					
Panoramic Radio Corp., 242 W. 55th St., New York 19, N. Y.					
Phileo Corp., Tioga & C Sts., Philadelphia, Pa.					
Philharmonic Radio Corp., 528 E. 72nd St., New York, N. Y.					
Pilot Radio Corp., 37-06 36th St., Long Island City, N. Y.					
Precision Specialties, 210 N. Western Ave., Los Angeles, Calif.					
Premier Crystal Laboratories, Inc., 63 Park Row, New York					
Radio Craftsmen, Inc., 1341 S. Michigan Ave., Chicago					
Radio Devel. & Research Corp., 233 W. 54th St., New York 19					
Radio Engineering Laboratories, Inc., 36th St., L. I. City, N. Y.					
Radio Laboratories, 2701 California Ave., Seattle 6, Wash.					
Radio Mfg. Engineers, Inc., Peoria 6, Ill.					
Radio Navigational Inst. Corp., 305 E. 63th St., New York 21					
Radio Process Co., 7618 Melrose Ave., Los Angeles, Calif.					
Radio Receptor Co., 251 W. 19th St., New York, N. Y.					
Radio & Television, Inc., 244 Madison Ave., New York, N. Y.					
Radio Wire Television Inc., 100 Ave. of the Americas, New York					
Rauland Corp., 4245 N. Knox Ave., Chicago 41, Ill.					
RayEnergy Radio & Television Corp., 32 W. 22nd St., New York					
RCA Victor Div., Radio Corp. of America, Camden, N. J.					
Record-O-Vox, Inc., 721 N. Martel Ave., Hollywood 46, Calif.					
Regal Electronics Corp., 20 W. 20th St., New York, N. Y.					
Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.					
Rex Products Co., 1313 W. Randolph St., Chicago, Ill.					
RGH Mfg. Corp., 214 E. 41st St., New York, N. Y.					
Rock-Ola Mfg. Corp., 800 N. Kedzie, Chicago, Ill.					
E. M. Sargent Co., 219 9th St., Oakland, Cal.					
Schuttig & Co., 9th & Kearny St., N.E., Washington, D. C.					
Scophony Corp. of America, 527 5th Ave., New York, N. Y.					
Scott Radio Labs., Inc., 4450 Ravenswood Ave., Chicago, Ill.					
Searle Aero Industries, Inc., P. O. Box 111, Orange, Calif.					
Sentinel Radio Corp., 2020 Ridge Ave., Evanston, Ill.					
Setchell-Carlson, Inc., 2233 University Ave., St. Paul, Minn.					
Sheridan Electronics Corp., 2850 S. Michigan Ave., Chicago					
Signal Electronics, Inc., 114 E. 16th St., New York, N. Y.					
Silver Co., McMurdo, 1240 Main St., Hartford 3, Conn.					
Sonora Radio & Television Corp., 325 N. Hoyle Ave., Chicago					
Sonotone Corp., 570 5th Ave., New York					
Sparks-Withington Co., Jackson, Mich.					
Speak-O-Phone Recording & Equip. Co., 23 W. 69th, New York					
Stewart-Warner Corp., 1826 Diversey Pkway., Chicago, Ill.					
Stromberg-Carlson Co., 100 Carlson Rd., Rochester, N. Y.					
Symphonic Radio & Electronic Corp., Main St., Cambridge, Mass.					
Tayburn Equipment Co., 120 Greenwich St., New York, N. Y.					
Tech-Master Products Co., 123 Prince St., New York, N. Y.					
Teloton Radio Co., 609 W. 51st St., New York, N. Y.					
Telicon Corp., 851 Madison Ave., New York, N. Y.					
Templetone Radio Mfg. Corp., New London, Conn.					
Transmitter Equipment Co., 345 Hudson St., New York 14, N. Y.					
Trav-Lee Karenola Radio & Tel. Corp., 571 W. Jackson, Chicago					
Trebor Radio Co., Box 497, Pasadena, Calif.					
Union Electronics Corp., 3801 Queens Blvd., Long Island City					
United Cinephone Co., Torrington, Conn.					
United States Television Mfg. Co., 106 7th Ave., New York, N. Y.					
Vibratone Mfg. Co., 325 Miguel St., San Francisco, Calif.					
Viewtone Co., 203 E. 18th St., New York, N. Y.					
V.lectrical Engineering Co., 828 N. Highland Ave., Los Angeles					
Walker, Inc., 403 W. 8th St., Los Angeles, Calif.					
Walsh Engineering Co., 34 DeHart Place, Elizabeth 2, N. J.					
Warwick Mfg. Corp., 4640 W. Harrison St., Chicago, Ill.					
Watterson Radio Mfg. Co., 2700 Swiss Ave., Dallas, Texas					
Wells-Gardner & Co., 2701 N. Kildare Ave., Chicago, Ill.					
Western Electric Co., 120 Broadway, N. Y.					
West'n Sound & Elec. Labs, Inc., 3512 W. St. Paul Av., Milwaukee					
Westinghouse Electric Corp., Receiver Div., Sunbury, Pa.					
Whiting & Davis, Inc., 23 W. Bacon St., Plainville, Mass.					
Wilcox Electric Co., Inc., 1400 Chestnut St., Kansas City, Mo.					
Wilcox-Gay Corp., 604 Seminary St., Charlotte, Mich.					
Wynn Mfg. Div., Hudson Supply Co., 401 N. 27th, Richmond, Va.					
Zenith Radio Corp., 6001 Dickens Ave., Chicago, Ill.					

*Commercial or Special.

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For "Where to Buy Electrical Appliances," see page 74.

Section of **RADIO & Television RETAILING**

ELECTRICAL APPLIANCES



**CASH IN ON THE GREAT DEMAND
for Refrigerators, Washers,
Ranges, Small Appliances**

When *Betty Crocker* talks about **PRESSURE COOKING** millions of women will listen!



Betty Crocker

Before long, millions of homemakers will be getting from Betty Crocker the latest, most authoritative information about a better, faster meal-making method—pressure cooking. Betty Crocker tested pressure cooking recipes will be the most exciting cooking news in years...and naturally they'll help you sell the new General Mills Pressurequick Saucepan.

It's a new kind of pressure cooking device. It has two truly amazing features which eliminate much of the "pot watching" and guesswork that can complicate pressure cooking . . . the Automatic Magic Metal Cover that vents and seals the saucepan at the proper moment without attention and the exclusive Cooking Control that gives homemakers simpler, surer control over the entire pressure cooking operation.

And when women hear the wonderful news about the new General Mills Pressurequick Saucepan—there'll be action . . . buying action . . . because American women know and trust Betty Crocker as the world's most helpful home service authority. They'll want the pressure saucepan she sponsors . . . just as they now want—and *buy*—hundreds of millions of packages of other General Mills products recommended by Betty Crocker.

How the Magic Metal Cover works

When the cover is placed on the General Mills Pressurequick Saucepan, it still remains unsealed until all the air has been forced out of the cooking chamber. Then the heated steam inside causes a flexing action in the Magic Metal Cover which clamps it tightly against the rim of the vessel and creates a pressure-tight seal—*automatically*.

BETTY CROCKER IS A REGISTERED TRADE MARK OF GENERAL MILLS, INC.

GENERAL MILLS, INC., HOME APPLIANCE DEPARTMENT • MINNEAPOLIS 13, MINNESOTA



Sell Kitchen as a Unit

Combine Display, Financing, Contractor Facilities and Floor Plans

• The greatest single idea which has emerged from the production blackout in electrical appliances during war years is that of the complete kitchen. The housewives of America no longer think in terms of separate electrical appliances. They yearn for an entirely modern kitchen that will free them from drudgery and provide pleasant surroundings for themselves and their families.

In this fact lies your greatest opportunity for a new high level of electrical appliance sales. Never before has the idea of "ensemble selling" been applied on such a large scale. This technique, which started in drug stores with the companion sales of such items as a toothbrush and tooth paste, has now grown to the point where you can use it to sell related kitchen electrical appliances that may total many hundreds of dollars!

Stock Products

This idea, however, is now so widespread that competition among dealers to sell the complete kitchen is bound to be severe in the future. How, then, can you be sure of getting your fair share of the sales of electrical appliances which will be generated by this new selling method?

Your first need is to obtain franchises for all the products that go to make up the complete kitchen. You need more than just electrical appliances, large and small. They include also a line of base cabinets and wall cabinets. You may also want to carry a line of kitchen lighting fixtures.

Arrange Display

Your next consideration will naturally be that of display. Many dealers report they are planning to install complete model kitchens in their stores, where they can place each electrical appliance in its place in the home and demonstrate it in actual use.

How important is such a model room in your selling of a complete kitchen? Can you get along without it?

Model kitchens have many pow-

erful advocates. Most display experts, however, seem to agree that you should install a model kitchen in your store only under certain conditions.

A walled-off model kitchen can be a powerful sales tool if it does not take so much space away from your store that you are cramped as a result. You should have such a separate room only if you are able to carry a duplicate stock of every electrical appliance in that room.

Some small dealers have arranged a model kitchen area in one corner of their stores, without walling it off. If you lack the space or the money for duplicate stock, perhaps you can devise such a compromise display.

Stocks and displays are only preliminary steps. More important is what you do about selling complete kitchens.

You may be able to establish certain contacts in your area that will help you. Collaborate with the local contractors whenever that is possible. These include not only

new-home builders but also architects and carpenters who re-model, since the remodeled complete kitchens may outnumber those in new homes for some time to come.

Co-operate also with financial institutions operating in your area. These include installment loan companies, banks, insurance companies and savings and loan associations.

If you operate an average sized store, do this contact work yourself. If you have a large store, designate someone to develop this business which arises through home building and remodeling.

Plan Layouts

But above all, make definite plans to follow up leads for the complete kitchen by calls in the home of the prospect. You are in a position to give personal, individual expert advice to each family that is thinking of a complete kitchen. This is your trump card.

You know what each electrical

(Continued on page 118)

PRODUCTS FOR THE COMPLETE KITCHEN

- **COOKING AREA**—Electric range with automatic oven clock. Roaster. Automatic toaster.
- **REFRIGERATOR AREA**—Refrigerator with quick-freeze compartment, or optional separate home freezer. Food mixer with attachments. Food blender.
- **SINK AREA**—Sink with dishwasher and garbage disposal unit. Electric water heater, installed nearest kitchen and bathroom faucets to reduce heat loss in pipes.
- **LAUNDRY AREA**—Automatic clothes washer, electric ironer, electric iron, clothes dryer, and electric hot plate for starch.
- **BASIC EQUIPMENT**—Steel wall and floor cabinets, lighting fixtures, ventilating fan, and radio.



**Remodeled for
Electrical Appliance
SALES!**



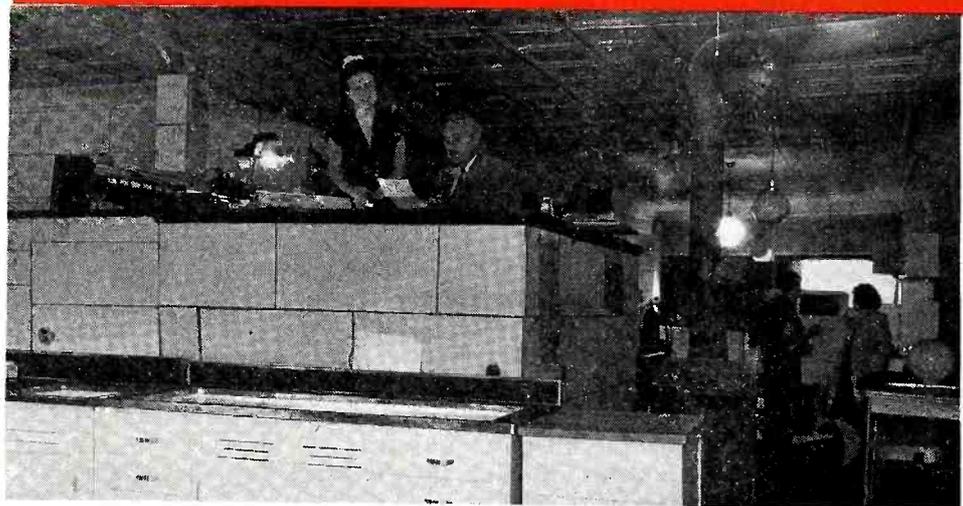


**Modern Materials, Space
Strategically Used, Fluorescent Wall Lighting —
Aid Modern Selling**

● Located where two main highways on New York State's Long Island cross, Sunrise-Merrick Trading Corp. of Rockville Centre is right in line for a leading quota in sales.

During wartime, owner Aaron Schneider did a big business in reconditioning refrigerators, and due to pressure of repairs, found little opportunity to keep his fine sales showrooms up to date.

Today, however, his store is completely modernized, as shown in these pictures. Photo at top left shows Schneider (left) discussing sales pointers with Sunrise-Merrick's Manager Greenspan. Two pictures at lower right show the vast difference in office arrangement, alone, "before" (bottom) and "after" (above).



Profits in Electrical

Help Pay Overhead by Filling in Dull Season of Year

● When you think of room and house cooling electrical appliances, think also of a "cool" extra profit for your store. That is what they can bring to most radio and electrical appliance dealers.

These appliances are of two major types—room coolers and fans. Both types are virtually "package" units and require little service. Both present tremendous sales opportunities for the future. Together, they may answer a problem in your store as to what you can push during that "dead" season at the end of the second quarter of the year and the beginning of the third.

New Room Coolers

If you give it a chance, the room cooler may turn out to be an important product in your store. Many radio-appliance dealers attained substantial volume on room coolers before the war cut off sources of supply. And from all indications the room cooler is really going to go places in the coming market.

Utilizing smaller motors and quieter compressors, new models will

have greater sales appeal than ever before. And since the unit price is relatively high, the sale of a room cooler is an important one.

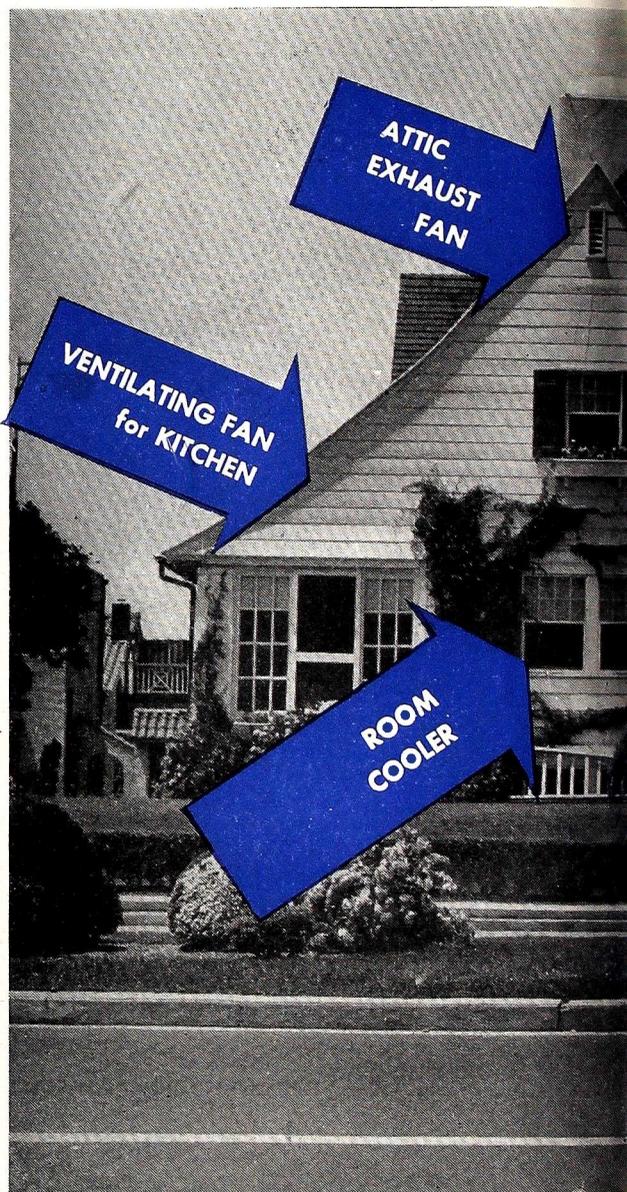
Admittedly your selling season is short, unless you happen to be situated in the South. And to sell room coolers, you must first have them on your floor ready to sell before the peak hot season.

High-Class Market

This year you may be able to obtain deliveries of some room coolers in time to merchandise them aggressively. Manufacturers in general are allocating these appliances on the basis of market surveys. And production may attain a substantial level, since some manufacturers are arranging production schedules among their various appliances to correspond to seasonal demand.

Your market for room coolers is a high-class one. In general, you will do best to build up a prospect file among the highest economic group in your trading area.

You can not only sell these people one room cooler more easily, but you



These arrows point to profit possibilities which exist in nearly

PLAN NOW TO SELL ROOM COOLERS, FANS!

ROOM COOLERS (compressor types) are high-profit items. Easy to install; require little service. Can be sold for more than one room in home. Offices of professional men, restaurants, etc., need them. Smaller motors, quieter compressors in coming models will up sales.

VENTILATING FANS can be sold year 'round for use in kitchens, bedrooms, etc., in homes and for many commercial purposes.

CIRCULATING FANS are profitable items. Be sure to sell the customer *more than one* when he comes in to buy.

ATTIC VENTILATORS bring big money. They have "slues" of sales appeal.

Get ready now to do all-year business in these items by stressing how many months in year they'll work for customer's comfort.

can also build a greater repeat business. The man who is able financially to purchase one unit is often a good prospect for additional ones as well.

In your telephone, direct mail and personal solicitation, comb your prospect files to select not only those people who are financially well off, but also who show that they love ease and comfort. For example, the person who bought an automatic blanket in the Fall may be a good prospect for a room cooler the following Spring.

Appliances Which Cool

Obtain Your Share of Huge Air Conditioning Market



Every room of the typical home for the rapidly growing business of keeping America cool.

The residential market for room coolers is tremendous, especially in the larger and hotter cities of the country. But do not overlook the possible commercial market that may exist in your area.

Commercial Buyers

Physicians, dentists, lawyers and other professional men are excellent prospects for room coolers for use in their offices. Executives of business organizations in your area may also be interested in room coolers. Small commercial establishments such as beauty parlors and restau-

rants which are not large enough for air-conditioning may buy one or more room coolers from you.

The second type of cooling appliance that you may handle is the electric fan. It will take an important place in the future.

Serious-minded merchandisers are giving more and more thought to the electric fan. It is no longer merely a motor with a windmill attached. It is a necessary adjunct to modern air conditioning.

In fact, the fan properly used may be all the air conditioning required in some sections of the country. Perhaps by selling "air-in-motion"

as created by modern fans you can solve the hot weather problems of most people in your area, if you are situated in the Northern belt.

Circulating fans now come in several types. You may find it advantageous not only to handle the conventional types, but also the type whose blades closely resemble airplane propellers because, their makers claim, they are based on aerodynamic research. Still other types are designed to reduce draft and still give adequate circulation of air.

Fans More Popular

You will find that instead of air conditioning obsoleting the fan, it actually helps to build a market for it. For example, some dealers have sold fans to stores with air conditioning systems in order to break up the cold air behind counters and move it around.

Ventilating fans are finding a rapidly growing market, both in the home and commercial field. Some of these are exhaust fans. Others take air in from the outside.

In the home, ventilating fans now enjoy common acceptance in the kitchen. As you no doubt already know, window installations are extremely simple to make.

Install Ventilating Fans

You can also make arrangements with a carpenter or mason so that you can sell and make permanent wall installations of ventilating fans. In the home, these are made not only in the kitchen, but also in the basement rumpus room or in a living room which gets overheated on hot days. Commercial wall installations are especially popular with restaurants, tailors and other establishments where heat is used for operation of the business all year around. Ventilating fans may also be used in any place where circulating fans cannot bring in enough fresh air from the outside to dispel odors or to create a needed change of atmosphere.

One widely accepted type of ven-

(Continued on page 118)

Refrigerators ★
 ★ Washers
 Ironers ★
 ★ Ranges
 Vacuum Cleaners ★
 ★ Food Freezers

More New Electrical

Bendix DRYER

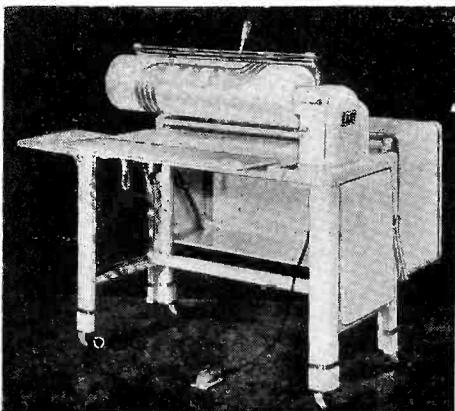
Automatic home dryer, to be available in summer. Features less wear on clothes, faster drying, direct exhaust, larger load and temperature control.



Dryer to be manufactured in electric and gas models. Capacity of 18 pounds wet clothes. Automatic regulator permits removal of clothes dry or damp dry, ready for ironing. Bendix Home Appliances, Inc., 3300 West Semple St., South Bend 24, Ind.—RADIO & Television RETAILING

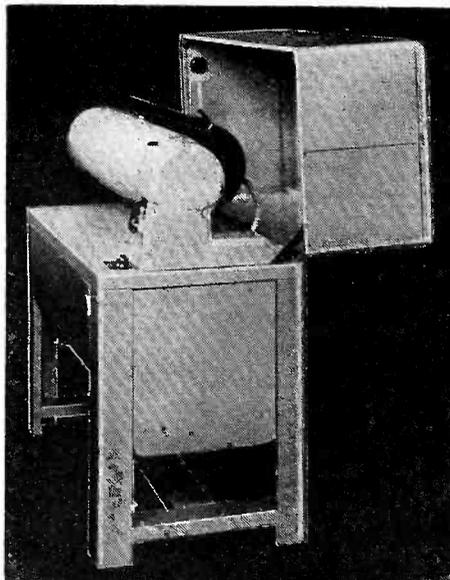
Easy IRONER

Model No. 346. Features: 2-way speed control with selective slow and high



speed; 3-way heat control with selective low, medium, and high heat control; 2-thermostat heat regulator at each end of shoe. Double open ends allow user to see surface to be ironed at all times. Extra space shelves for placing of garments before and after ironing. Hand-controlled or foot-press roll stop; table switch with pilot light. Triple layer finish of bonderite rust-proofing processing, tough baked primer, high gloss baked Easy-namel finish. Easy Washing Machine Corp., Solar & Spencer Sts., Syracuse, N. Y.—RADIO & Television RETAILING

Morton IRONER

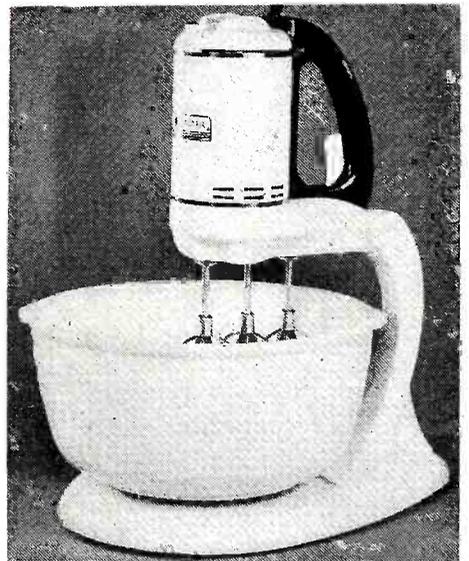


Cabinet-type rotary ironer model. Morton Appliance Co., 666 Lake Shore Dr., Chicago, Ill.—RADIO & Television RETAILING

GE MIXER

Model DM-8. Automatic portable mixer designed to do mixing, beating, whipping. Exclusive three-beater construction provides for uniform mixing. Beater removable, and permits use of a one-position bowl support. Multi-speed switch is located close to the handle to provide single-hand control of the complete range of operating speeds. Motor permanently oiled. Special con-

trol lever allows motor to be swiveled right on its base for easy use of all accessories. Built-in light for complete



visibility of mixing operation. General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—RADIO & Television RETAILING

Interstate VACUUM CLEANER

"Compact" aluminum vacuum cleaner, precision built. All-aluminum case gives it light weight. Features: vertical bag; no dirt goes through fan; horizontal



motor which manufacturers claim makes for less vibration, longer life; more vacuum, making for less power cost; detachable cord for convenient storage; hand-or-foot-operated switch. Interstate Engineering Corp., El Segundo, Cal.—RADIO & Television RETAILING

Appliance Merchandise

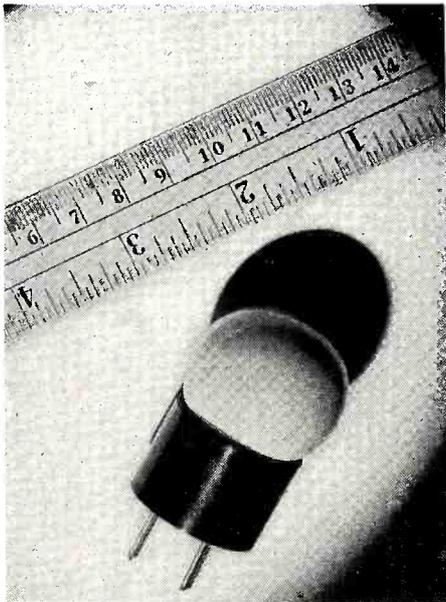
★ Toasters
★ Roasters
★ Hand Irons
★ Mirrors
★ Clocks
★ Coffee Makers

Frigidaire WATER HEATER

Featuring exclusive Radiantube heating units, which are immersed directly in the water for speedy heating. Upright models to be available in both double and single heating units with capacities of 32, 40, 52, 64 and 80 gallons, and a 30 gallon, single unit, table top model. Upright models in both single and double units will stand 57 $\frac{7}{8}$ " high in all models from 32 to 64 gallons. The 80 gallon water heaters will be 71 $\frac{3}{8}$ " in height. Other features include a hot water trap, extra heavy spun-glass insulation, cold water baffle plate, and a galvanized steel tank enclosed in rust-proofed steel shell. Frigidaire Division, General Motors Corp., Dayton 1, Ohio.—RADIO & Television RETAILING

Westinghouse GLOW LAMP

One-watt fluorescent glow lamp, designed for use in any ordinary lamp sockets or base plug; with green or white phosphor. Equipped with either medium screw base or prong type base. Green lamp especially effective at



night; recommended as safety light. White light developed primarily for bedroom night light service. Tests indicate lamp will operate for approximately a year, burning night and day. Lamp Division, Westinghouse Electric Corp., Bloomfield, N. J.—RADIO & Television RETAILING

Presteline ELECTRIC RANGE

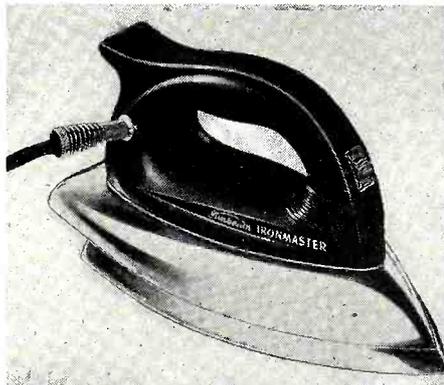
Choice of three top stove arrangements of cooking units available. "Pig-tail" built-in wiring connection to facilitate installation. Other features include: large oven, storage compartment for



kitchen equipment, recessed top-range controls, automatic operation, and all-welded steel construction. Presteline, Domestic Appliance Division of Pressed Steel Car Co., Inc., 122 So. Michigan Ave., Chicago, Ill.—RADIO & Television RETAILING

Sunbeam IRONMASTER

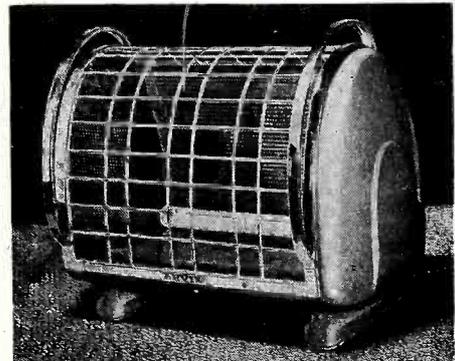
Automatic iron with thumb-tip heat regulator in handle; marked for all fabrics. Reaches full high heat in 2 $\frac{1}{2}$ min-



utes. Chicago Flexible Shaft Co., 5600 Roosevelt Rd., Chicago 50, Ill.—RADIO & Television RETAILING

Arvin PORTABLE HEATER

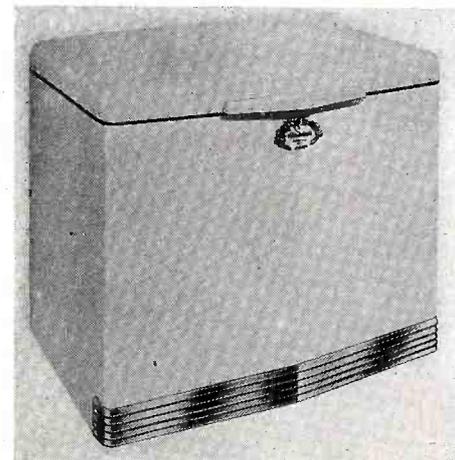
Model 52, radiant type portable electric heater, that serves as a portable fireplace. Long heating element, heavy-duty unit, wound on porcelain. Body and feet are heavy gauge metal with baked-on enamel. Guard rails at both



ends of protective front grille, shaped to form convenient carrying handles, and to make heater fire-safe if accidentally turned over on rug. Operating current ac or dc, 1320 watts. Size: 18" wide, 14" high. Noblitt-Sparks Industries, Inc., Columbus, Ind.—RADIO & Television RETAILING

Pak-A-Way FREEZER

Model 6 home and farm freezer; 6 cu. ft. of storage space provided. Suitable



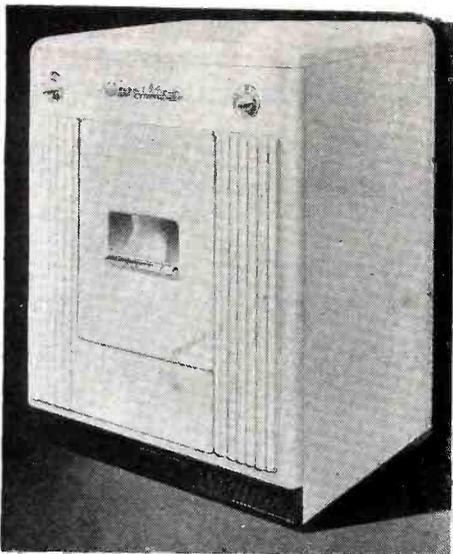
for storing fruits, vegetables, meat, fish, poultry, and baked goods. Schaefer, Inc., Minneapolis, Minn.—RADIO & Television RETAILING

(Continued on page 60)

Latest Home Appliances

Hamilton CLOTHES DRYER

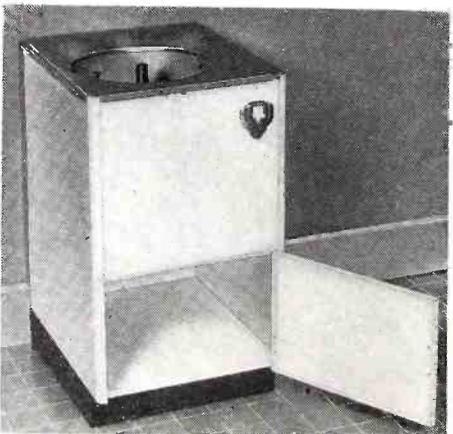
Automatic clothes dryer, comes in white Dulux enamel, of sturdy steel construction. Time control switch can be set for various time periods, depending on type of clothing to be dried. Available in one gas model, and two electric models. Gas model, 700-G, re-



quires gas and electric connections, 200 watt electric line. Dimensions: 31" wide, 39" high, 27½" deep. Electric model 600-E, 4400 watts; electric model 800-E, 1500 watts. Dimensions (electric models): 31" wide, 39" high, 27½" deep. Hamilton Mfg. Co., Two Rivers, Wis.—RADIO & Television RETAILING

Kitchen Queen WASHER

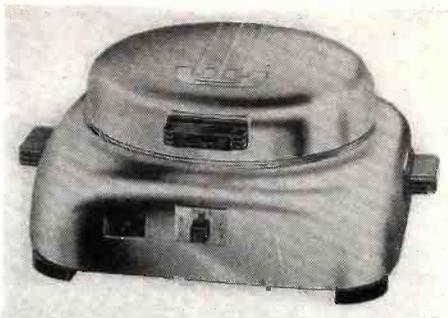
Apartment-size washer. Full 7½ gallon tub hold 3 lbs. of dry clothes. Has scientifically designed agitator for superior wash action and thorough circulation. Heavy duty centrifugal pump for quick drainage and easy rinsing.



All-steel cabinet has removable inlaid linoleum table top and storage space. Hermetically sealed power plant with ballbearing motor requires no oiling. List price, OPA approved, \$32.50 to \$64.95 for deluxe model. Kitchen Queen, Inc., 30 W. Washington St., Chicago 2, Ill.—RADIO & Television RETAILING

Toastswell WAFFLE BAKER

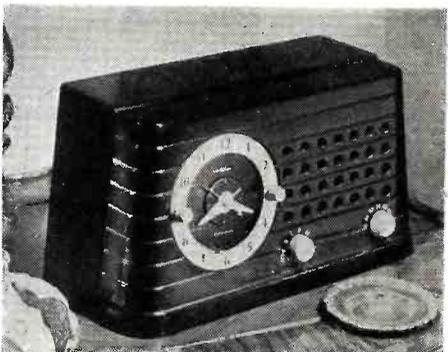
No. 830-46, automatic waffle baker made of heavy gauge steel, chrome plated. Bakelite black trim handles and feet. Heavy cast aluminum grids, 8", with extra outer ring to prevent over-



flow of batter. Thermostatic control; equipped with pilot light bulb that signals when to pour batter and when waffle is done. Size: 12" wide, 5½" high, 11" deep. The Toastswell Co., 620 Tower Grove Ave., St. Louis 10, Mo.—RADIO & Television RETAILING

Telechron "MUSALARM"

Combination radio and self-starting electric clock, model No. 8H59. Radio alarm clock can be pre-set to radio station at desired time. Conventional alarm signal can be used or not as desired. Maroon color plastic case. Move-

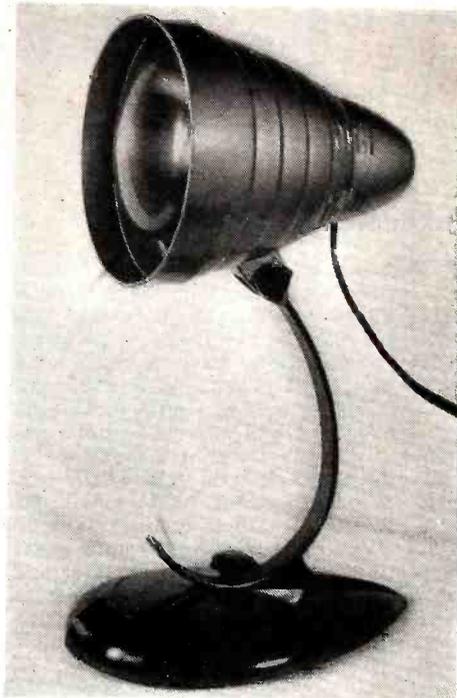


ment contains self-starting Telechron motor, and a 4-tube TRF radio set. Six ft. cord attached. Height 5¾"; width 10⅝"; depth 4¾". Retail price approximately \$19.95, excluding tax. Warren Telechron Co., 75 Homer Ave., Ashland, Mass.—RADIO & Television RETAILING

GE HEAT LAMP

Model IR-4. Table model heat lamp uses special 250-watt bulb for application of infra-red rays to the body. Reflector self-contained in bulb, and provides proper concentration of rays. Strong metal 7" diameter hood protects lamp from breaking, and the user from

accidental burns. Tilting adjustment permits ready selection of height and angle of lamp for application of rays



from either a position on a table, or mounting on a wall. General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—RADIO & Television RETAILING

Morton WASHER

Wringer-type washer, having automatically adjusting wringers. Available with and without emptying pump. Mor-



ton Appliance Co., 666 Lake Shore Dr., Chicago, Ill.—RADIO & Television RETAILING

(Continued on page 62)

Lamp Wanders

... Priced to Produce
Immediate Big Volume
Can Deliver Them Now!

Pennsylvania



(Left)
 No. 35-84
 14" Plate
 Student H-61"
 Shade 12"
 Bridge H-61"
 Shade 12"

(Right)
 No. 35-87-A
 14" Plate
 Student H-61"
 Shade 12"
 Bridge H-61"
 Shade 12"

(Right)
 No. 35-85
 12" Plate
 Student H-61"
 Shade 12"
 Bridge H-61"
 Shade 12"
 Junior H-70"
 Shade 19"

(Left)
 No. 35-81-A
 14" and 10"
 Plate
 Student H-62"
 Shade 12"
 Bridge H-62"
 Shade 12"
 Junior H-71"
 Shade 19"

**Colonial
 Floor Lamps**
 In Maple, Walnut
 or Mahogany Finish
 Complete with Shades

Packed 6 to a Carton (K. D.): **\$6.95** ea.
 Packed 1 to a Carton (Set-up): **\$7.25** ea.

They'll sell on sight, at a good mark-up! Minimum order, six of a style... all F. O. B. Philadelphia.

Complete Line of Other Colonial Wood Floor Lamps **\$4.25 to \$7.95**

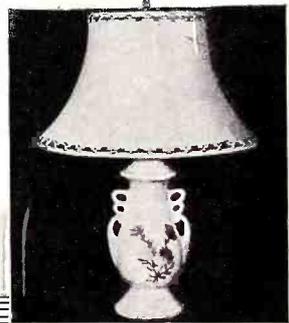
**Mr. Appliance or
 Radio Retailer!**

Lamps are a "natural" with your other lines... and they'll give you profitable business with no waiting! Wire, write or phone in your order or inquiry... we welcome new accounts for IMMEDIATE DELIVERY. Write for details and pictures of other styles.

Hand-Painted China

Complete with Braided Shades **\$5.35**
 In Deal 29-20 (Shown Right)

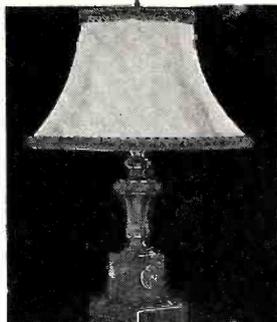
Two other styles in this deal, 21 ins. high. Individually wrapped, packed 3 of any one style to a carton, or a pair each of the 3 styles. Shades in separate cartons. F. O. B. Philadelphia.



21-In. Metal Lamps

Gold, Silver or Bronze Finish **\$6.75**

(Shown Left) Deal No. 22-1, -2 or -3
 Two other styles. Mix up finishes as you want... carton-packed in lots of 6. Complete with shades, packed 12 to a carton. 21 ins. high. F. O. B. Chicago.



Crystal Cut Glass

Complete with "Drum" Shade **\$7.75**

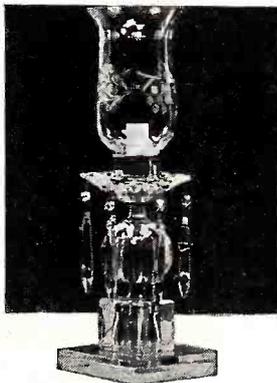
No. 300 (Shown Right)
 Individually wrapped, packed 6 to a carton. 24 ins. high. Hand-draped shades in assorted colors... packed in separate cartons. F. O. B. Phila.



Prism Hurricane Lamps

Ruby Chimney & "Break," **\$4.75**

(Shown Left) No. 15-52, Clear
 Packed 6 of a style to a carton. 14 ins. high. F. O. B. New York City.
 Same style, 17 1/2 ins. high (No. 15-27) ... Clear, **\$7.50** ... Ruby Chimney & "Break," **\$8.50**



Pennsylvania Wholesale Distributors

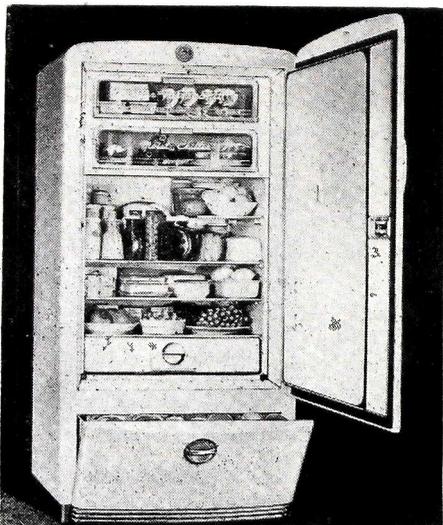
• 132 N. Fourth St.
 Philadelphia 6, Pa.

"America's Better Home-furnishings Organization"

Manufacturers Present

Gibson REFRIGERATOR

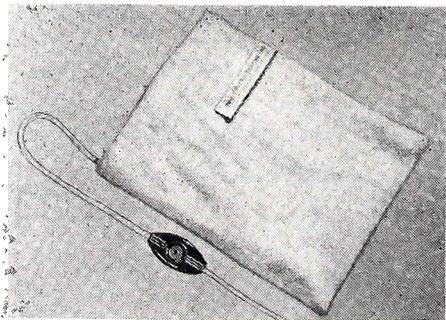
No. SF-796, Freezer Locker. Fifteen temperature control positions on dial. Equipped with 3 full-width, one small, crystal shelves. Moist chiller compartment; moist-cold vegetable freshener; interior light; inside thermometer. Net



capacity, 7.21 cu. ft.; shelf area, 14.53 sq. ft. Exterior dimensions: 61 15/16" high, 30 1/8" wide, 26 13/16" deep. Gibson Electric Refrigerator Corp., Greenville, Mich.—RADIO & Television RETAILING

K-M HEATING PAD

Available in three models. Catalog No. 27A-501: Deluxe model has visual multi-heat switch which glows in dark; can regulate to desired heat. Removable zipper cover. Element encased in fireproof asbestos envelope. 60 watts, 115 volts, ac only. Catalog No. 27A-500:



Tel-a-Lite heating pad combines same feature as Deluxe model, including multi-heat switch and control. Catalog No. 27A-502: Electric heating pad with same features as Deluxe and Tel-a-Lite models. 100 heat control switch. Knapp-Monarch Co., Bent & Potomac Sts., St. Louis 16, Mo.—RADIO & Television RETAILING

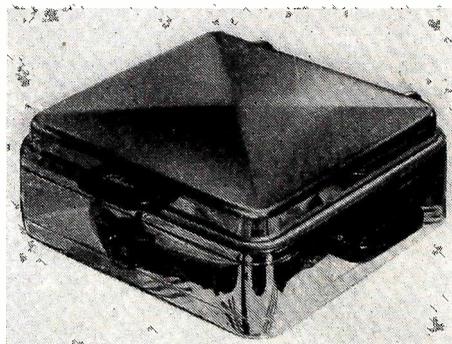
Silex GLASS FILTER

Glass filter that locks in; guaranteed against everything, including breakage,

and other defects. Individually packaged. List price 75c each. The Silex Co., 80 Pliny St., Hartford, Conn.—RADIO & Television RETAILING

Sunbeam WAFFLE BAKER

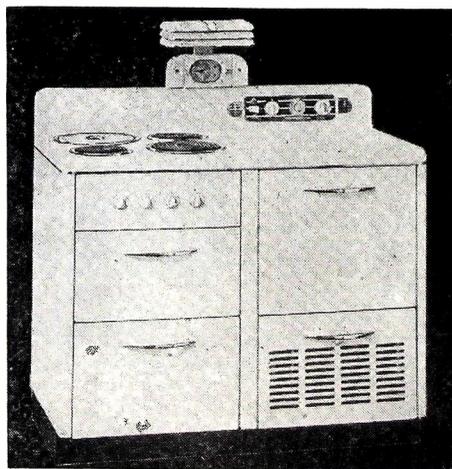
Makes 4 waffles at once; has 80" over-all baking area. Red signal light tells which grids are right heat for bat-



ter and when waffles are done. Chicago Flexible Shaft Co., 5600 Roosevelt Rd., Chicago 50, Ill.—RADIO & Television RETAILING

Thermador ELECTRIC RANGE

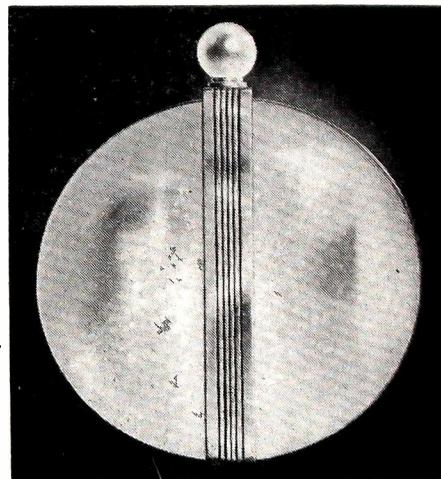
The Captain, model T-40. Top surface 44 1/4" x 21". Finished white porcelain enamel with acid resisting finish. Top and back splash all one piece. Contains three enclosed rod-type surface units; master pilot light located on switch panel. Baking oven 18" wide,



14 3/8" high, 18 3/4" deep. Automatic oven temperature control. Equipped with timer clock to start and stop oven, a deep well cooker, range lamp, warming drawer, minute timer, and utility drawers. Kitchen heat fan available as an extra. Thermador Electrical Mfg. Co., 5119 S. Riverside Dr., Los Angeles, Cal.—RADIO & Television RETAILING

Edwards DOOR CHIME

The Diana model. Round mirror with chrome and crystal decoration conceals the chimes with Sonoscope tested bars. Sounds two-note melody for front en-



trance and single note for rear entrance. Over-all dimensions: 11 1/2" high, 9 5/8" wide, 3" deep. Edwards & Co., Norwalk, Conn.—RADIO & Television RETAILING

Tappan GAS RANGE

Model CPGVD-557. 38" chassis, deluxe cove top and instrument panel. Top burners of chromelite finish: 1 giant, 2 standard, 1 "mighty mite." "Visualite" oven with double glass window in door; electric interior oven light.

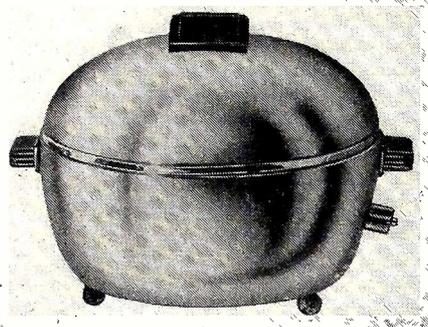


Broiler in roller bearing drawer. Several compartments for warming and storage. Dimensions: length 38", depth 26", overall height, 44 1/2", height to cooking top 35 1/4". The Tappan Stove Co., Mansfield, O.—RADIO & Television RETAILING

Toastswell FOOD WARMER

No. 620-46, electric food warmer of high-polished aluminum, with black bakelite handles and feet. Circular en-

New Electrical Appliances



closed removable element to facilitate even heat distribution. Adjustable vent in cover. Overall size: 8" high x 10 1/2" wide. The Toastswell Co., 620 Tower Grove Ave., St. Louis 10, Mo.—RADIO & Television RETAILING

Valancia FLUORESCENT VALANCE FIXTURE

Prefabricated valance fixture, equipped with fluorescent tubes. Fits over curtains, draperies and/or venetian blinds; light is reflected upward to the ceiling and downward to the curtains. Frame



of wood, finished in light ivory. May be painted over, or covered with fabric. Available in 36", 48", 72" and 96" sizes, and holds standard 18" fluorescent tubes. Railley Corp., Cleveland, O.—RADIO & Television RETAILING

Iceberg FROZEN FOOD STORAGE UNIT

Commercial size unit constructed sectionally for easy installation. Additional sections can be added. Has available a blast freezer for quick freezing of foods. Can be placed in any room of normal temperature, and gives drawer renters access to locker without necessity of man in attendance. Drawers are of top suspended double roller bearing pull-out type, equipped with automatic bar lock for complete sealing when locked. Specifications: capacity, 60 to 360 cu. ft. net storage space; 10 to 60 drawers, each with 6

cu. ft. net storage space. Each section 30" long. Finish: exterior, all white baked on enamel. Iceberg Refrigerated Locker Systems, Inc., Empire State Bldg., New York, N. Y.—RADIO & Television RETAILING

Cory ELECTRIC STOVE

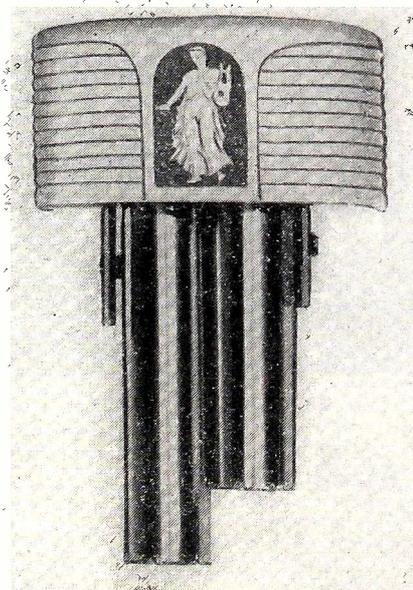
Model DQE-S, two-burner electric stove, shown in use with Cory coffee brewer and one decanter. Has high heat for quick brewing and low heat to keep coffee at even temperature.



Weights 5 lbs. Retail price of stove only, \$19.15. Complete "Buffet Queen" set retails at \$26.20, including Federal tax. Cory Glass Coffee Brewer Co., 221 N. LaSalle St., Chicago 1, Ill.—RADIO & Television RETAILING

Mell-o-Chime DOOR CHIME

The Aristocrat, No. 311. Short-tube chime with designed cover finished in antique ivory and brown, or walnut and gold. Tubes of high-quality seamless brass in brush finish. Tone bars fin-



ished in French gold. Size: 7 1/4" x 11 1/4" x 2 1/2". Mell-o-Chime & Signal Corp., 119 S. Jefferson St., Chicago 6, Ill.—RADIO & Television RETAILING

Miracle STEAM IRON

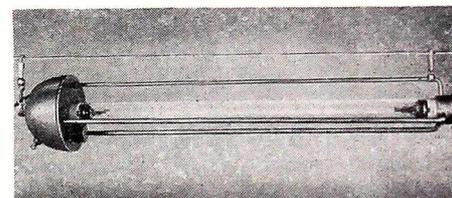
No. 310 automatic steam iron, can be used wet or dry. Features: fabric heat selector, clothes require no sprinkling, plastic easy-grip handle, T-K element



embedded in the sole, heats evenly. Funnel comes with iron to facilitate filling. Weight: 5 1/2 lbs. Miracle Electric Co., Chicago 3, Ill.—RADIO & Television RETAILING

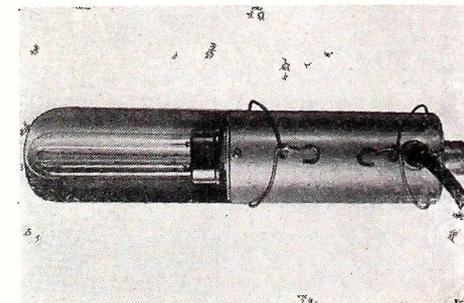
Protecto-Ray GERMICIDAL UNITS

Fifteen watt lamp unit provides germ-killing power, helps in meat and fresh vegetable preservation, sterilizes rooms. Eight-foot rubber covered cord and plug furnished; snap-hook and chain for



flexibility for either horizontal or vertical hanging; regulation 2-contact starter for automatic relighting; 15-watt, bipintype germicidal tube furnished; standard bipintype fluorescent sockets used. Price, \$49.50, F.O.B. Lancaster, Pa.

Model GL-4A portable 4-watt germicidal unit for use in markets, reach-in boxes, coolers and home refrigerators. Easily installed by hanging from a hook, from refrigerator shelf, or string on a wire. Regulation type 4-prong



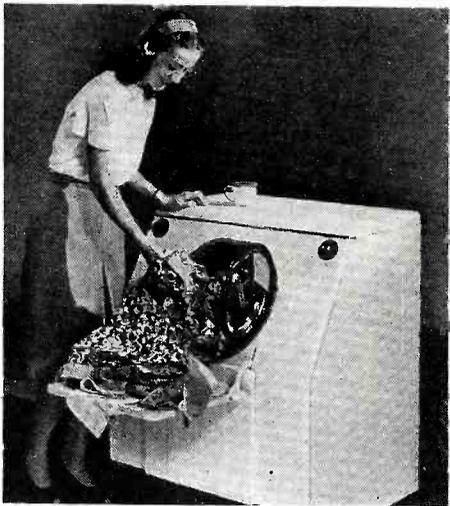
socket used. Three-position aluminum shade reflects rays in desired direction. Price, \$12.50, F.O.B. Lancaster, Pa. C-B Tool Co., Lancaster, Pa.—RADIO & Television RETAILING

(Continued on page 64)

New Appliance Products

Westinghouse LAUNDROMAT

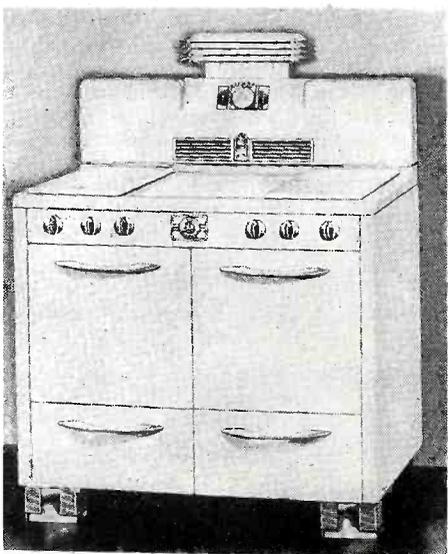
Compact, portable washing machine; automatically fills with water, washes, rinses, spin dries, drains and cleans itself. Shuts off. New features include:



non-clogging drain pump, improved speed change unit sealed-in steel, and contains a lifetime oil supply. Westinghouse Electric Corp., Mansfield, O.—RADIO & Television RETAILING

Magic Chef GAS RANGE

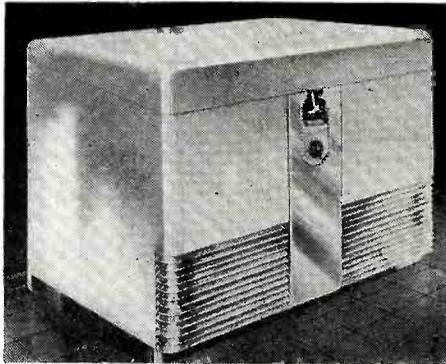
Streamlined gas range of white enamel with chrome trim. Features: High lamp to eliminate shadows on cooking top, timer set into range, electric outlet on right of lamp for plugging in electrical appliances, "swing-out" broiler to eliminate stooping. Also has automatic top lighting, non-clog sim-



mer-save burners, giant duty burner, rock-wool blanket insulation, removable burners and trays, and high speed ovens. Size: 50 $\frac{3}{4}$ " high, 39" wide, 27 $\frac{1}{4}$ " deep. American Stove Co., 4301 Perkins Ave., Cleveland, O.—RADIO & Television RETAILING

Amana HOME FREEZER

Model 90 frozen food cabinet. Provides urban or farm family with 9 cu. ft. of storage space. Full-opening drop front lid makes for easy access to contents. Lid heavily insulated, side, walls and bottom protected by 4" high grade



insulation. Hermetically sealed compressor of ample capacity makes for long-life operation. Amana Society, Refrig. Div., Amana, Iowa—RADIO & Television RETAILING

Miracle FLOUR SIFTER

No. 150. Aerates flour three times in one operation; active vibrator for complete sifting action; requires use of one hand, leaving other hand free; requires



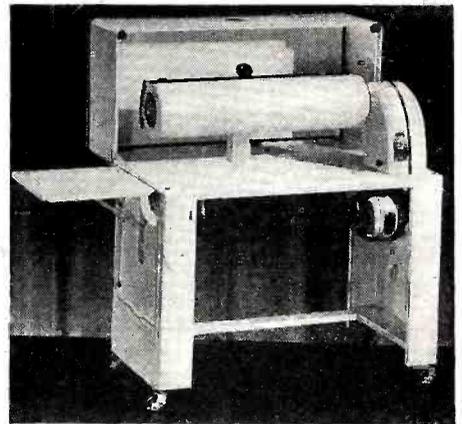
less than half-minute for complete operation. Weight: 1 lb. Miracle Electric Co., Chicago 3, Ill.—RADIO & Television RETAILING

Palley STEEL KITCHEN UNITS

E-Z plan luxury kitchens can be assembled by using basic units and complete sink assembly and wall cabinets

featured by this manufacturer. Units of one-piece heavy gauge welded steel body construction; ball-bearing drawer slides; refrigerator-like plastic finish; maximum usable storage space. Base tops may be either porcelain or linoleum. Sinks can be drawn steel, stainless steel, and linoleum, with inserted bowl. Palley Mfg. Co., Pittsburgh, Pa.—RADIO & Television RETAILING

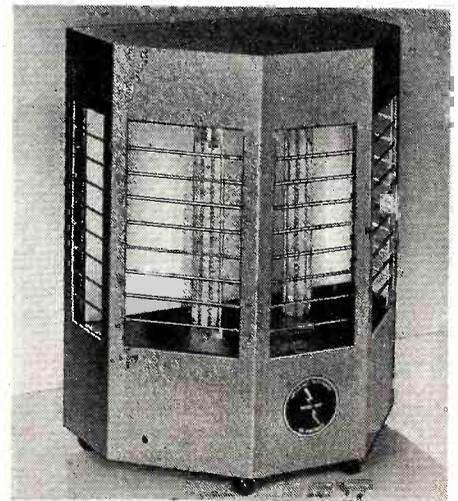
Simplex IRONER



Model 2-467, table top cabinet ironer. Full sized "special" model. American Ironing Machine Co., Algonquin, Ill.—RADIO & Television RETAILING

Steady-Glo ELECTRIC HEATER

Model D1 electric heater with new type reflector back and dual element. Ni-chrome coils within element for greater heat radiation; curvilinear stainless steel back for directing flow of warm air and for greater reflecting sur-



face. "Hammered silver," baked enamel finish, complete with cord. 1320 watts, 110-120 volts, ac or dc current. \$14.00 list price. Appliance Industries of America, 666 No. Lake Shore Dr., Chicago 11, Ill.—RADIO & Television RETAILING

(Continued on page 66)

NEVER BEFORE

A HEATER LIKE THIS



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

PORTABLE STEAM HEAT



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

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

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



NATIONALLY ADVERTISED

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



WITTIE MFG. & SALES CO

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

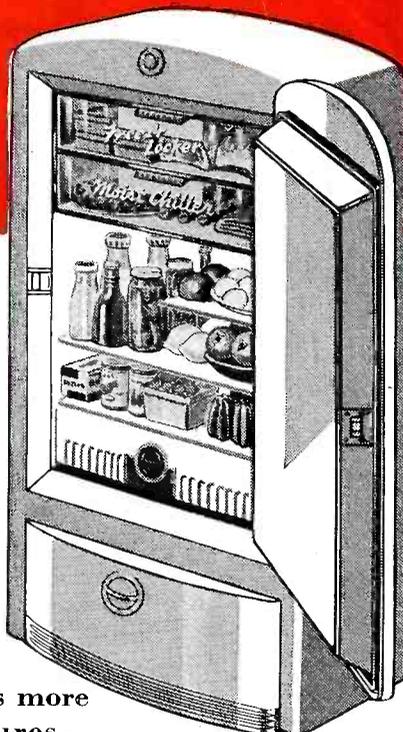
Gibson

**FREEZ'R SHELF
REFRIGERATOR
WITH ACCENT ON**

Action!

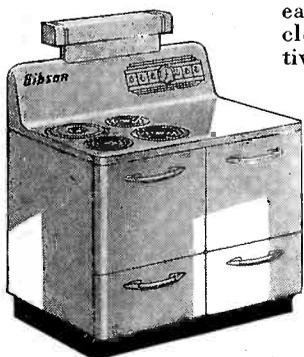
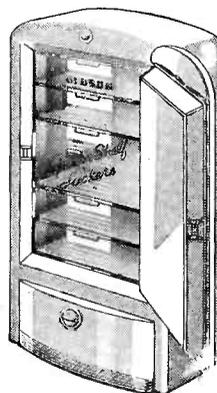
**SALES ACTION
features:**

- Unobstructed, wall-to-wall accessibility on every shelf from top to bottom.
- Freez'r Locker for perfect preservation of frozen foods—more ice cubes.
- Moist Chiller keeps healthful vitamins longer with high humidity—low temperatures.
- Different humidities—temperatures on each shelf for tempting salads—frozen desserts—dew-touched vegetable freshness.



The Freez'r Shelf gives dealers more "show"—more "sell" features—paves the way to faster sales—better profits! Gibson is the independents' "short" line—with accent on action—sales action!

Home Freezer. UP-RIGHT! No more diving, delving, or digging. 5 clear-across, wall-to-wall shelves keep foods in easy reach—glass doors assure clear view—instant selectivity. Direct contact freezes faster and preserves longer.



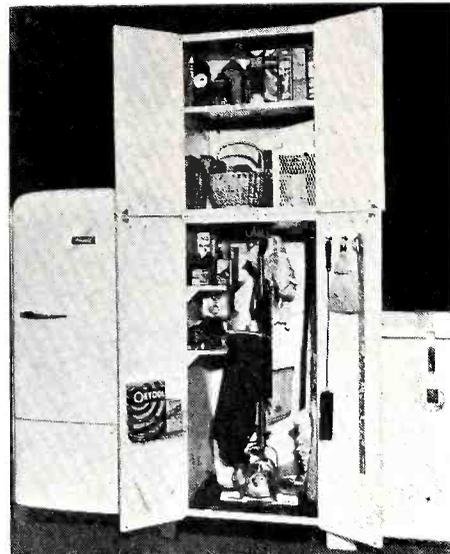
Kookall Electric Range. Completely automatic—set it, forget it—turns itself on and off . . . Larger oven—higher broiler—lower operating cost—uses stored up heat. The only range which will feature UPS-A-DAISY—Today's secret, tomorrow's sensation.

GIBSON REFRIGERATOR COMPANY
GREENVILLE, MICHIGAN

(Continued from page 66)

Hotpoint UTILITY CABINET

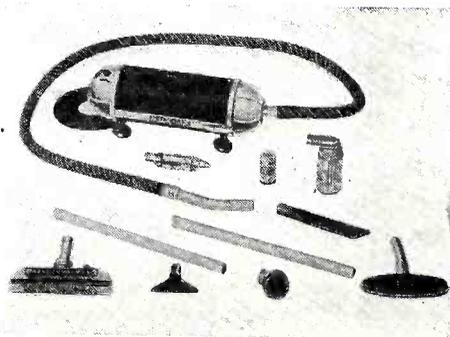
Utility cabinet; over-all dimensions 24 x 24½ x 84 inches. Upper set of doors extends down 30" making them "break" at eye-level of wall cabinets. Doors are channel type construction, filled with insulation to make them soundless.



Steel is 24 gauge throughout. White only; chrome plated handles designed to match trim on other Hotpoint appliances. Edison General Electric Appliance Co., Inc., 5600 W. Taylor St., Chicago 44, Ill.—RADIO & Television RETAILING

**Magic-Aire VACUUM
CLEANER**

Model 200, finished in black with contrasting polished aluminum end caps. Powerful motor, with double-size dirt trap for maximum efficiency. Standard accessories include: Two extension wands; magic rug tool with specially-designed suction slots and adjustable brush; magic floor tool; crevice tool for



hard to reach places; upholstery nozzle; soft round brush for delicate cleaning; glass demother; sprayer. Comes with accessory "hangar" for tool attachments. Manufactured by Electric Vacuum Cleaner Div. of G. E., and sold through Premier Vacuum Cleaner Div., 1734 Ivanhoe Rd., Cleveland 10, O.—RADIO & Television RETAILING

(Continued on page 70)

"BETTER PLANS"

Chicago dealer gets "more for the money"
from Commercial Credit service

In anticipation of a big upswing in appliance sales, we have been getting our plans organized, particularly the financing we will want.

"If I needed any convincing that Commercial Credit gives both me and my customers more for the money, your new set-up would certainly do the job.

"We are appreciative of your fine service during our past eighteen years and are sure that when **BETTER PLANS** are offered, they will come from Commercial Credit."



John J. Valerio

Television Radio Co.
Chicago, Ill.

Home Appliances and Heating Equipment

COMMERCIAL CREDIT COMPANY

BALTIMORE 2, MARYLAND

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

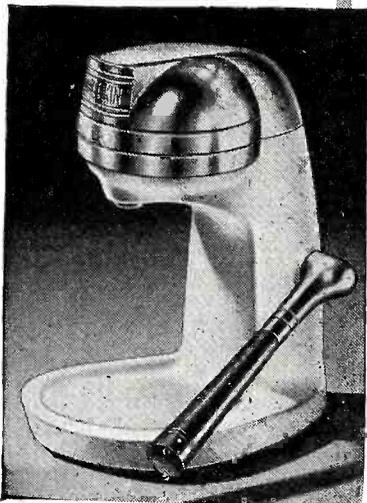


*Here's your
Star Salesman!*

This jovial fellow is on our payroll—but he's working for you. He is the registered trade mark of **JUICE KING** home juicers, and stands for superior quality in materials . . . workmanship . . . design. He is your assurance of fast turnover and a protected profit—your customers' warranty that they are securing the finest home juicer made. **NATIONAL ADVERTISING on JUICE KING appears in Ladies' Home Journal . . . Good House-keeping . . . Better Homes & Gardens.**

These important features confirm JUICE KING'S leadership:

1. Single Stroke Handle. 2. Juice-All Strainer. 3. Deep-Well Cup. 4. Interlocking Cup, Strainer, and Base. 5. Steel Handle. 6. Open Design.

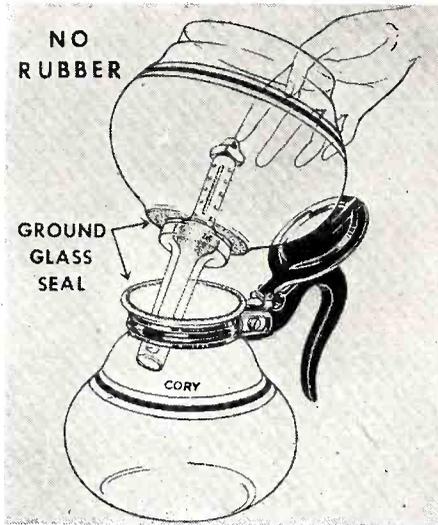


NATIONAL DIE CASTING CO.
Touhy Ave. at Lawndale
Chicago 45, Illinois

(Continued from page 68)

Cory GLASS VACUUM SEAL

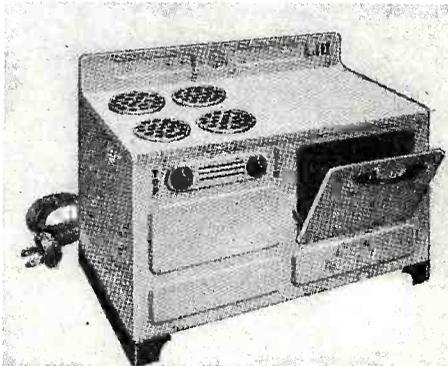
New Cory ground glass vacuum seal; no rubber used, but a glass-to-glass



seal utilized for greater perfection. Cory Glass Coffee Brewer Co., 221 North LaSalle St., Chicago 1, Ill.—**RADIO & Television RETAILING**

Little Chef TOY STOVE

Model 945, 300 watts, 115 volts. Size: 13" x 10½" x 7". Aluminum insert burner plates in top; insulated top; spring steel clip-on hinged oven door; two nichrome elements; bakelite switch knobs and



oven door handle. Asbestos insulation on cord. All metal construction. Two coats of baked enamel. White with black trim. Tacoma Metal Products Co., Tacoma, Wash.—**RADIO & Television RETAILING**

Apex AUTOMATIC WASHER

"Bouncing basket," for complete cleansing utilized in 4-cycle process. Clothes inserted through top opening. Wash-rinse-dry-fluff cycle is completed in 17 to 25 minutes. Thermostat permits operator to vary temperature of water from 130 degrees to 100 degrees. Rins-

ing water is automatically maintained at 100 degrees. Action stops if lid is lifted during washing operation. Does not require fixed installation or special base. 25½" sq. and standard kitchen



cabinet height. Finished in white enamel; equipped with interior lighting. Apex Electric Mfg. Co., 1067 E. 152nd St., Cleveland, O.—**RADIO & Television RETAILING**

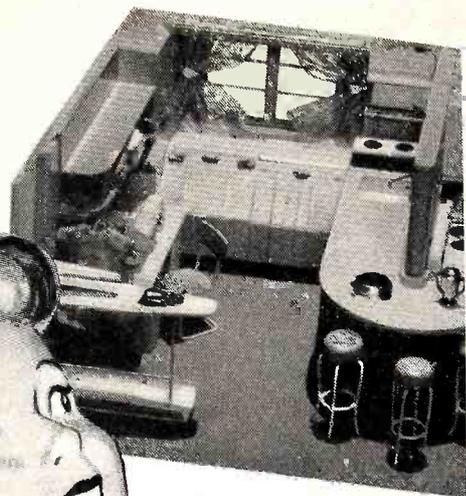
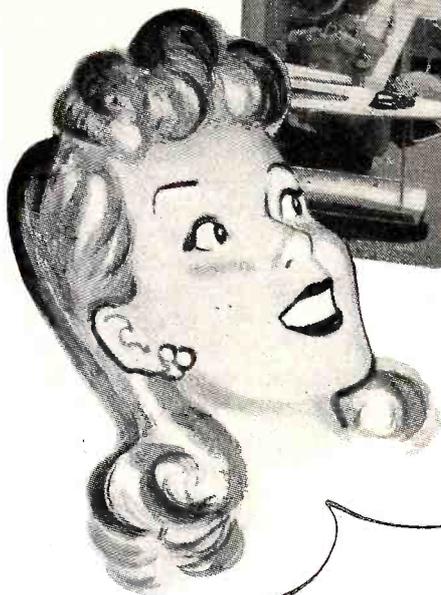
LumiNite WALL SWITCH PLATE

Electrically lighted wall switch plate, features shielded light that comes on automatically when room lights are turned out, and remains off when room lights are burning. Makes switch easy to locate and serves as a safety light. Also can be used for indicating when



lights in rooms, such as porch or basement, have been inadvertently left on. Operates for less than 2¢ per year. Of ivory plastic, to fit any standard switch. Associated Projects Co., 80 E. Long St., Columbus 15, O.—**RADIO & Television RETAILING**

(Continued on page 73)



WHAT A SPARKLING
KITCHEN-AND-LAUNDRY
—A DREAM!

I WANT MORE THAN
SPARKLE — WHAT'S
UNDER THE GLEAM?

It's a Split Decision!

Westinghouse

Love is a spiritual coupling of souls,
But couples may split when they go to the polls.

Winning *her* vote with a lure that's aesthetic,
Is just *half* the sale (that's just plain arithmetic).

If sales of appliances you would promote,
You'd better reach *both* sexes—each has a vote.

Winning both votes, as you might presuppose,
Is a job we excel at—as *Westinghouse* knows.

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

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



(sales curve, of course).

DOUBLE-EXPOSES
ELECTRICAL ADS
TO BOTH SEXES

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

Appliance Credit Terms

Restrictions Continue Under Regulation "W" — Dealers Turn to Small Appliances to Build Store Traffic

• The Federal Reserve Board has announced that Regulation "W" will remain in effect for the purchase of electrical appliances and radios without change. This regulation requires a down payment of one-third and limits the term of credit to twelve months.

In order to stimulate remodeling of homes, the Board has amended Regulation "W" by exempting credits for home repairs and improvements. It has also lengthened from 12 months to 18 the maturity limitation on loans which are not for the purpose of purchasing consumers' durable goods.

Credit Discouraged

With cash and savings in the hands of the American public at an all-time high, and with the Administration making efforts to avoid inflationary tendencies, it seems unlikely that credit requirements will be eased in the selling of radios and electrical appliances, at least in the near future.

This presents a problem for many dealers. Some of them before the

war depended upon a large volume of installment accounts to keep their customers constantly in touch with them. They developed the installment sale to a fine art.

Installment Traffic

They encouraged their customers to take out installment contracts running to 24 and even 36 months. As their customers came in to make these payments, the store salesmen learned their names, greeted the customers by name, and sooner or later were able to interest the customers in the purchase of a new major appliance. Thus many of these customers were never off the store's books.

Many of these stores concentrated almost entirely on the sale of major electrical appliances and radios. They left the sale of small items of all kinds to other kinds of stores in their areas.

The continuance of tight credit restrictions will make it impossible for these dealers to build the same kind of store traffic in the immediate future. It will therefore be

necessary for them to find new methods for bringing people into their stores.

Astute dealers realize that although they can sell all the major merchandise they can get under the present terms of Regulation "W", this situation will not last very long. They foresee the time in the future when the high down-payment and short term will cause a slackening of demand. And those dealers who cater to trade in the lower-income groups will be likely to feel the pinch first.

Small Appliances

These dealers are seeking actively for ways to build store traffic so as to maintain an active contact with as many potential buyers of console radios and major appliances as possible. They feel that one of the best ways to build this store traffic is through stocking several lines of traffic appliances.

This awakened interest in the handling of traffic appliances by radio-appliance dealers is one of the most basic merchandising trends of the present time. It was evidenced by the tremendous interest shown by these buyers in the small appliances displayed in the recent markets in Chicago.

Credit restrictions are not, of course, the only reason why dealers are thinking of traffic appliances more seriously than ever before. Substitute merchandise during the war showed many specialty dealers for the first time that small-ticket items can amount to a large aggregate volume.

Displays Attract

Some dealers have adopted the technique of placing attractive price tags on these small appliances, often combining the price with sales points of the item being displayed. But they avoid using small appliances as loss-leaders, feeling that the customer who buys a ten-dollar item for \$8.90 may later on expect a hundred-dollar product for \$89.

And finally, these dealers are not over-anxious to sell small appli-

(Continued on page 118)

Radio and Electrical Appliance Articles Listed Under Regulation "W"

The following are SOME of the articles still listed under Regulation "W". These articles are those which radio and electrical appliance dealers are most likely to handle. Regulation "W" requires one-third down payment and 12 months' maximum maturity on these articles.

Air conditioners, room unit.

Attic ventilating fans.

Clocks, electric or other, designed for household or personal use.

Cooking stoves and ranges, designed for household use.

Dishwashers, electric, designed for household use.

Electric appliances, not elsewhere listed, designed for household or personal use.

Heating stoves and space heaters, designed for household use.

Ironers designed for household use.

Lamps designed for household use.

Musical instruments not elsewhere listed.

Organs, household electric.

Portable lights, and portable or stationary flood-lighting equipment, designed for household use.

Radio receiving sets, phonographs, or combinations.

Refrigerators, mechanical, or less than 12 cubic feet rated capacity.

Sewing machines designed for household use.

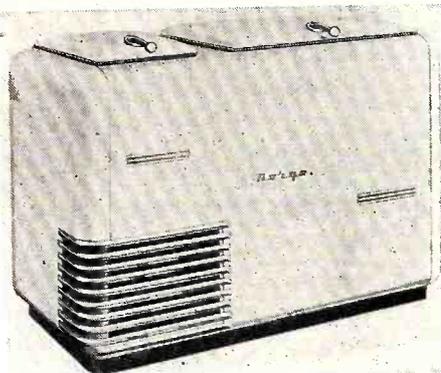
Suction cleaners and mechanical carpet sweepers, designed for household use.

Washing machines designed for household use.

(Continued from page 70)

Norge HOME and FARM FREEZER

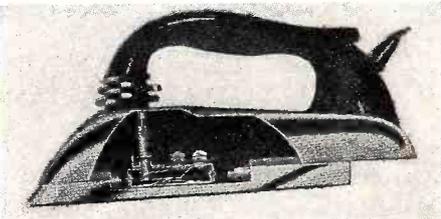
Eleven and one-half cu. ft. capacity; two compartments. Adaptable for use in city and suburban homes. For freez-



ing and storage. Powered with 1/4 h.p. hermetic motor-compressor unit. Norge Division, Borg-Warner Corp., Detroit, Mich.—RADIO & Television RETAILING

MatMatic IRON

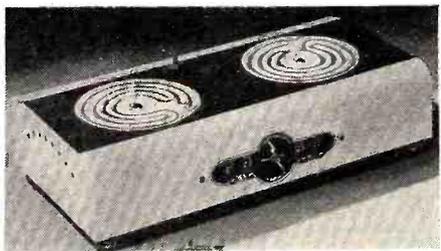
Automatic electric iron, weighs 2 1/2 lbs. "Free wheeling" fingertip control on handle; bakelite "telephone grip" designed for maximum comfort; shock-proof heating element sealed in steel



tube cast into sole plates; sole of pure aluminum copper alloy. 1000 watts, ac current. MatMatic Home Appliance Corp., 45-18 Court Sq., Long Island City, N. Y.—RADIO & Television RETAILING

Stedi-Glo ELECTRIC STOVE

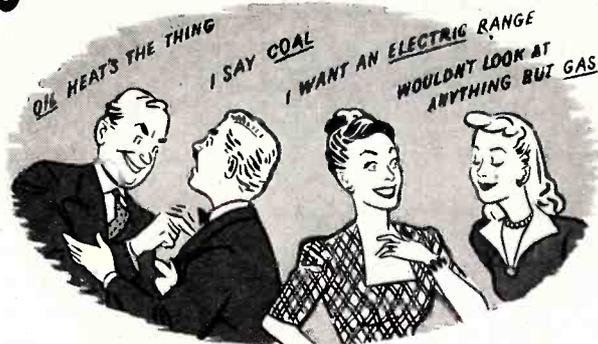
Counter top electric stove and coffee brewer, model A-2. Finished in black



and white baked enamel. Appliance Industries of America, 666 Lake Shore Drive, Chicago 11, Ill.—RADIO & Television RETAILING

FOR LATEST RADIO
MERCHANDISE SEE
PAGES 34 TO 39

Why let fuel-ish notions



knock you out of the sale?



Line up with the "Fuel-Proof" line

CUSTOMERS don't want to walk into an argument. They want to walk up to the range or appliance for the fuel they prefer. That's why more and more leading dealers are lining up with Estate Heatrola... the one line of cooking and heating appliances for all fuels... all sold under one famous trade name.

BIG NATIONAL ADVERTISING in color in *The Saturday Evening Post*, *Good Housekeeping*, *Woman's Home Companion*, *Better Homes & Gardens*, and *Country Gentleman* is pre-selling your best prospects on Estate Heatrola Gas and Electric Ranges with the famous Bar-B-Kewer. Write today for full facts and name of your nearest distributor.

ESTATE Heatrola RANGES & HEATERS

Ranges for City Gas, LP-Gas, Electricity • Heaters for Coal, Wood, Oil
THE ESTATE STOVE COMPANY, Hamilton, Ohio • House founded in 1842

Products of ELECTRICAL APPLIANCE Manufacturers

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

The following manufacturers of electrical appliances have returned our editorial questionnaire giving the information needed for these listings.

Refrigerators
Laundry Equip.
Vac. Cleaners
Elec. Ranges
Gas Ranges
Freezers
Traffic Appl.

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

Refrigerators
Laundry Equip.
Vac. Cleaners
Elec. Ranges
Gas Ranges
Freezers
Traffic Appl.

Adel Precision Products Co., No. Hollywood, Calif.						
Admiral Corp., 3300 W. Cortland St., Chicago						
Airmaster Corp., 4317 Ravenswood Ave., Chicago, Ill.						
Air Way Electric Appliance Corp., Toledo, Ohio						
Altorfer Bros. Co. (ABC), East Peoria, Ill.						
Amama Society, Refrigeration Division, Amama, Iowa						
American Electrical Heater Co., Detroit, Mich.						
American Ironing Machine Co., Algonquin, Ill.						
American Refrigerator & Machine Co., No. Minneapolis						
American Stove Co., 4301 Perkins Ave., Cleveland						
Apex Electric Mfg. Co., Cleveland, Ohio						
Appliance Industries of America, Chicago						
Appliance Mfg. Co. (Duchess), Alliance, Ohio						
Aristocrat Clock Co., 245 5th Ave., New York, N. Y.						
Armstrong Products Co., Huntington, W. Va.						
Automatic Washer Co., Newton, Iowa						
Barlow & Seelig Mfg. Co. (Speed Queen), Ripon, Wis.						
Barr Mfg. Co., Weedsport, New York						
Barton Corp., West Bend, Wis.						
Beam Mfg. Co., Webster City, Iowa						
Bell Appliance & Radio, 125 E. 46th St., New York, N. Y.						
Bendix Home Appliances, Inc., South Bend, Ind.						
Ben-Hur Mfg. Co., 634 E. Keefe Ave., Milwaukee, Wis.						
Berger Electric Co., 109-01 72nd, Forest Hills, N. Y.						
Bersted Mfg. Co., Fostoria, Ohio						
Birtman Electric Co., 4140 Fullerton Ave., Chicago, Ill.						
Blackstone Corp., Jamestown, New York						
Buffalo Forge Co., 205 Mortimer St., Buffalo, N. Y.						
Calkins Appliance Corp., South Bend, Ind.						
Cameo Products, Inc., 57 William St., New York, N. Y.						
Camfield Mfg. Co., Grand Haven, Mich.						
Caseo Products Co., 512 Hancock Ave., Bridgeport, Conn.						
Central Rubber & Steel Corp., Findlay, Ohio						
Chicago Dryer Co., 2210 No. Pulaski Road, Chicago, Ill.						
Chicago Electric Mfg. Co., 6333 W. 65th St., Chicago, Ill.						
Chicago Flexible Shaft Co. (Sunbeam), Chicago, Ill.						
Circulators & Devices Mfg. Corp., 100 Prince St., New York, N. Y.						
Clayton & Lambert Mfg. Co., 1427 Tireman, Dearborn, Mich.						
Clements Mfg. Co. (Cadillac), Chicago, Ill.						
Clock Products Co., 55 E. Washington St., Chicago, Ill.						
Conlon Corporation, 1824 So. 52nd Ave., Chicago, Ill.						
Coolerator Co., Duluth, Mich.						
Copeland Refrigeration Corp., Sidney, Ohio						
Cory Glass Coffee Brewer, 221 N. LaSalle St., Chicago						
Cribben & Sexton Co., 700 No. Sacramento Blvd., Chicago						
Crosley Corporation, Cincinnati, Ohio						
Deepfreeze Division, Motor Products Corp., N. Chicago, Ill.						
Dejor Electric Works, 124 Bleecker St., New York, N. Y.						
Deleo Appliance Division, General Motors, Rochester, N. Y.						
Detroit Michigan Stove Co., 6900 E. Jefferson, Detroit						
Dexter Company, Fairfield, Iowa						
Dominion Electric Mfg. Co., Mansfield, Ohio						
F. A. Dormeyer Mfg. Co., 4316 N. Kilpatrick Ave., Chicago						
Dual-Air Fan Co., So. Elgin, Ill.						
Maurice Duit & Co., 5220 16th Ave., Brooklyn, N. Y.						
Easy Washing Machine Co., Syracuse, N. Y.						
Economaster Products Co., 9th Ave., Nashville, Tenn.						
Edison G. E. Appliance Co. (Hotpoint), Chicago, Ill.						
Edwards Company, Norwalk, Conn.						
Electric Steam Prods. Corp., Detroit, Mich.						
Electro-King Mfg. Co., 503 N. LaSalle St., Chicago, Ill.						
Electromaster, Inc., 1803 E. Atwater St., Detroit, Mich.						
Electromode Corp., Div. Am. Foundry Eq. Co., Mishawaka, Ind.						
Emerson Electric Mfg. Co., 1824 Washington Ave., St. Louis, Mo.						
Empire Appliance Co., 480 Lexington Ave., New York						
Empire Ironer, Inc., 817 Main, Cincinnati, Ohio						
Esco Cabinet Co., Esco Bldg., W. Chester, Pa.						
Estate Stove Co., Hamilton, Ohio						
Eureka Williams Corp. 6060 Hamilton Ave., Detroit						
Expert Die & Stamping Co., Grand Rapids, Mich.						
Faraday Electric Co., 11 S. LaSalle St., Chicago, Ill.						
S. W. Farber, Inc., 141 S. 5th St., Brooklyn, N. Y.						
Finders Mfg. Co., 3669 S. Michigan Ave., Chicago						
Florence Stove Co., Gardner, Mass.						
Fogel Refrigerator Co., Eadon & Kennedy Sts., Philadelphia, Pa.						
Franklin-McAllister Corp., 135 S. LaSalle St., Chicago, Ill.						
Fresh-Aire Co., 210 N. Clinton St., Chicago, Ill.						
Ed. Friedrich, Inc., San Antonio, Texas						
Frigidaire Div., General Motors Corp., Dayton, Ohio						
P. A. Geier Co. (Royal), 540 E. 105th St., Cleveland, Ohio						
General Aircraft Equipment, Inc., So. Norwalk, Conn.						
General Die & Stamping Co., 262 Mott St., New York, N. Y.						
General Electric Co., Appl. & Merch. Dept., Bridgeport, Conn.						
General Mills, Inc., Chamber of Com. Bldg., Minneapolis, Minn.						
Getz Power Washer Co., 1025 Walnut St., Morton, Ill.						
Gibraltar Mfg. Co., 403 Communipaw Ave., Jersey City, N. J.						
Gibson Refrigerator Co., Greenville, Mich.						
A. C. Gilbert Co., 319 Peck St., New Haven, Conn.						
William L. Gilbert Clock Co., Winsted, Conn.						
Gillilan Bros., Inc., 1815 Venice Blvd., Los Angeles						
Gilson Electric Mfg. Co., 216 No. Clinton St., Chicago, Ill.						
Glenwood Range Co., Taunton, Mass.						
Globe-American Corp., 101 E. Broadway, Kokomo, Ind.						
Go Electric Corp., 200 William St., New York, N. Y.						
Grand Home Appliance Co., 2323 E. 67th St., Cleveland, Ohio						
Gray & Dudley Co., 222 3rd Ave., Nashville, Tenn.						
Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.						
Hamilton Mfg. Co., Two Rivers, Wis.						
Hammond Instrument Co., 2915 N. Western Ave., Chicago, Ill.						
Hardwick Stove Co., Cleveland, Tenn.						
Health-Mor, Inc., 203 N. Wabash Ave., Chicago						
Heinz & Munschauer, 20 Superior St., Buffalo, N. Y.						
Hill-Shaw Co. (Vacuator), 311 No. Desplaines St., Chicago						
Hobart Mfg. Co. (Kitchen Aid), Troy, Ohio						
Hoover Co., 8 So. Michigan Ave., Chicago, Ill.						
Horton Mfg. Co., 131 Osage St., Ft. Wayne, Ind.						
Hunter Fan & Ventilating Co., 92 Warren St., New York						
Hurley Mach. Div. (Thor), Elec. Household Util. Corp., Chicago						
Hydro-Aire Co., 626 N. Robertson Blvd., Los Angeles, Calif.						
Ilg Electric Ventilating Co., 2874 N. Crawford Ave., Chicago						
E. Ingraham Co., Bristol, Conn.						
International Appl. Corp., 1027 Metropolitan Ave., Brooklyn						
International Detrola Corp., 1501 Beard St., Detroit, Mich.						
International Harvester Co., 180 N. Michigan Ave., Chicago						
Ironrite Ironer Co., 38 Piquette St., Detroit, Mich.						

F. L. Jacobs Co. (Launderall), 1043 Spruce St., Detroit						
Jewett Refrigerator Co., 10 Letchworth St., Buffalo, N. Y.						
Jordan Refrigerator Co., 235 N. Broad St., Philadelphia, Pa.						
Kalamazoo Stove & Furnace Co., Kalamazoo, Mich.						
Kelvinator Leonard Div., Nash Kelvinator Corp., Detroit, Mich.						
Knapp Monarch Co., 3501 Bent Ave., St. Louis, Mo.						
Koral Elec. Mfg. Co., 43-22 Van Dam St., L. I. City, N. Y.						
Landers, Frary & Clark, 47 Center St., New Britain, Conn.						
Leach Relay Co., 5915 Avalon Blvd., Los Angeles, Calif.						
A. C. Lindemann & Hoverson Co., Milwaukee, Wis.						
Lovell Mfg. Co., 589 E. Illinois Ave., Chicago, Ill.						
Lydon-Bricher Mfg. Co., St. Paul, Minn.						
Magic-Aire, Inc., 1730 Ivanhoe Rd., Cleveland, Ohio						
Majestic Electric Appliance Co., Inc., Galion, Ohio						
Malleable Iron Range Co. (Monarch), Beaver Dam, Wis.						
Manning Bowman & Co., Meriden, Conn.						
Marlin Mfg. Co., 37 E. 21st St., New York, N. Y.						
Martin-Parry Corp., York, Pa.						
Maytag Co., Newton, Iowa						
Menasco Mfg. Co., Burbank, Calif.						
Merit-Made, Inc., 94 Elm St., Buffalo, N. Y.						
Herman Miller Clock Co., Zeeland, Mich.						
Miracle Electric Co., 36 So. State St., Chicago, Ill.						
Moe-Bridges Corp., 1415 Illinois Ave., Sheboygan, Wis.						
Montag Stove Works, 2011 N. Columbus Blvd., Portland, Ore.						
Morrow Co., 400 W. Madison St., Chicago, Ill.						
National Die Casting Co., Touhy & Lawndale Ave., Chicago, Ill.						
National Motor Co., 5500 Chene St., Detroit, Mich.						
National Stamping & Elec. Wks. (White Cross), W. Lake, Chicago						
Naxon Util. Corp., 2101 W. Walnut St., Chicago, Ill.						
Newark Stove Co., Newark, Ohio						
New Haven Clock Co., 133 Hamilton St., New Haven, Conn.						
Nineteen Hundred Corp., St. Joseph, Mich.						
Noblitt Sparks Industries (Arvin), Columbus, Ind.						
Norge Div., Borg-Warner Corp., E. Woodbridge, Detroit, Mich.						
Northeastern Radio Co., 799 Broadway, New York, N. Y.						
Nu-Tone Co., 821 E. 3rd St., Cincinnati, Ohio						
Ohio Electric Co., 629 9th Ave., New York, N. Y.						
One Minute Washer Co., Kellogg, Iowa						
Panelectric Products Div., Gen. Aire. Eq., South Norwalk, Conn.						
Phileo Corp., Tioga & C Sts., Philadelphia, Pa.						
Portable Elevator Mfg. Co., Refrig. Div., Bloomington, Ill.						
Portable Products Corp., 420 Blvd. Allies, Pittsburgh, Pa.						
Premier Div., Electric Vacuum Cleaner Co., Inc., Cleveland, Ohio						
Pressed Steel Car Co., 122 S. Michigan Ave., Chicago, Ill.						
Prevors Elec. Mfg. Co., 122 18th St., Brooklyn, N. Y.						
Proctor Elec. Co., Div. Proctor & Schwartz, Inc., Philadelphia						
Quillen Bros. Refrig. Co., 1639 Lafayette Rd., Indianapolis, Ind.						
Redi-Electric Co., 141 W. 24th St., New York, N. Y.						
Refrigeration Corp. of America, 225 W. 57th St., New York, N. Y.						
Regina Corp., Rahway, N. J.						
Revere Clock Co., McMillan at Dover, Cincinnati, Ohio						
Reynolds Elec. Co., 2650 W. Congress St., Chicago, Ill.						
A. E. Rittenhouse Co., Inc., Honeoye Falls, N. Y.						
Rival Mfg. Co., 2415 E. 15th St., Kansas City, Mo.						
Robbins & Burke, Inc., 29 Lansdowne St., Cambridge, Mass.						
Robbins & Myers, Inc., Springfield, Ohio						
Robert & Mander Stove Co., Hatboro, Pa.						
Geo. D. Roper Corp., Blackhawk Div., Rockford, Ill.						
Rotor-Beam Corp. of America, Inc., 1008 Dakin St., Chicago, Ill.						
Round Oak Co., Dowagiac, Mich.						
Rutenber Electric Co., Marion, Ind.						
Samson United Corp., 1700 University Ave., Rochester, N. Y.						
Sanitary Refrigerator Co., Fond du Lac, Wis.						
Savage Arms Co., Turner St., Utica, N. Y.						
Schaefer, Inc., 801 Washington Ave., Minneapolis, Minn.						
Schelm Bros., East Peoria, Ill.						
Scott & Fetzer, 11401 Locust Ave., Cleveland, Ohio						
Seeger Refrigerator Co., Arcade & Wells Sts., St. Paul, Minn.						
Seeger Sunbeam Elec. Mfg. Co. (Coldspot), Evansville, Ind.						
Servel, Inc., Evansville, Ind.						
Sessions Clock Co., Forestville, Conn.						
Seth Thomas Clock Co., Div. Gen. Time Inst. Corp., Thomaston, Ct.						
Sheridan Electronics Corp., 2850 S. Michigan Ave., Chicago, Ill.						
Signal Electric Mfg. Co., Monominee, Mich.						
Silex Co., 80 Pliny St., Hartford, Conn.						
F. A. Smith Mfg. Co., 801 Davis St., Rochester, N. Y.						
Sparks-Withington Co., Jackson, Mich.						
Sperti, Inc., Beech & Kenilworth Sts., Cincinnati, Ohio						
Standard Gas Equip. Corp., Bayard & Hamburg, Baltimore, Md.						
Stern Brown, Inc., Long Island City, N. Y.						
Stiglitz Furnace & Foundry Co., Portland Ave., Louisville, Ky.						
B. F. Sturtevant Co., Hyde Park, Boston, Mass.						
Sun Chief Electric Co., Winsted, Conn.						
Sun Kraft, Inc., 213 W. Superior, Chicago, Ill.						
Superior Electric Prod. Corp., Cape Girardeau, Mo.						
Swartzbaugh Mfg. Co. (Everhot), 1336 W. Baneroff St., Toledo						
Tappen Stove Co., Inc., Mansfield, Ohio						
Thermador Electric Mfg. Co., S. Riverside Dr., Los Angeles, Calif.						
Timm Aircraft Corp., Van Nuys, Calif.						
Toastmaster Prod. Div., McGraw-Electric Co., Elgin, Ill.						
Toastwell Co., 620 Tower Grove Ave., St. Louis, Mo.						
Trilmont Prod. Co., 24th at Walnut, Philadelphia, Pa.						
Tyler Fixture Co., Niles, Mich.						
United States Time Corp., 630 5th Ave., New York, N. Y.						
Victor Electric Prod., Inc., 2950 Robertson Ave., Cincinnati						
Victor Products Corp., Hagerstown, Md.						
Vidrio Prod. Corp., 134 W. 54th St., Chicago, Ill.						
Voss Bros. Mfg. Co., Davenport, Iowa						
Waage Mfg. Co., 632 N. Albany Ave., Chicago, Ill.						
Ward Refrigerator & Mfg. Co., 6601 So. Alameda, Los Angeles						
Waring Products Corp., 331 Madison Ave., New York, N. Y.						
Warren Telechron Co., Ashland, Mass.						
Waverly Tool Co. (Steam-O-Matic), Grove St., Irvington, N. J.						
Weber Showase & Fixture Co., Avalon Blvd., Los Angeles, Calif.						
Welbilt Stove Co., Maspeth, L. I., N. Y.						
Westlox Div., General Time Instrument Co., LaSalle, Ill.						
Westinghouse Electric Corp., Appliance Div., Mansfield, Ohio						
Whisk-Brush Vacuum Mach. Co., 571 8th Ave., New York, N. Y.						
Wilson Cabinet Co., Smyrna, Del.						
Winnpower Mfg. Co., Newton, Iowa						
Winsted Hardware Mfg. Co., Winsted, Conn.						
Wittie Sales & Mfg. Co., 1414 S. Wabash Ave., Chicago, Ill.						
Zenith Machine Co., Duluth, Mich.						

"LOOKS LIKE IT'S TIME WE TOOK
ELMER OFF RANGE-DEMONSTRATING!"



POWERFUL NEW MERCHANDISING IDEAS ARE AVAILABLE TO YOU VIA GRAYBAR

Graybar's Merchandising Specialists offer you the benefits of many years' experience in displaying and selling appliances and radios. These men have first-hand familiarity with the most modern, most effective selling methods.

Graybar-distributed appliances and radios are easy to sell. Graybar selects only those lines which (1) are products of responsible manufacturers, (2) have features of universal buy-appeal, (3) are promoted by effective consumer advertising. *Graybar Electric Company — in over 90 principal cities. Executive Offices: Graybar Building, New York 17, N. Y.*

4617



DISTRIBUTION
IS
MERCHANDISE
and Men

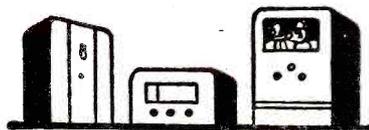


This is Walter C. Soder, our Assistant District Merchandising Manager at Philadelphia. He's one of many Graybar radio-appliance specialists throughout the nation who are giving dealers ideas for improving store display, personnel training, and local promotion.

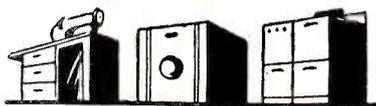
A native of the Quaker City, Soder attended Drexel Institute and Marsh College. He joined our Philadelphia office twenty-seven years ago as an appliance repairman.

He's a member of the Philadelphia Sales Managers Association.

MERCHANDISING DEPARTMENT



RADIO, RADIO-PHONO, AND TELEVISION SETS



MAJOR APPLIANCES



TRAFFIC APPLIANCES

Two Kinds of Salesmen

**"Producers" Who "Sell" Selves to Employers Compared With "Problem Children".
Pet Loves and Pet Peeves of Dealers for Retail Staff Members Outlined**

The Retailer Dislikes The Man Who—

- Keeps the firm in hot water because of misrepresentation or exaggeration.
- Connives with customers in deals which mean losses to the firm.
- Gripes all the time, causing dissatisfaction among other employees.
- Is too timid to get *all* the credit information from customer on a time sale, or fails to do so because he fears he may lose sale.
- Is moody and temperamental—different each day.
- Fails to keep his personal appearance up to par.
- Fails to hide his disappointment from customer when he loses a sale.
- Uses the "If that's for me I'm out" technique whenever the phone rings. (Fearing it's a complaint from one of his customers.)
- Is sold on the fact that his competitors have better brands, more readily acceptable and at "better" prices.
- Proclaims to his fellow employees that he's a cynical chap who's out to rook the firm's customers.
- Heckles participants in sales meetings or scoffs at techniques as being "corny", etc.
- Refuses to learn operational features of products.
- Won't spend a minute of his time for any task he's "not paid to do".
- Fails to turn in sales reports of his activities when requested to do so.
- Cannot be made to push sales of slow-movers.
- Admits he hates selling which is only a fill-in job to him.
- May be either obnoxiously aggressive or hyper-timid.
- Is two-faced in his relations with his superiors, criticizing them behind their backs.
- Is known to be continuously on the lookout for "a better job".

• The intelligent salesman knows that the shortest route to his employer's heart is through the cash register and volume sales. The employer knows this too, and that is why he is usually willing to "take" a lot of things he doesn't like at all, from certain members of his sales-force.

The retailer knows how to cope with the non-producing salesman who pleases him in *every other way* except in his lack of sales. He knows what to do with the non-producer who throws in a lot of obnoxious actions along with his dearth of sales. Such characters as the before-mentioned gentlemen pose no problem for the astute retailer to solve. He simply fires them. As easy as all that!

The dealer's real problem lies in the handling of *producers* who keep getting in his hair day in and day out. Each time the dealer feels that he's reached the end of his ability to tolerate any further "punishment" from the griper, the prima donna or the "sharpshooter", he looks at the sales records, groans, and perhaps takes an aspirin or two. Then he may say to himself, "Maybe Jones will reform. I'll play along with him for awhile longer." Or, "After all, I'm in business to make money. I'll keep Jones and try to make myself a super glutton for punishment."

An acid-tongued politician once said of his antagonist: "He's like a dead mackerel in the moonlight—he shines and stinks." That's just the way the retailer feels about the sales-getter who is also a goat-getter of the first water.

Salesmen who please and salesmen who displease follow a certain well-defined pattern which is familiar to most radio-appliance retailers—and, fortunately, to many salesmen themselves.

Let's break down this pattern of human behaviorism in salesmen and see how it affects employers. Let's examine the things the boss man *likes* and *dislikes* in members of his salesforce. (See columns at left and right.)

The Retailer Likes The Man Who—

- Is willing to perform a few little tasks "extraneous" to selling no matter what basis of compensation he works upon.
- Makes genuine friends of his customers.
- Has the ability to handle complaints and disgruntled customers instead of passing the buck along to the top man.
- Makes it a point to know all the merchandise he sells so thoroughly that he is never forced to grope for words or to be placed in embarrassing positions.
- Worries when sales drop off.
- Makes honest efforts to carry out the firm's sales plans.
- Transacts no "hidden" deals.
- Flatly refuses to make any off-side deals with a competitor.
- Never talks against the firm to anyone.
- Doesn't demand "concessions" to pass on to customers.
- Really tries to sell slow-movers, white elephants and shelf-warmers.
- Is willing to call on his customers after the sale.
- Gets along with everyone in the organization—causes no friction between employees.
- Maintains an attractive personal appearance consistently.
- Doesn't have a glib alibi for every lost sale.
- Isn't either an eager-beaver or a Mr. Milquetoast.
- Isn't merely a salesman because of expediency, but actually enjoys it.
- Doesn't eye the competitor's brands with envy or the competitor's establishment as a possible "better place to work".
- Who keeps his own personal financial and social affairs to himself—and away from the business.
- Is always willing to meet the other salesmen "half-way" where split commission deals are involved.

HERE IT IS!

**RCA PREFERRED TYPES
ELECTRON TUBES**

**RCA's Lead-off Display
to help you sell
more
Preferred Type Tubes**

for
**RADIO, FM and
TELEVISION**



Beautifully lithographed
in 9 warm colors to catch
the eye.



Easel-mounted for easy
set-up in window or on
counter.



Measures 25½" x 29"
to give it dominance.

EXPERT · GUARANTEED · RADIO SERVICE

Look for more RCA Sales Aids soon

**... and look to your
RCA Tube Distributor for
BATTERIES, TUBES,
PARTS, TEST EQUIPMENT**

Listen to "THE RCA SHOW"
Sundays, 4:30 P. M., EST, NBC Network

Past performance has proved that, above all other sales aids, RCA "Preferred Type Displays" lead the way to greater tube sales.

And the new 1946 "Preferred Type Display" in rich, full color, tops them all! The gorgeous "preferred type" girl with the fetching smile captures the eye. She's ready to take on the full-time job of leading customers *your way*—for the best in tubes and service.

So, don't wait . . . get this attention-compelling poster from your RCA Tube Distributor today.

Then—push RCA Electron Tubes and watch your business grow!

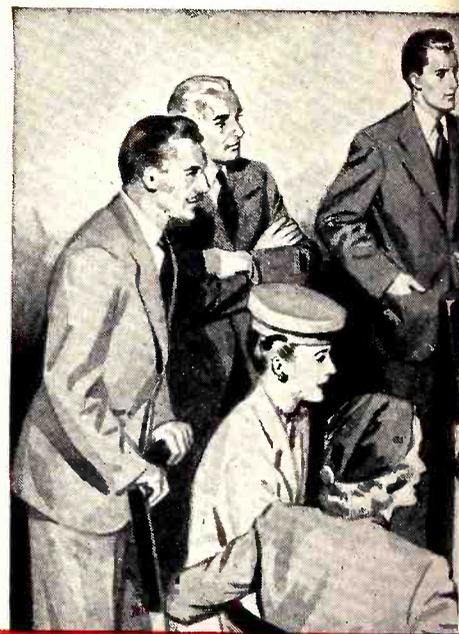
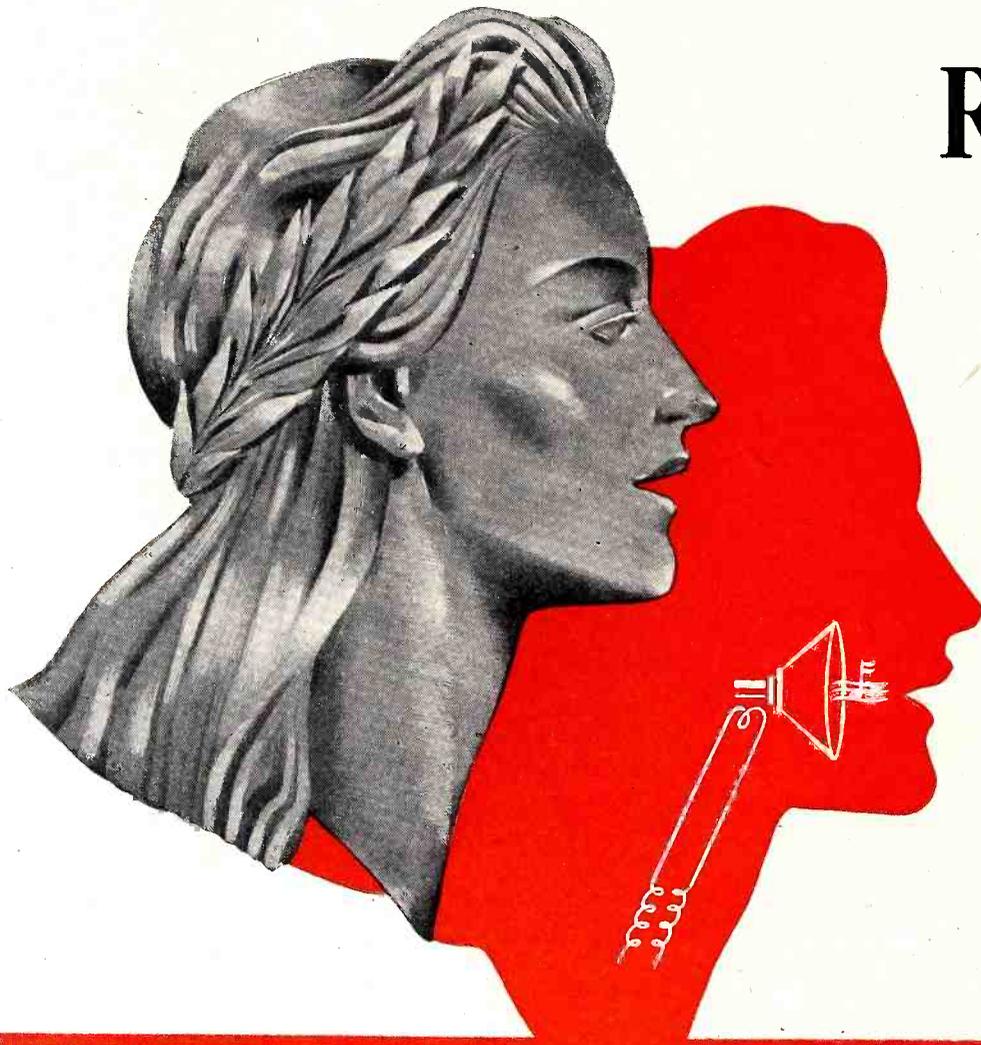


TUBE DIVISION

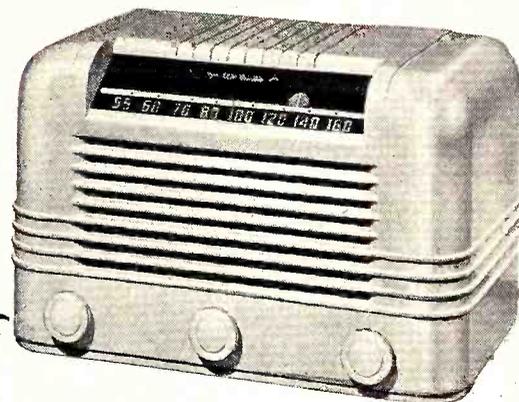
RADIO CORPORATION of AMERICA

HARRISON, N. J.

Impartial "Curtain Tests" Prove RCA Victor



56X



56X2

56X3



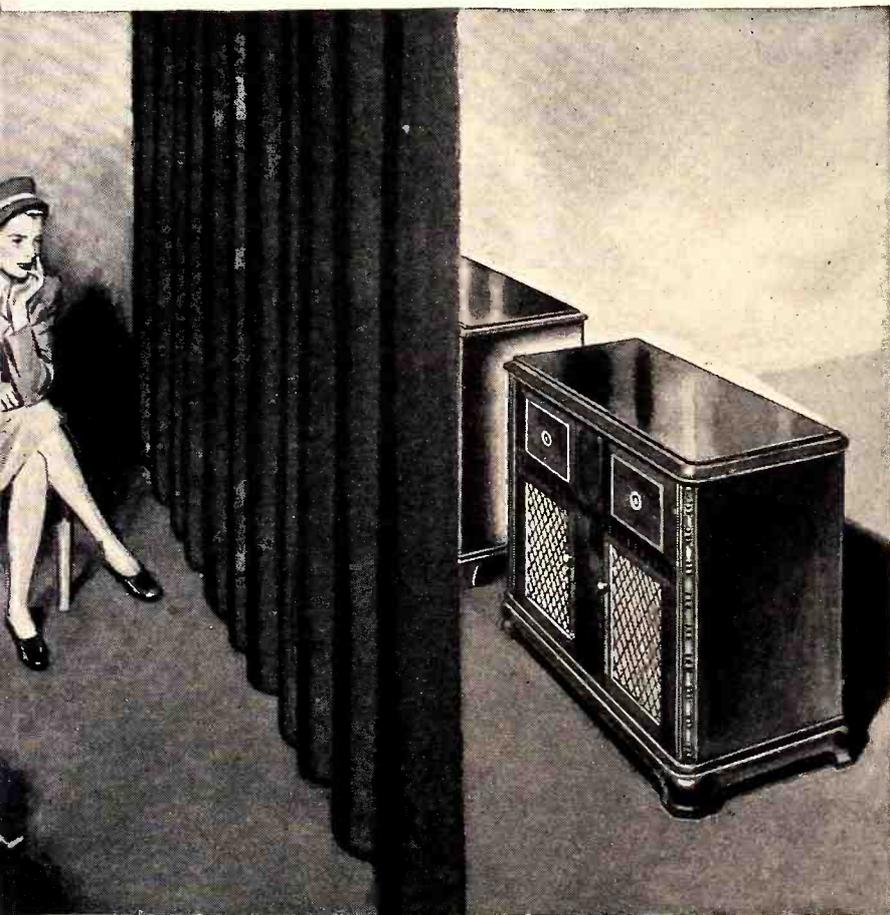
No. 1 Value in low-priced radios—has the famous "Golden Throat." No aerial or ground required. Cabinet molded of rich walnut plastic (RCA VICTOR 56X) or antique ivory enamel (RCA VICTOR 56X2) OPA list price incl. Fed. tax—56X \$24.10—56X2—\$25.95.

Classic Modern Design in Walnut Finish. No aerial or ground required. Recessed-angle, Spread Vision Dial. Has "Golden Throat." Operates on AC or DC current. RCA VICTOR 56X3. OPA list price incl. Fed. tax—\$32.95.

For further information on the RCA VICTOR line with the "Golden Throat," see your distributor, or write: RCA Victor Division, Radio Corporation of America, Camden, N. J.

Tone Superiority of

"Golden Throat"



This is how the famous "Curtain Tests" were made—all chances of partiality were eliminated!

RCA VICTOR'S "Golden Throat" is an outstanding achievement of RCA engineering "know-how" and of Victor's 47-year leadership in musical reproduction. Years of study and thousands of laboratory tests by RCA engineers have resulted in the exact co-ordination of electronic amplification, loud-speaker and cabinet—which is the "Golden Throat."

BUT—RCA VICTOR'S engineers were not content with scientific measurements only. They also conducted a series of impartial listenership "Curtain Tests"—in which hundreds of men and women participated.

Here's how the "Curtain Tests" were made: Identical music was played behind a curtain on RCA VICTOR and competitive instruments. Results *proved* that the "Golden Throat" was overwhelmingly preferred over competitive makes.

Proved superiority of RCA VICTOR'S "Golden Throat" feature—plus a huge advertising campaign, in leading national magazines, the New RCA VICTOR Show (NBC Sunday 4:30-5:00 p.m. EST) and other media mean easier sales—more profit for you!

ONLY RCA VICTOR MAKES THE VICTROLA*



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

RCA VICTOR



RADIO CORPORATION OF AMERICA



**TYPE 162-C
Rider Chanalyst**

**HOW this
RCA CHANALYST helps
you test radios faster**

THE RCA Type 162-C *simplifies and speeds* up many types of radio trouble-shooting, testing, and repair jobs—saves worry, work, and time.

Because it analyzes the *signal* itself in any part of a radio receiver, the same method of analysis can be used with *all* receivers, old or new, simple or complicated. You can locate quickly and without guesswork the precise stage where distortion, hum, noise, low sensitivity and other defects first appear.

This instrument even helps to solve the

problem of intermittent troubles by indicating how far the signal has passed through the receiver when the intermittent develops. All tests can be made without introducing distortion or otherwise interfering with the operation of the set.

Service records show that several months' use more than pays for the cost of this labor- and money-saving instrument. Be sure to get your name on your RCA Distributor's reservation list so that you will be among the first to get one of the Chanalysts now in production.



TEST AND MEASURING EQUIPMENT

**RADIO CORPORATION
of AMERICA**

ENGINEERING PRODUCTS DIVISION, CAMDEN, N. J.



GET OUT THE SCISSORS—TODAY



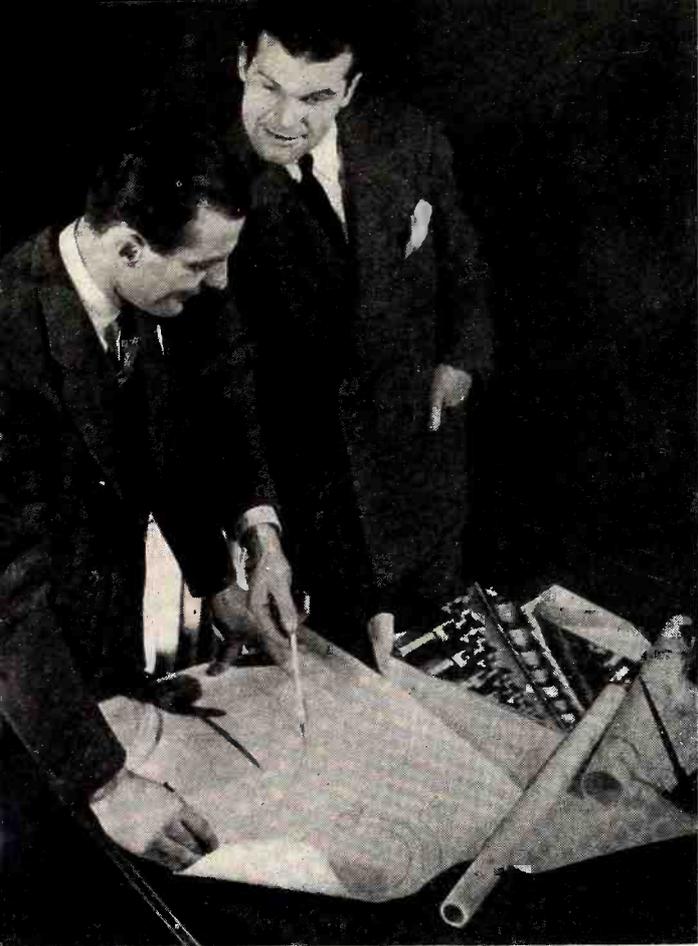
Radio Corporation of America
Test and Measuring Equipment Section
Box 68C, Camden, New Jersey

Please send me your publication on the RCA 162-C Chanalyst which tells what this instrument does and how to use it.

Name _____

Street Address _____

City _____ Zone _____ State _____



Presenting a blue-print of a proposed PA installation will impress the prospect with your competence.

Plan PA Jobs for Big Profit

**Advance Blue-Printing of Public
Address Systems Cuts Costs, Makes
Sales; Method Speeds Installations**

● Dealers who bid on PA installations can obtain more acceptances by using a simple, yet highly effective technique: blue-printing the proposed installation. A detailed plan of the sound system you propose to set up will show the prospective buyer just what he will get, and will answer all of the questions in his mind. Your competence and efficiency will also impress him, to the extent that he may favor your bid over the much lower one of a competitor.

The blue-print will tell your potential client the nature and amount of equipment and accessories he is to get; its initial cost, and the estimated operating expenses; as well as the proposed location of the various units and the wiring.

Make More Money

If your system's cost runs rather high, it will be helpful to stress its advantages. You may, for instance, point out, in a typewritten letter that accompanies the blue-print, that the percentage of distortion at high volume is very low with the amplifier you intend using, whereas it may be considerable with other less expensive amplifiers. This statement will be particularly apropos if the installation is of a type demanding low-distortion amplification.

If a phase-inverter circuit is used, you may mention that greater amplifier stability results from the inclusion of such a circuit. Similarly, the presence of other technical features should be cited, if they will contribute to the superior performance of your system in the job at hand.

Brings More Volume

The small outlay of time and money involved in making up the blue-print and letter will be amply repaid by the increased acceptances your bids will obtain. The emphasis will no longer rest entirely on underbidding your competitor when this approach is used, since the factor of competence has been brought to the buyer's attention, and cost is no longer dominant.

Blue-printing the system you propose to install will not only impress your potential client; it will also simplify your own work considerably, and help you avoid losses due to poorly-based bids. With a clear picture of the installation's requirements before you, a more accurate estimate becomes possible. Many dealers who have taken it on the chin in their PA work, would still be in there punching if they had determined their costs more accurately.

If your bid is accepted, the blue-print will serve another useful pur-

pose; it will enable you to avoid the harassed, last-minute planning at the scene of operations that characterizes the work of some dealers.

You will know in advance whether the wires to be used will be lead-covered, or shielded with copper braid, and how long they will run. Proper wire lengths can be cut at the shop. The best spot to ground wiring can be determined in advance. Placement of the input and output wires may also be planned, as well as the tentative speaker and microphone location.

Much Time Saved

Having attended to all these, and numerous other details, you can cut down on the time spent in making the installation, avoid wasteful trips back to the shop for additional materials, and in general do an efficient, impressive job. You will have solved most of the problems of the installation in privacy of your office or shop, thus avoiding the difficulty of on-the-spot solutions.

Blue-printing in advance pays dividends. Try it on your next PA job.

When your client accepts your bid, you can make a fast, smooth-running installation that will look thoroughly professional, and mark you as a man who obviously knows his business.

Aligning Superhets

Output Meter and VTVM Connections. Using Signal Generator Correctly. Dummy Antenna Choice. (First of Two Parts)

• To function properly, a radio's tuned circuits must be properly aligned. Improper alignment may produce gross defects like interstation interference, whistles and oscillation. It may also cause more subtle symptoms, such as distortion due to side-band clipping. Many cases of decreased sensitivity and reduced volume may be traced to misalignment. Proper alignment, thus, is one of the most important conditions of satisfactory receiver performance.

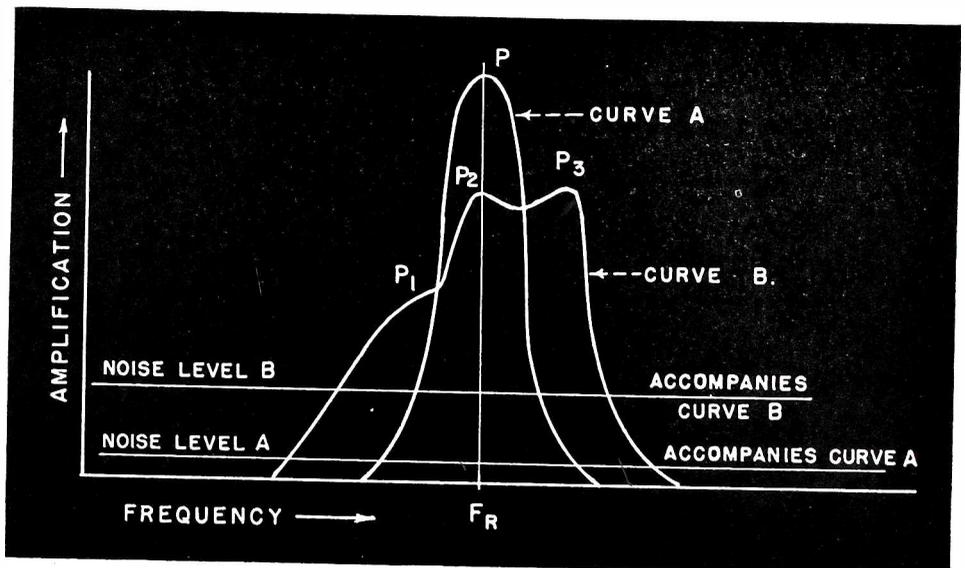
Several methods of alignment are in current use. One is the "ear and screwdriver" technique, in general disrepute, but still used by a small minority of technicians. The second is the signal generator and output meter method, with which this article will concern itself. The third involves the use of a cathode ray oscilloscope, and is usually reserved for high-fidelity, FM and television receivers.

Purpose of Alignment

The proper alignment of AM superhets aims at obtaining a correlation between dial setting and the frequency of the station being received of 2 or 3%. This should hold true of all the stations on the dial. In addition, proper alignment requires that sidebands be ample for good fidelity.

The most important item required is a good signal generator. In an article that will soon appear in RADIO & Television RETAILING, the requirements that a good signal generator must meet will be discussed in detail. For the present, we may say that the generator should have a range of 100 kc to 50 mc and an output of at least 1/10 v., and should be capable of producing a 400-cycle modulated signal.

Other tools needed include a fiber-handle or non-metallic screwdriver, aligning wrench, and output meter. The output meter is generally an ac high-resistance voltmeter, with an enclosed copper-oxide rectifier. It is used for determining maximum output of the test oscillator. Some radiomen

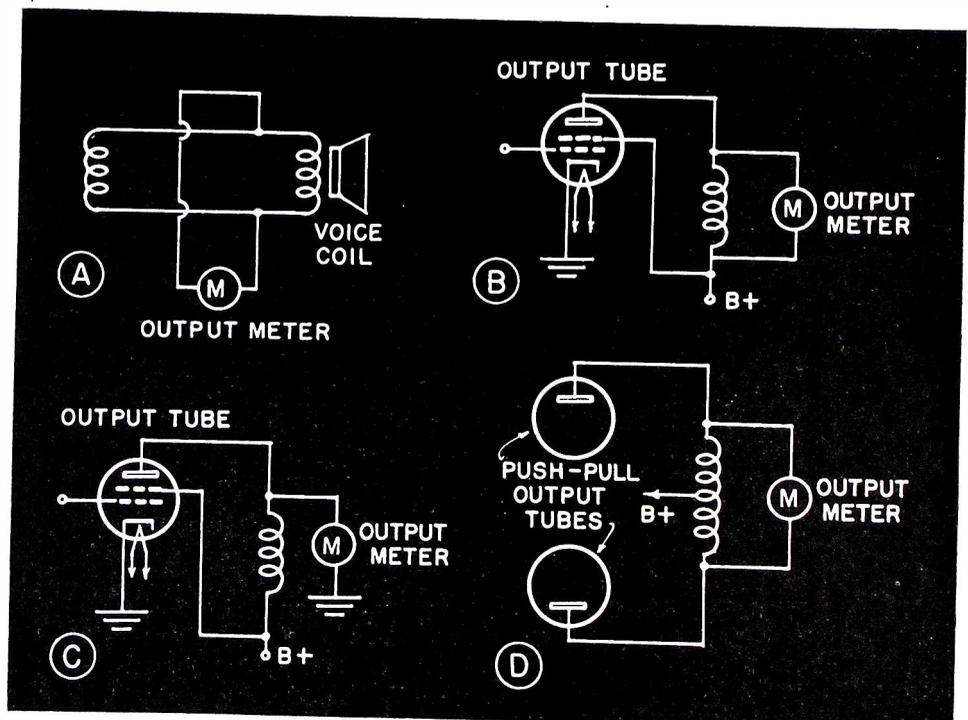


Misalignment may cause the correct tuning curve indicated by A, to be replaced by a curve like B. In this case, 3 peaks— P_1 , P_2 and P_3 —replace the single peak of curve A. Volume is also decreased, and the noise level (B) is raised, due to decreased AVC action.

judge this output aurally, but this practice is not as accurate as the meter method. If the set to be aligned has a resonance indicator such as the "magic eye", no other output measuring instrument will be necessary.

The output meter may be connected in several different ways. If it is a very sensitive unit, it may

be hooked across the voice coil. If its sensitivity is average, it may be connected across the primary of the output transformer, or from plate of output tube to chassis or B—. When the latter type of connection is made, a .1 mfd capacitor should be inserted between meter lead and plate, to protect the instrument from dc current.



Methods of connecting ac output meters in determining maximum signal generator output.

When the output tubes are in push-pull, the output meter may be connected from plate to plate.

A vacuum tube voltmeter may be used instead of an ac output meter as an alignment indicator. The connections in this case are as follows: Hook the negative terminal of the vtvm through a 2 meg resistor to any grid return connection in the avc circuit—it doesn't matter which, since all points in this circuit are at the same dc poten-

tenna of the set, and the generator ground to set ground lead, through a .1 mfd capacitor. The generator's dial should be set at the same frequency as the broadcast station.

If the test oscillator is accurate, "zero beat" should be obtained at the generator dial setting—that is, a beat note should be audible before and after, but not at, this setting. If zero beat occurs at some other point, the signal generator must be adjusted.

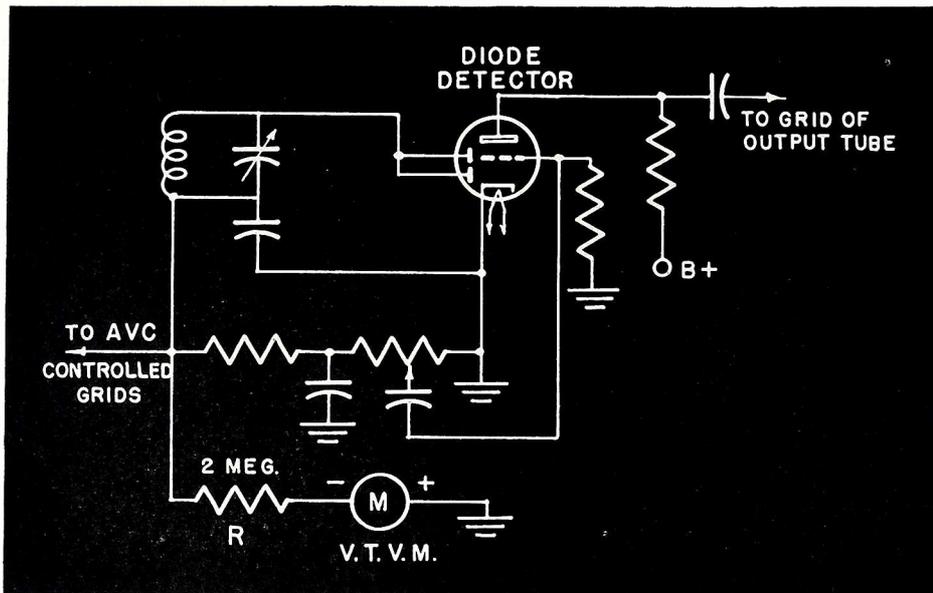
between receiver and generator.

External aerials must be disconnected from the set while it is being aligned. Allowance, however, has to be made for the effect the antenna will have on the receiver, when it is reconnected after alignment has been completed. A substitute for the aerial, known as a dummy antenna, is therefore connected in series with the signal generator and the receiver antenna terminal.

For frequencies between 600 and 1700 kc, a capacitor of 200 micro-microfarads (.0002 mfd) may be considered equivalent to the average antenna. Above 1700 kc, a 400 ohm resistor will function as an adequate substitute. When intermediate frequencies—such as 175 kc, 465 kc, etc., are introduced into the set for alignment purposes, a .1 mfd capacitor will serve as a dummy antenna.

Dummy Antennas for Car Sets

Auto radio antennas deserve separate consideration. To obtain maximum gain from the r-f amplifier, the dummy antenna capacitance should be the same as the capacitance of the receiver antenna. Auto radio antennas range in capacitance from 65 mmfd (.00065 mfd) to 250 mmfd (.00025



Connecting a vacuum-tube voltmeter for use as an alignment indicator.

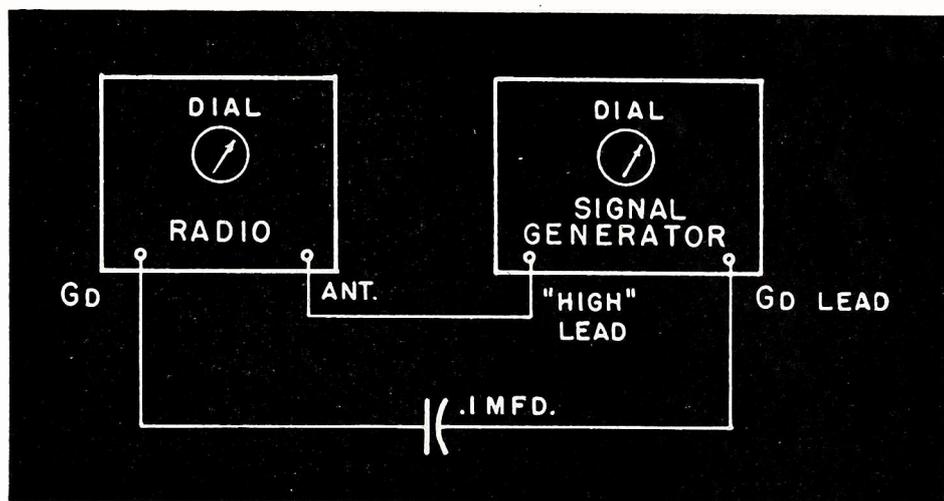
tial. Connect the positive terminal of the v-t voltmeter to a B+ or ground point of the set.

The advantage of a vtvm over an ac output meter lies in the fact that it reads the avc voltage, instead of the ac signal output. Since the avc voltage tends to hold back increases in signal output, the measurement of this ac signal output is subject to error. Measurement of the avc voltage, on the other hand, is not impeded in this way.

Checking Generator Accuracy

Before using the signal generator, the technician should be certain that its dial calibration is accurate. The possibility that the test oscillator is not "on the beam" must never be overlooked. Otherwise, considerable time may be wasted in an attempt to make precision adjustments with an imprecise instrument.

To test the accuracy of a signal generator, a radio whose alignment is above suspicion is necessary. Tune in on this set to a broadcast station in the high frequency section of the dial. Then connect the "high" generator lead to the an-



Connecting signal generator to radio for generator accuracy check.

Many signal generators have a compensating capacitor which is adjustable, and makes up for calibration drift. If the generator is not accurate, adjust this compensating capacitor until the dial reading of the unit at zero beat coincides with the known station frequency.

The test process described may be repeated at the low frequency end of the signal generator's dial, and the compensating capacitor adjusted, when necessary, until zero beat is obtained at that point

mfd). The set will not operate at maximum efficiency unless antenna and dummy antenna capacities are matched up.

If a whip or streamlined antenna is used on the set, the signal generator output should be connected through a .0001 mfd capacitor to the antenna terminal of the receiver. When a large antenna, such as running board type, or built-in top antenna, is present, an .0002 mfd capacitor will be a good substitute.

(Continued on page 152)

MORE 1946 RADIO

Technical Data

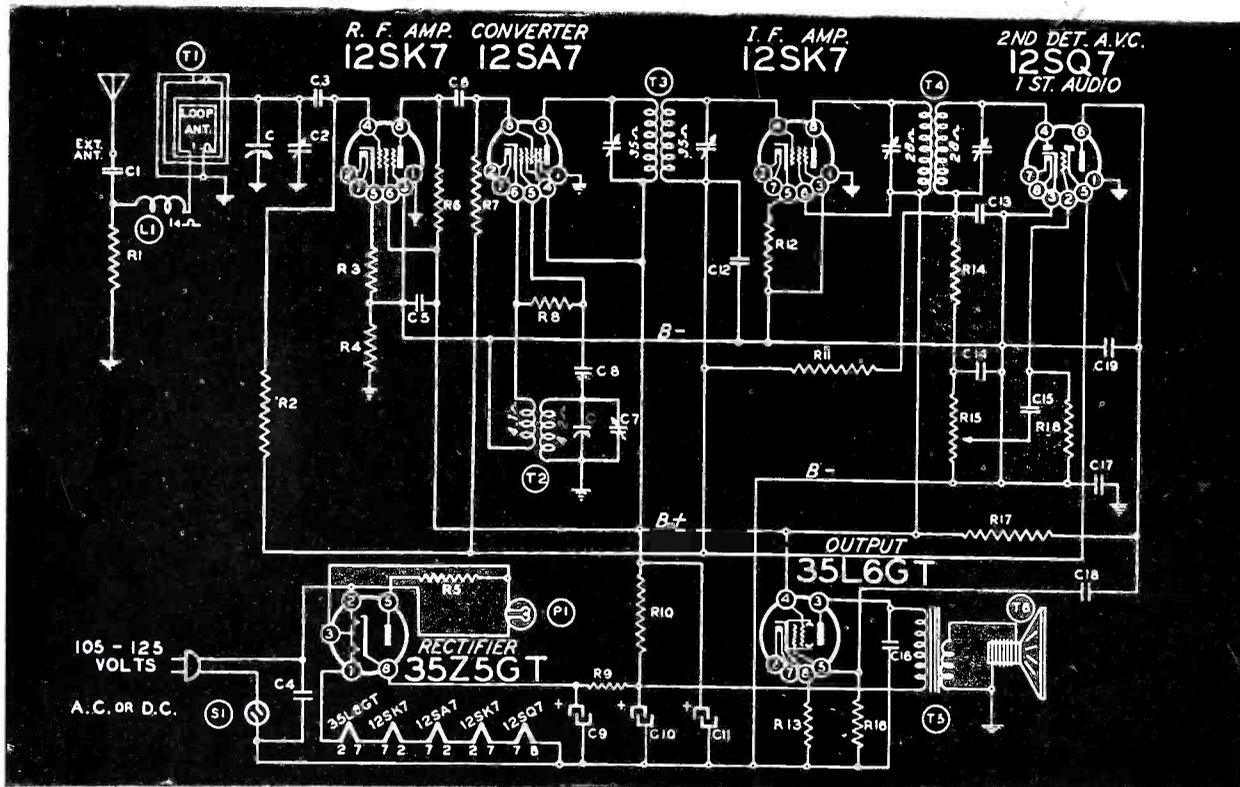
G-E, Belmont, Stewart-Warner

• G-E Models 100, 101, 103 and 105: Chassis must be removed from cabinet during i-f alignment. For r-f alignment, bolt chassis in cabinet securely. Adjust r-f and osc. trim-

mers through hole in Beam-O-Scope assembly, after removing back.

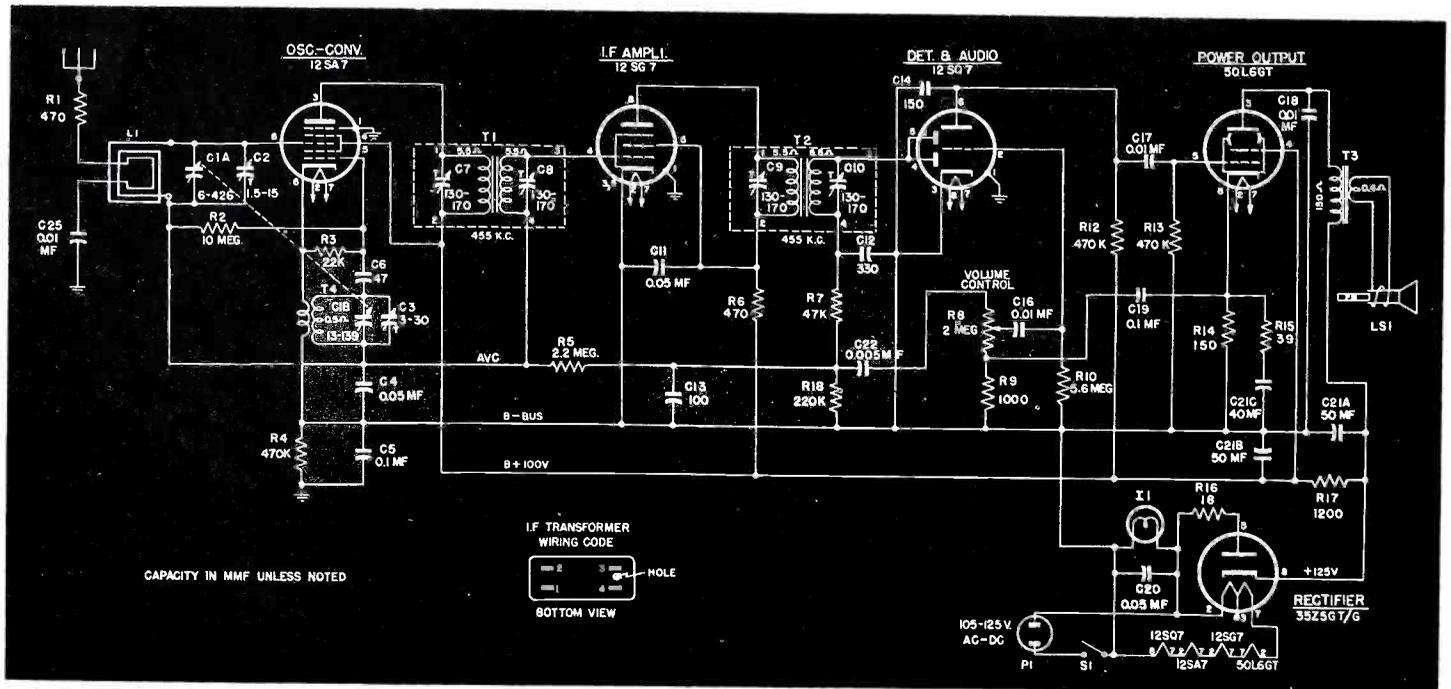
The Belmont 6D111 has a tuning range of 530 to 1650 kc, an i-f of 455 kc, and consumes 35 watts of

power. Its sensitivity (for .05 watt output) averages 10 microvolts. Selectivity is 55 kc broad at 1000 x signal at 1000 kc. Voice coil impedance is 3.2 ohms.



◀ GENERAL ELECTRIC Models 100, 101, 103, and 105. In this diagram, tubes used are conventional 12-volt series, with 35L6 amplifier and 35Z5 rectifier.

▼ BELMONT Model 6D111, series A—6-tube ac-dc radio featuring built-in aerial and pushbutton tuning. Undistorted power output (in voice coil) is .8 watt. Maximum power output is 1 watt.



RECEIVER CIRCUITS

and Schematics

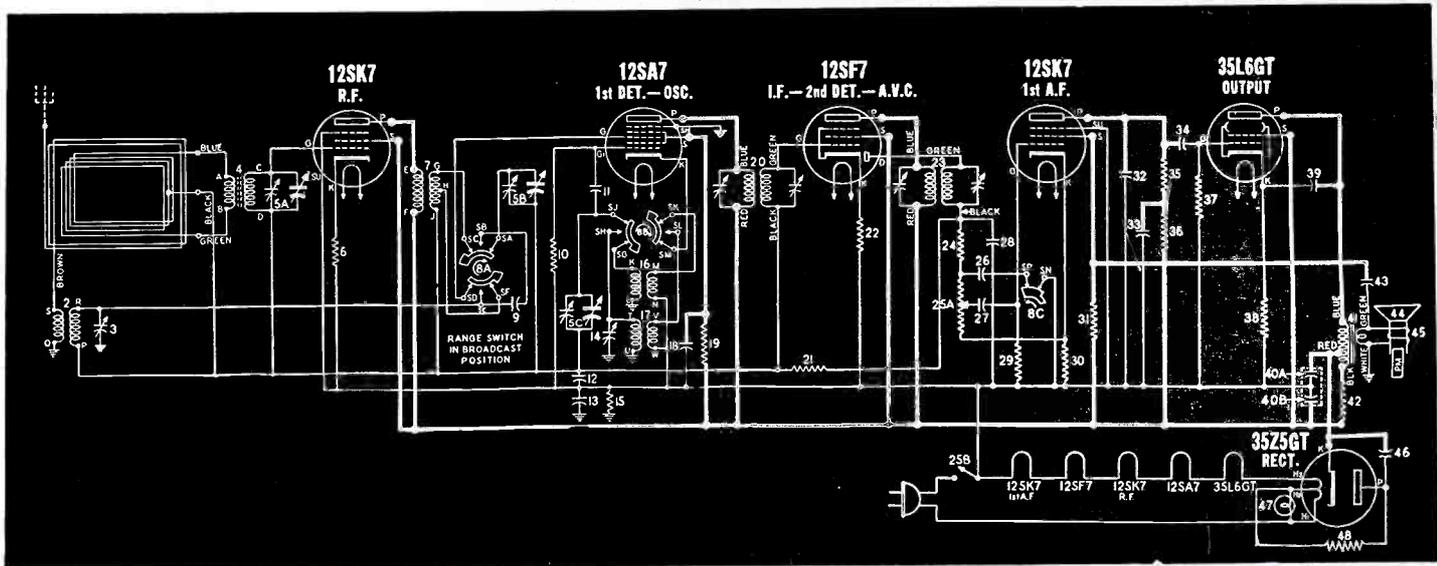
and RCA Home Sets

Stewart Warner, 9014-E, approximate stage gain data: From antenna primary to 12SK7 c.g. (control grid), 3 x at 600 kc; from 12SK7 c.g. to 12SA7 c.g., 8 x at 600 kc;

from 12SA7 c.g. to 12SF7 c.g., 75 x at 455 kc; from 12SK7 c.g. to 35L6 c.g., 20 x at 400 c; from 35L6 c.g. to 35L6 plate, 9 x with 400 c signal.

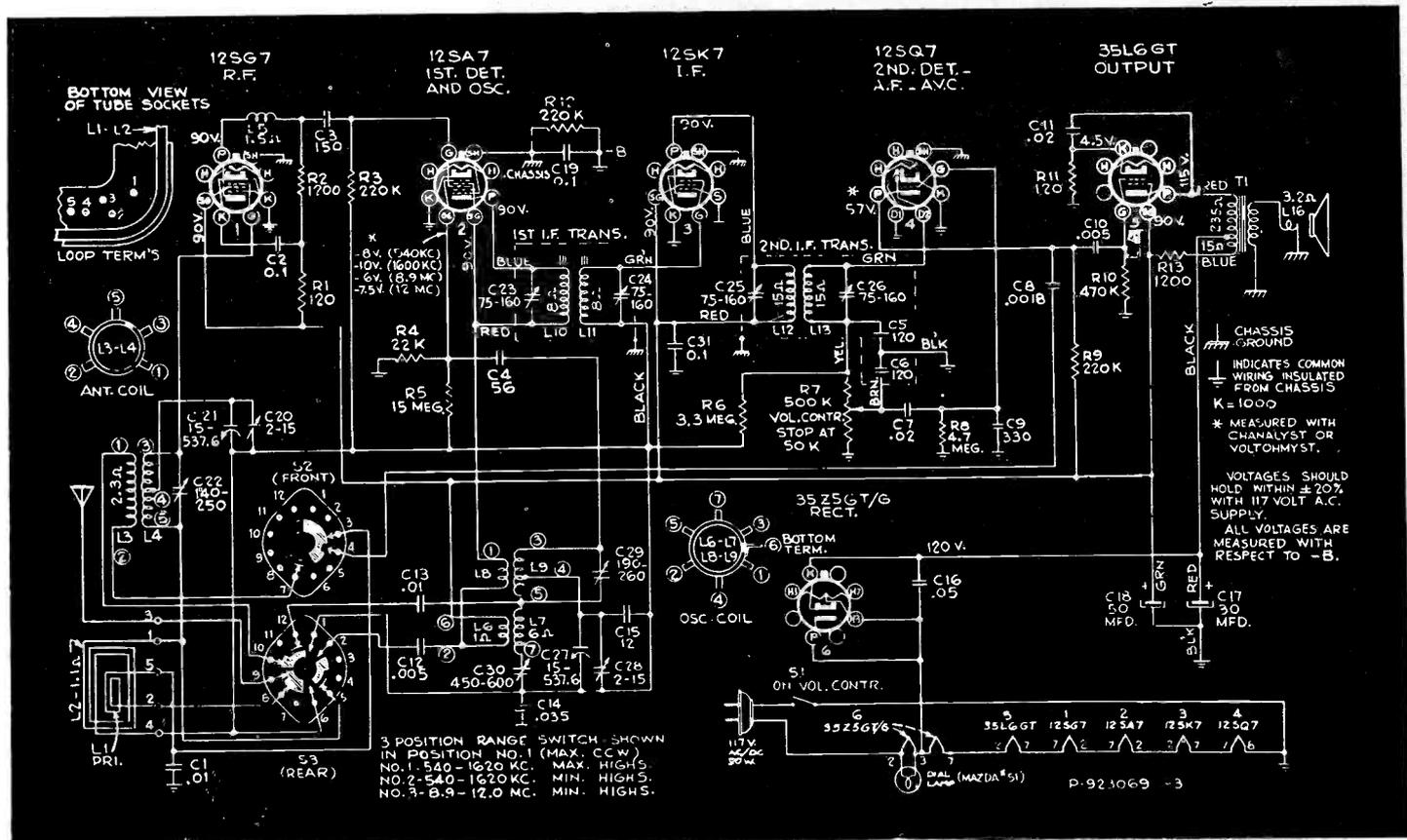
RCA Victor 56X5, critical lead

dress: Dress all heater leads next to chassis. Dress tone control lead and speaker field leads next to chassis and front apron. Dress pilot leads away from antenna coil.



▲ STEWART-WARNER Model 9014-E is a 6-tube ac-dc set with separate i-f stage. The intermediate frequency is 455 kc. Broadcast and shortwave bands are present.

▼ RCA VICTOR Model 56X5, chassis No. RC-1023, has broadcast and shortwave bands, and an i-f of 455 kc. Undistorted power output is 1 watt. Voice coil impedance is 3.4 ohms at 400 cycles.



SERVICING INTERMITTENTS

Locating Defective Tubes. Poor Socket Contacts. Fading Capacitors. Other Trouble-Causing Components.

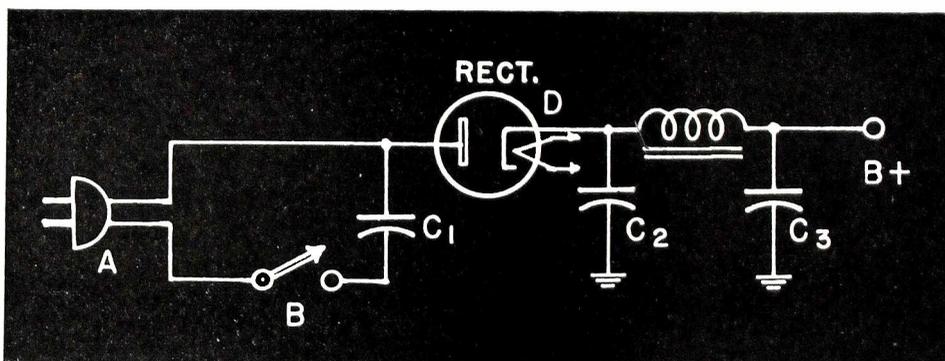
• Of all the sets that reach the radio serviceman's work-bench, the biggest headache producers are the "intermittents." So much time may be spent in locating the source of trouble, that net profit disappears. Rather than check an intermittently-operating receiver at once, it may prove wiser to wait for the defect to recur, going on to repair other sets in the meantime.

If the radio cuts off completely, the tubes should be carefully inspected. Do all the filaments light? If they don't, one of them may be opening after it heats up. A good way to check for a condition of this sort is to "cook" each tube separately in the tube-tester. A glance at the tester's fuse lamp every so often will indicate whether

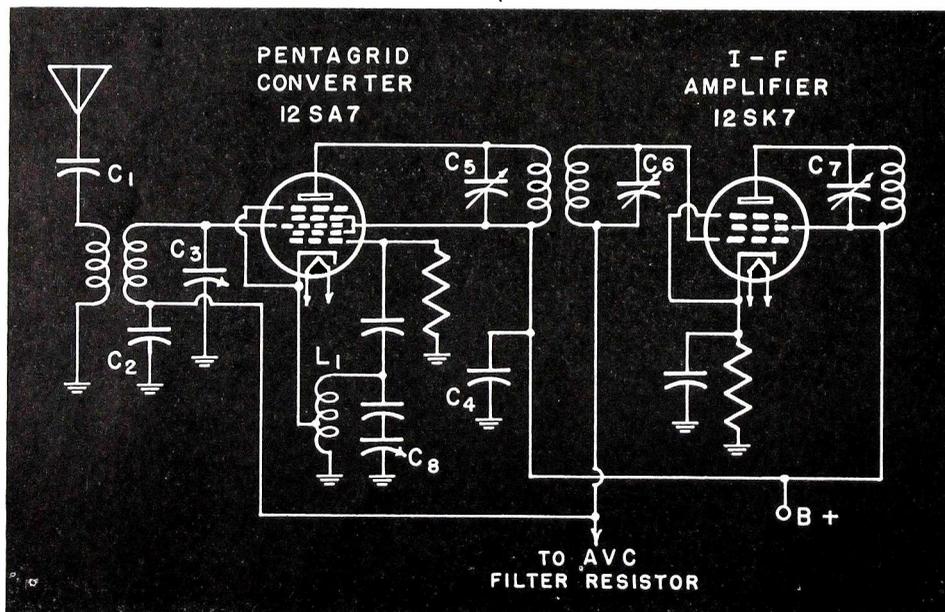
In checking for other trouble-spots, tube prongs, grid-caps, and socket contacts should be among the first suspects. In cases where socket contacts have loosened, the vibrations of the speaker may prevent the tube pins from making permanent firm connections with

nose pliers for a quick, easy repair.

There are a few other areas in which intermittents frequently nest, which should not escape attention. One of these is the gang tuning capacitor, on which peeling of the plating may occur. An easy way to correct this condition is to



Loose connections at A, or oxidized contacts within switch B, may cause intermittent operation as well as noise. A poor rectifier tube (D) may have an abrupt drop in cathode emission, and produce a sudden decrease in volume.



Some common causes of intermittents in the r-f section. Converter tubes like the 12SA7 often become inoperative after playing awhile. C1 may open, resulting in reduced volume and possibly noisy reception. An errant piece of solder may short the plates of C7 to the i-f shield can.

the tube filaments are still lit.

Checks should be made for intermittent shorts within a tube. This may be done by tapping the sides of each tube gently with a light mallet, or wooden base of a screwdriver, while the tubes are in the receiver. When the defective tube is tapped, it will often cut off.

the socket. If the plate or screen contacts are loose, the arcing at those points may deposit a coating of carbon on the tube pins that will increase the chances of an intermittent. This carbon deposit may be removed with sandpaper or emery cloth. Loose socket contacts may be pinched together with long-

disconnect the capacitor from the rest of the set, and then hook up the high voltage winding of a power transformer to the rotor and stator terminals. This will usually burn out the peelings. In some cases, however, it may be necessary to scrape them a bit to make sure they are thoroughly clean.

Poor Wiper Contacts

Dirty or corroded wiper contacts on tuning capacitors may also cause trouble. These rods may be cleaned with carbon tet and a rag. When tension is insufficient, they may be bent to make better contact with the tuning capacitor frame.

The insulating material between the plates of the trimmer capacitors on the gang tuner, as well as on the trimmers in other parts of the set, may be examined for breaks and dust.

When the receiver has a band-switch, check to see if any of the contacts are loose or dirty. Dirt and corrosion may be removed with a

brush that has been dipped into carbon tet. Tightening loose contacts, however, is not always simple. Removal of the entire assembly may be necessary to do an effective job.

Intermittents may be due to trouble in the loudspeaker. Voice coil connections frequently come

ment on general principles is advisable. Wiggling suspect units with fingers or long-nose pliers often helps in detecting defective ones.

Voltage divider sections may open intermittently. Carbon resistors which have "carbonized" are also sources of trouble to be looked for. Sometimes wire-wound resistors

Service Notes

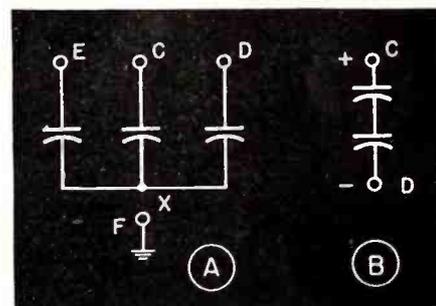
Filter Capacitor Repair

Openings in the common negative of a dual or three-section filter capacitor generally lead to the discarding of the defective unit. Capacitors with this type of defect, however, may often be repaired to function at lower capacitance and higher voltage rating. A repair of this type is not ordinarily recommended. In some cases, though, when specific filter capacitors are hard to get, the repair will produce a unit that will function satisfactorily until a new one is obtained.

Verifying Defect

Consider the defective unit shown in the sketch below at A. The open in the common negative section at X produces hum, distortion and decreased volume. You can verify the hypothesis that the open is at X, and not anywhere else, by bridging the defective unit with a new equivalent capacitor. No improvements in symptoms will result, as the feedback in ac from C to D, or from C to E, is not corrected by this bridge.

Suppose we ground lead F to chassis—if it isn't already grounded—and disconnect positive lead E, either cutting it off near its root, or grounding it. By using D as a negative terminal, and C as a positive one, we now have two capacitors in



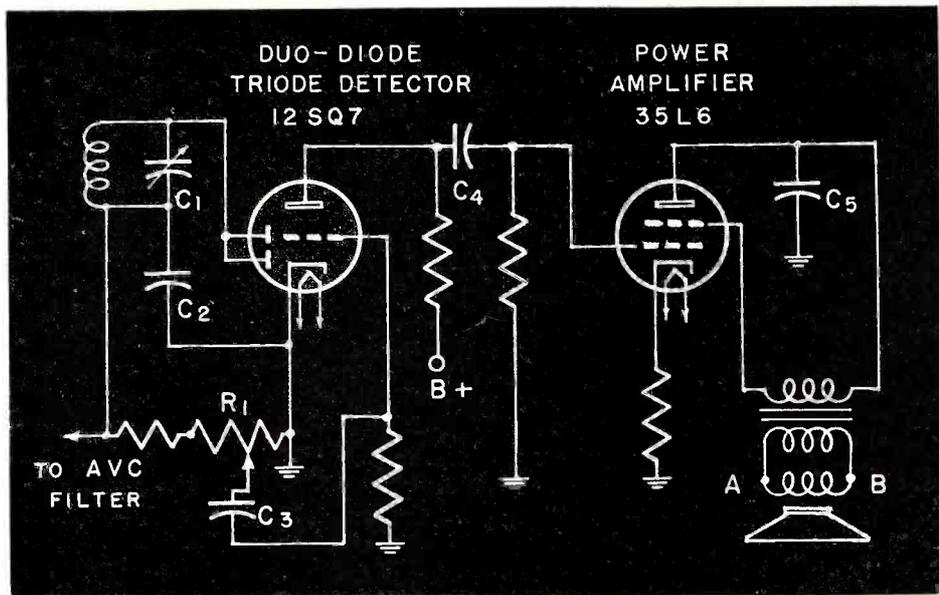
series. The equivalent circuit is shown in the diagram at B.

The capacitance is reduced to half of the original value (if the capacitors are equal), but the voltage rating is doubled. The remade unit should function fairly well at its new ratings, provided, of course, that it has no other defects.

Philco 42-1006

If reception is mushy and distorted, look for a voice coil short. High side of coil may short to speaker frame or pot.

(More Service Notes on page 88)



Fading is often caused by defective volume control, or opens in C3 or C4. A bent i-f can may cause C1 to ground, resulting in inoperation. An open in C5 will produce shrill reception, and possibly a hiss. Voice coil openings will make reception inaudible, or nearly so.

off. Wires attached to speaker plugs often work loose, and produce trouble. Sometimes an off-center voice coil results in the scraping off of the enamel on some of the coil turns. These turns may short intermittently to ground through the pole-piece. To remedy this condition, apply coil dope to the bare wires, and center the assembly with shims.

Volume and tone controls may cause trouble when they become dirty or worn. Wiggling the shafts back and forth, and tapping them lightly with the back of a screwdriver, may bring on any intermittent defects. Replacement of dirty controls is better than cleaning them, in many cases, because repairs often lead to call-backs.

Fading Capacitors

On fading sets, capacitors are the most frequent offenders. Bypass and coupling capacitors in particular, should be carefully checked. Inspection may single out potential trouble-makers. In some cases the wax impregnation may have oozed out of one end of a capacitor; in other cases, the capacitor will be so old and blackened that replace-

warp and short-circuit to the metal case on which they are mounted, causing the radio to stop playing. This is usually caused by the loosening of the fasteners which hold the resistor to the chassis. When this occurs, heat causes the resistor to buckle.

Poorly-Connected Coil

The most common cause of intermittent operation of coils is a break in the winding, that alternately heals itself and re-opens, due to temperature changes or mechanical vibration. When disorders of this sort are present in a high voltage primary winding, voltage tests made during the time the defect is present, will usually locate the trouble. When the trouble lies in a secondary, and voltage tests are inadequate, pulling gently on the coil wire near the terminals will often detach a poorly-connected, intermittent-causing wire.

Intermittent jobs need not be total losses. Servicing these sets only when the defect is present, and minimizing the time spent in forcing an "intermittent" to recur, may bring these difficult repairs out of the red.

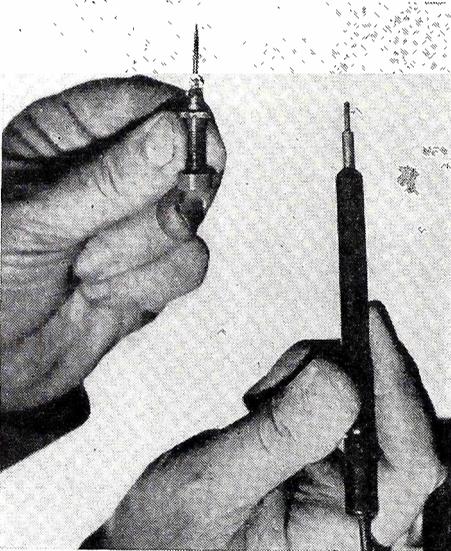
RADIO SERVICE POINTS

Locating Intermittent Capacitors

When intermittent operation is encountered and a faulty by-pass or coupling capacitor is suspected, the following procedure may prove helpful. Hold a hot soldering iron for a short time near each of the suspected capacitors. The heat may force the defective unit to go bad, making its identification simple. This method should prove especially helpful in cases where the capacitor leads tend to open internally, causing intermittent reception.

Needle-Point Test Probe

It is sometimes desirable to have a needle point on a test prod, in order to pierce wire insulation during testing. A simple method of making up such an attachment, for use with an ordinary prod, is shown in

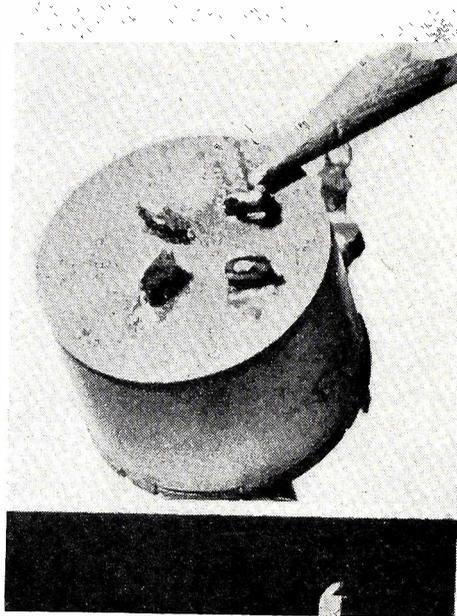


the accompanying photograph. A phonograph needle is soldered to a jack of the proper size. When desired, the probe may be inserted into the jack, and the assembly operated as a unit needle-point test prod.

Double-pole Switch Replacement on Battery Radios

Many battery radios use double-pole switches that are attached to the volume control. These switches are used to break both "A" and "B" battery circuits. Care should be exercised in replacing such units,

as the terminals are not uniform. Referring to the photo, below—the contact near the pencil, and the one directly below it, may in one case be connected to the blade and its jaw. In another case, however,



the contact near the pencil may be wired to a blade, while the jaw that goes with it is hooked to the terminal at the left of, instead of directly below, the pencil-indicated contact. To avoid errors, continuity-check old and new switches, before installation.

Resistor Cord Replacement

A replacement for a frayed resistor cord was desired for this camera-type radio. The new cord was installed and the radio tested. Volume was considerably decreased. The radioman rechecked to see if the cord replacement had the correct value. It did.

The rectifier used was a 45Z3. The resistance required, then, had to dissipate $117 - 45$ or 72 v, and a resistor of $72/.15$ (.15 is the filament drain of a 45Z3), or 480 ohms, was necessary.

The cord was of the right value. The rectifier tube tested perfect. Why, then, should the set play low with the new cord, when it had worked perfectly with the old one?

Connections were carefully checked, but showed no errors or improper soldering. Voltage tests, however, revealed that the voltage from the cathode of the 45Z3 to ground was considerably below normal. No defects were found to ac-

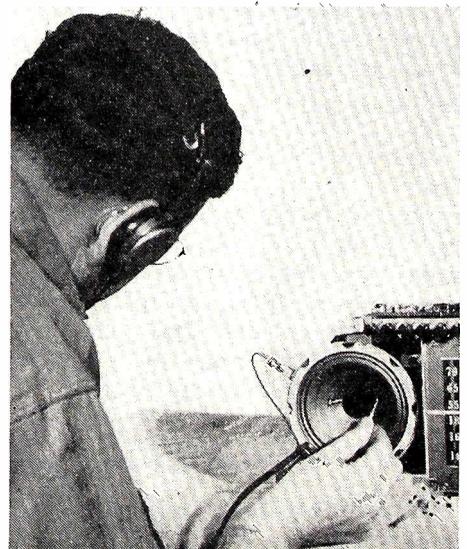
count for this low voltage. Perhaps the 45Z3 was defective, in that its emission dropped when it was feeding a load.

No new 45Z3 was available to test this hypothesis. Stymied temporarily, the technician asked himself: Suppose the 45Z3 were defective—why should it work all right with the old resistor cord, and not with the new one?

The radioman decided to check the old cord. The resistor wire's value, he found, was not 480 ohms, as required, but 400 ohms. The mystery was immediately dispelled. The low emission 45Z3 had obviously been operating with a filament voltage of about 50 volts, or 5 volts above normal, with the old resistor cord. Cathode emission, thus, had been brought to normal by this excessive filament voltage. With the new cord, filament voltage dropped to normal, and cathode emission decreased. His curiosity satisfied, the radioman returned the set to the shelf, to await the arrival of a new 45Z3.

Testing for Voice Coil Open

When reception is very weak, or completely absent, an open in the speaker voice coil may be the cause. To check this, connect head phones across the voice coil terminals, as



shown in illustration. If the voice coil is open, and no other troubles are present, signals will be heard in the phones when set is tuned to a station.

(More Service Notes on page 94)

AGAIN... a Radio-Wise America Turns to Emerson *Quality!*



THE NEW 1946 *Emerson Radio*

Its Leadership is SECURE—with
BETTER Style, Tone,
Performance, Value

Up and down and clear across America, the verdict is the same. Emerson Radio has scored again—with QUALITY as the “buy-word.”

A striking new line for every purpose and every purse...engineering that puts all previous standards in the shade... **THREE TIMES THE POWER OF PRE-WAR RADIO**... A vast waiting

*For Complete Details, Call
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World's Largest Maker of Small Radio

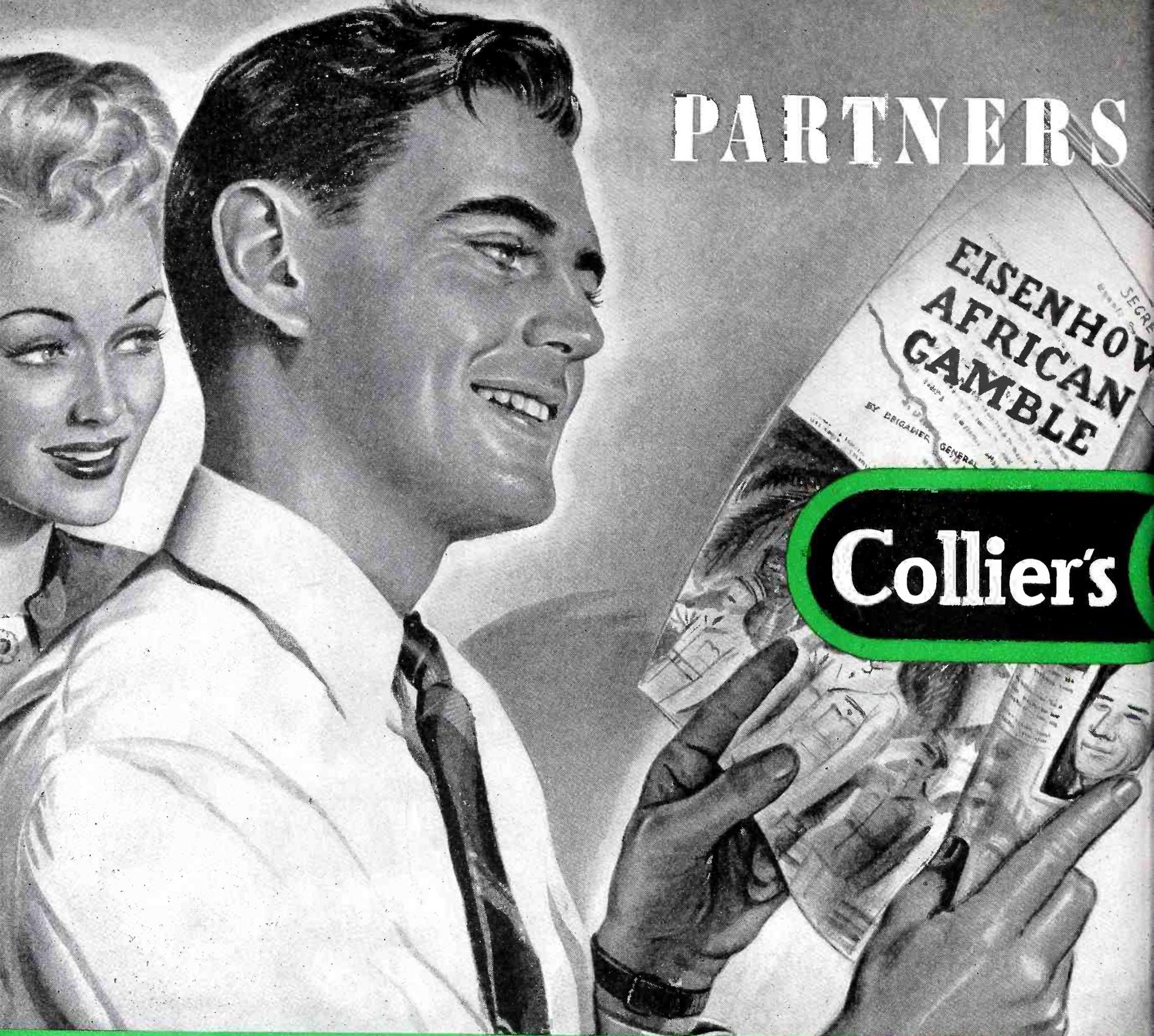
EMERSON RADIO AND PHONOGRAPH CORPORATION, NEW YORK 11, N. Y.

market... trebled production capacity getting into full swing... Progressive promotion, turnover and profit—all add up to the “**INDISPENSABLE LINE**” in any retail operation.

This is why Franchised Dealers regard Emerson Radio as their greatest asset.

*Compacts, Portables, Phonoradios,
Pocket Receivers*

PARTNERS



Collier's

PEOPLE WHO *Think Ahead* READ COLLIER'S

In fiction and feature articles, in complete editorial make-up, Collier's appeals most to families in the *age of acquirement*...young enough to want the new and better things, old enough to afford them. Cash reserves of America's families are at an all-time high, with a large percentage ear-marked to make wishful dreams come true. It may be new clothing or a new car, new household appliances or furnishings, better foods and health supplies, or any of a long list of miscellaneous items. The families who want these things are *your partners in progress* . . . the brightest, richest, most forward-looking market in the world.

MILESTONES IN MAGAZINE HISTORY

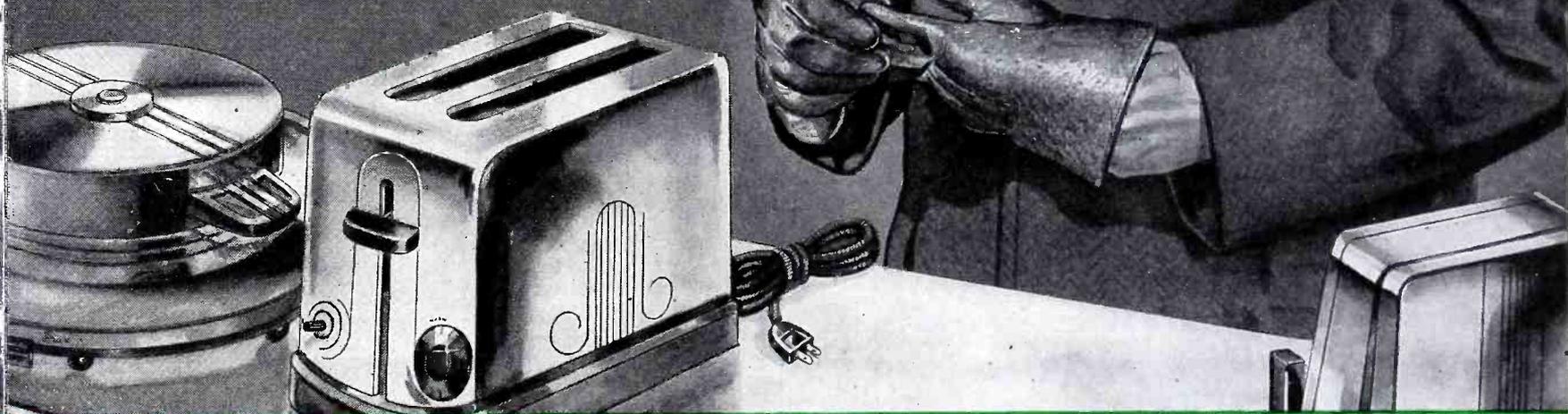
Collier's Drove Shady Competition Out of the Food Field

Collier's set up a special editorial department to expose unsanitary practices in food handling early in the 1900's. After rallying public opinion to enact pure food laws in many states, Collier's, in 1911, was still campaigning against evasions of the new food laws. Today, more alert than ever, Collier's retains its place as a leader in progressive American thinking.

Collier's

IN PROGRESS

The Connecting Link
...for Action

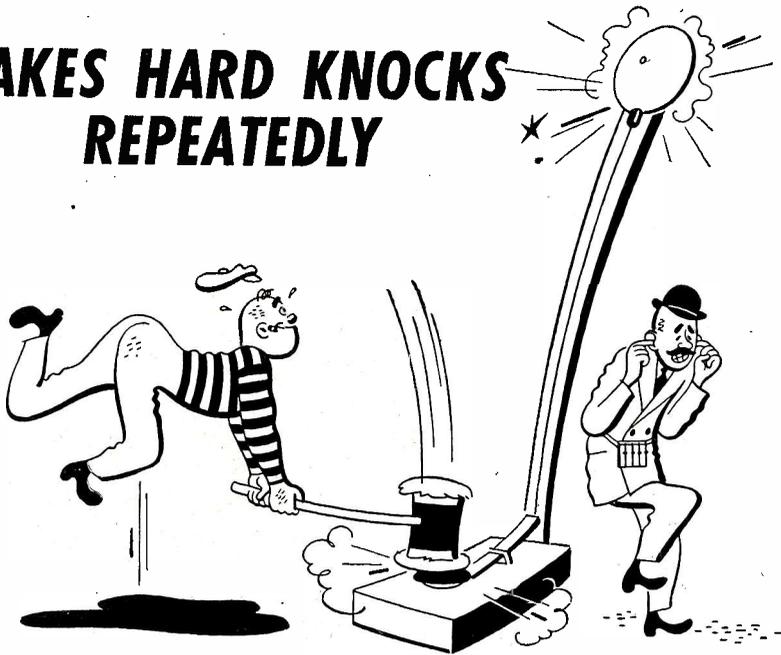


ADVERTISERS WHO *Think Ahead* USE COLLIER'S

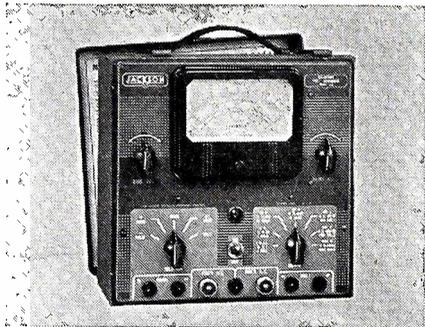
A sale is being made because Collier's, *the connecting link*, brought advertiser and customer together. Graphs, charts or impressive statistics of an exhaustive market study would, in the final analysis, prove no more than this—that there has been a meeting of minds through an effective medium! Two people who were thinking ahead—a reader and an advertiser—discovered a common interest over a page in Collier's, the magazine that thinks ahead with them. All are partners in progress with an eye to the future of better things for more people. "Keeping up with the World"—as Freling Foster puts it—is a Collier's credo. That's why more and more advertisers are depending on the magazine of progress for action.

Thinks Ahead

TAKES HARD KNOCKS REPEATEDLY



If you want a Vacuum Tube Voltmeter you don't have to coddle—one that gives accurate readings in spite of routine knocking about—



THE JACKSON Model 645 AC-DC ELECTRONIC VOLT-OHM-MILLIAMMETER

is the instrument for you. Here are the condensed specifications.

Both A.C. and D.C. volt ranges are Electronic. This provides maximum sensitivity and overload protection for all A.C., D.C., and ohms ranges.

Measures resistance up to 1 billion ohms (1 thousand megohms)—and as low as 2/10 ohm.

3 million ohms per volt sensitivity on

0-4 volt D.C. range. Constant input resistance 12 megohms on all D.C. volts ranges.

Over 4 million ohms per volt sensitivity on 0-1 volt A.C. range. Input resistance of 4.4 megohms on all A.C. ranges. Flat frequency response between 50 cycles and 200 kilocycles.

Meter cannot be damaged by accidental overload on any electronic range. Electronic overload protection on all A.C. and D.C. volts, and ohms ranges. Variations in line voltage do not affect accuracy within the range of 100 to 125 volts. Equipped with ballast control tube and self-compensating circuits.

Contains 3 tubes (6X5GT/6K6GT/7N7), neon regulator, 1-4½ volt battery and ballast; self-contained, furnished with the instrument.

Meter ranges—

A.C. Volts: 0-1/4/10/40/100/400/1000
D.C. Volts: 0-4/10/40/100/400/1000
Ohms: 0-1000/10,000/100,000/1meg/10meg/100meg/1000meg
M.A.: 0-1/4/10/40/100/400/1000
Decibels: Minus 30 to minus 5/minus 10 to plus 15/10 to 35/30 to 55

Either positive or negative D.C. voltmeter indications instantly by means of reversal switch. Signal Tracing type test lead, isolation resistor in probe.

Dimensions—8½" x 8½" x 6"—Unit welded steel case, grey morocco finish.

JACKSON

Fine Electrical Testing Instruments

JACKSON ELECTRICAL INSTRUMENT COMPANY, DAYTON, OHIO

Fada Appoints Lubet; Marks Tells Firm's Plans

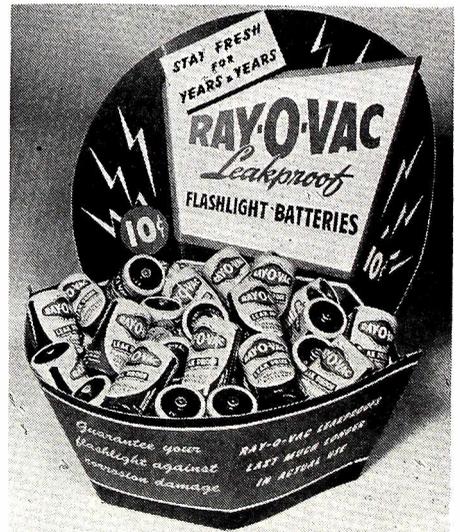
Jack M. Marks, president of Fada Radio & Electric Co., Inc., Long Island City, New York, announces the appointment of Herman N. Lubet as advertising manager.

In making public this appointment, Mr. Marks stated that "We are entering upon a period in radio history that may well set the future manufacturing and selling pattern for many years ahead. That is why we have named Mr. Lubet to fill this post. His past experience with some of the country's leading organizations will be an asset to us in manufacturing and marketing Fada radios.

"We are planning our course from the long range point of view, designed to bear fruit after the initial hysteria of radio buying has subsided. In two or more years hence, what will be the position of the set manufacturer? What creed must the industry adopt in order to safeguard its proper position?

"The present seller's market," Mr. Marks continued, "is merely temporary; long-time profits and stability rest upon creative and aggressive selling. In the long run, the interests of dealer, distributor, and manufacturer are identical. As set makers, we recognize that our jobbers and retailers must be selected with care, giving preference to those able to render dependable service. We must gauge production to prevent liquidation and price-cutting, protect dealers and wholesalers on discontinued models or those on which prices are to be lowered."

Ray-O-Vac Display



This colorful display basket is now available from Ray-O-Vac Co., Madison, Wisc. It holds fifty of the company's flashlight batteries.

Special Train to Show

A special train from New York to Chicago will leave Grand Central Station at 4:15 P. M., Sunday, May 12, to carry industry members to the Radio Parts and Electronic Show, Hotel Stevens, May 13-16. General management of the show is in the hands of a committee headed by H. W. Clough, of Belden Mfg. Co., and president of the Radio Parts and Electronic Equipment Shows, Inc. Kenneth C. Prince is general manager of the show.

**Automatic
radio**

**DESIGNED to MEET
Your DEMAND!**



Model
650

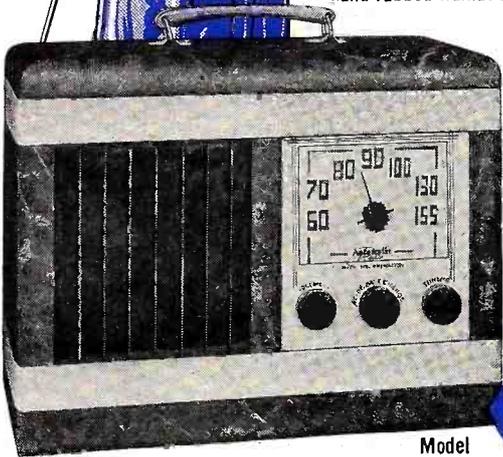
Classic modern phono-radio combination with automatic record changer that automatically changes ten 12" records or twelve 10" records — also equipped with automatic reject switch. Light weight crystal pickup, long life needle, powerful six-tube superheterodyne with eight-tube performance. A.C. operation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

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

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

Model
640

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



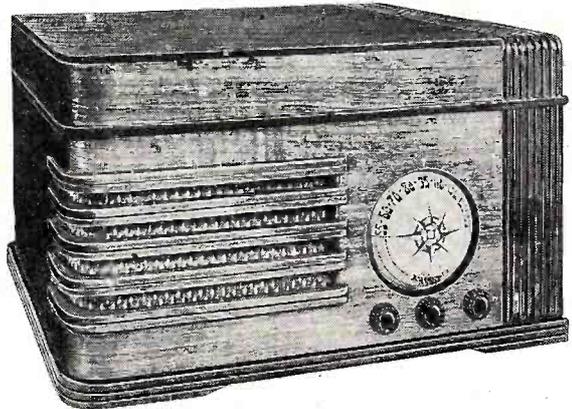
Model
C-60

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

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

REJUVENATION

Pat. No. 2222196



Automatic

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

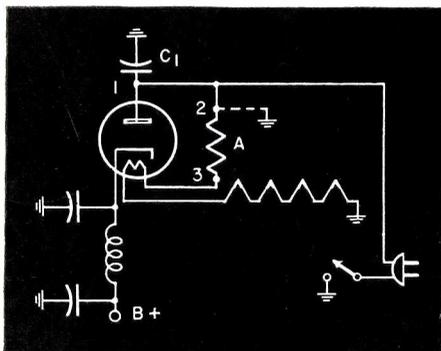
MAINTENANCE HINTS

AC Line Short

The owner of this ac-dc midget reported that his set had blown a house fuse when he recently turned it on. Continuity tests showed a full short reading with the switch on, open circuit with the switch off. The short reading from rectifier plate (point 1 in figure) to ground was still present when C_1 was disconnected, and all the tubes removed. The line cord and plug were carefully inspected, but no defects were revealed.

Filament resistor A was tested. The full required reading appeared between points 2 and 3. No short reading from 2 to ground, or 3 to ground, was present.

Another reading from point 1 to ground was taken. A short-circuit reading was no longer present. Careful inspection showed that a washer



located at the top of the filament resistor was loose. This washer made contact to chassis through the vertical mounting screw that ran through the resistor.

An intermittent short between the metal washer and the upper resistor terminal was suspected. Close inspection revealed a tiny burnt-away section on the resistor, at the spot where the contact must have occurred. This verified the hypothesis.

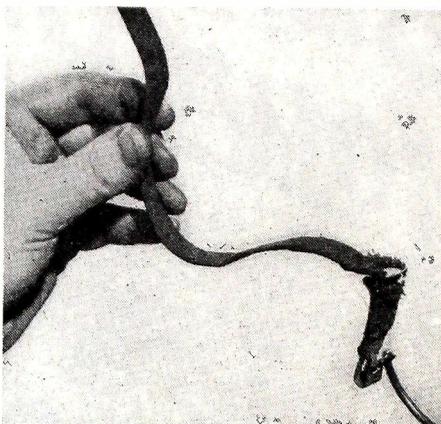
The metal washer was replaced by a fibre one, and the nut and screw arrangement tightened up, after which the set worked perfectly.

RCA 85BT

The model referred to here comes with an L "A-B" Eliminator. If set is dead, check all filament voltages carefully. A drop of .1 volt beyond lower limit will cause set to go dead. Raise filament voltages by shorting out filament limiting resistor, usually located at rear of cabinet.

Defective Lead-In

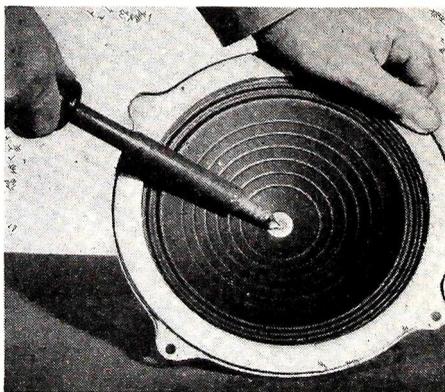
When the complaint is intermittent noise, check the lead-in strip before testing the radio, to avoid a



possible waste of time. The strip illustrated did not appear too bad until twisted, when the break became apparent.

Magnetic Speaker Repair

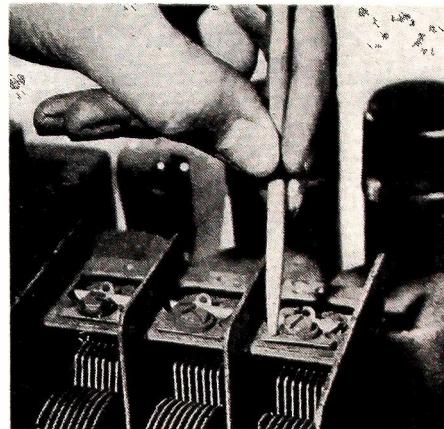
Chattering sounds in magnetic speakers are often produced by an off-center armature striking against the pole-pieces. When the driving pin is soldered to the cone cup, as in illustration, it is often possible to



correct the condition by touching the tip of the soldering iron to the joint. This allows the pin to become loose for an instant, and may result in the armature taking the proper position. Care should be taken not to burn the speaker cone.

Trimmer Capacitor Test

In normal radio operation, the small metal spring plate is insulated by a piece of mica from the solid part or stator of the tuning capacitor.



Sometimes this mica unit becomes broken, or may be missing. To test for such a condition, press the spring plate down with a piece of orange stick, noting resulting reception. Disappearance of signal should lead to careful inspection of trimmer. Absence of the mica insulation may be responsible for intermittent operation of the set because of temporary shorts between the plates.

Fluorescent Dial Lamp

A small tubular ultraviolet "black light" lamp that irradiates fluorescent dials of radio sets, has been developed by Westinghouse Electric Corporation engineers. The lamp is designed to operate from the secondary winding of the main transformer of the radio set. These transformers provide a voltage of approximately 600 v, which is enough to start the lamp instantly when the switch is turned on. A small ballasting resistance or an equivalent inductive device is connected in series with the lamp to limit the flow of current.

The transformer voltages available are generally high enough to operate two of these lamps in series, and in some of the larger sets with very large dial plates, this system will often be used with one lamp mounted above and one below the dial.

Besides the small ballasts required to control the current, a filter will be necessary, to absorb the small amount of visible light emitted by the lamp. A simple low cost unit, consisting of a tube of deep red purple glass that can be readily slipped over the lamp, is currently being developed.



The Revolutionary New WESTINGHOUSE DUO

It's a radio-phonograph with automatic record changer . . . but you can lift out the radio and play it anywhere. The hottest sales feature of 1946!



The Amazing PLENTI-POWER CIRCUIT

This exclusive feature gives a low-priced Westinghouse 7-tube set more undistorted output than most 12-tube sets had prewar. *Anyone* can hear the difference . . . *everybody* likes it. It means sales to the millions who want 12-tube performance on a 7-tube budget.

NEW IDEAS

That sell radios

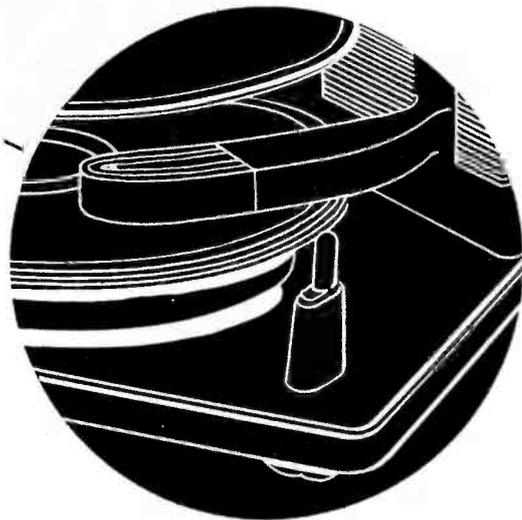
more proof that you can depend on WESTINGHOUSE RADIO for originality

For more information call your Westinghouse Distributor or write Home Radio Division, Westinghouse Electric Corporation, Sunbury, Pa.



A POWER-HOUSE IN A JEWEL CASE!

Never before has such performance been packed into a set of this size. You'll have to hear it to believe it!



THE EAR-LEVEL SPEAKER

Something new you can demonstrate. The sound originates at the *most natural level* for listening enjoyment. No acoustical loss or distortion from the carpet or floor.



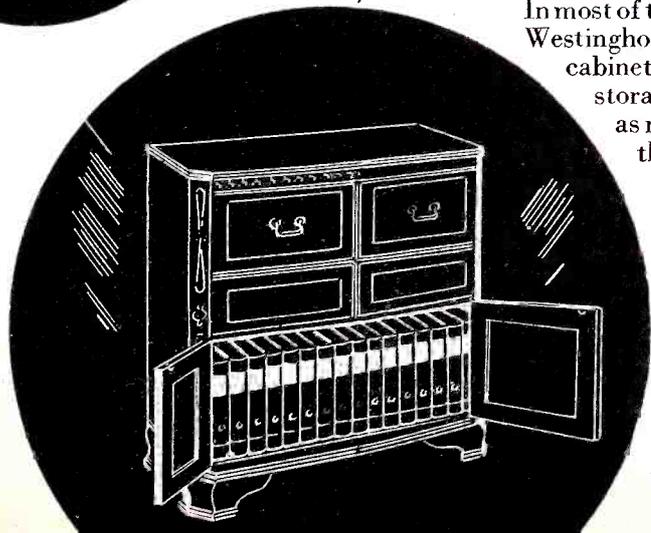
6 TO 10 TIMES AS MUCH RECORD STORAGE SPACE

In most of the new radio-phonographs, Westinghouse has made the entire cabinet width available for record storage space . . . 6 to 10 times as much as prewar cabinets of the same size . . . a real selling feature for people with record libraries.

A completely new AUTOMATIC RECORD CHANGER

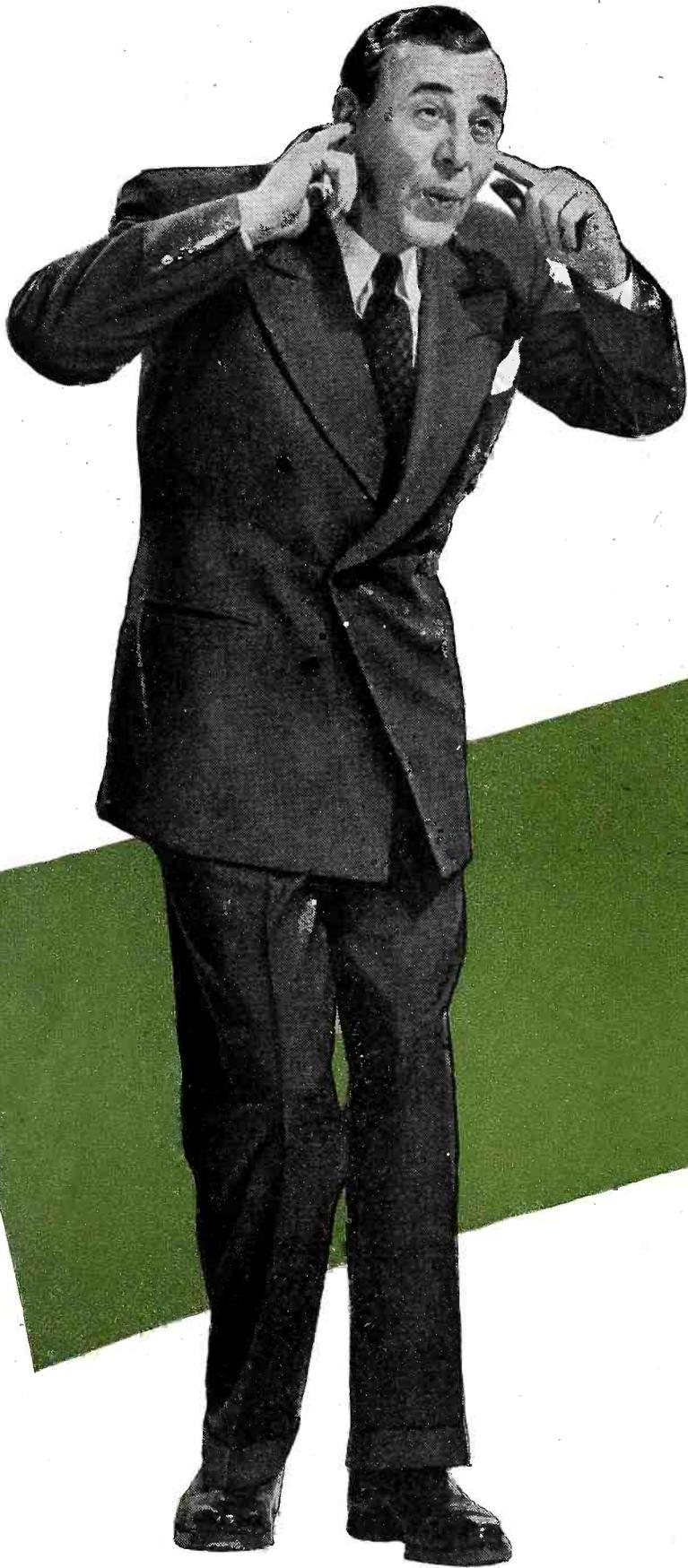
Single-button control! No changeover levers to push! No complicated operating instructions.

When you want to operate the tone arm by hand, do so . . . no danger of throwing the automatic mechanism out of adjustment. After the last record is played the tone arm returns to rest and the turntable shuts off automatically.

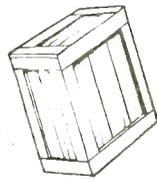


RADIO'S FIRST NAME IS

Westinghouse
Radio Television



The dealer to turn



Loud voices daily demand more radios of dealer Joe Peters. Joe hates to turn down this volume—it's far greater than his supply of sets—and he wonders why his manufacturer keeps sending him customers by advertising in the Post. (And Post ads get RESULTS because people LIKE to read advertising in the Post—far more than in any other magazine.)

who hated
down the volume



So, months later, when radios are again plentiful, Joe sees proof of a fact so many wise advertisers know—that consistent advertising, even during a seller's market, pays off in the end. The Post campaign has helped keep demand for this brand warmed up and ready to be tuned in when the dealer needs it most.

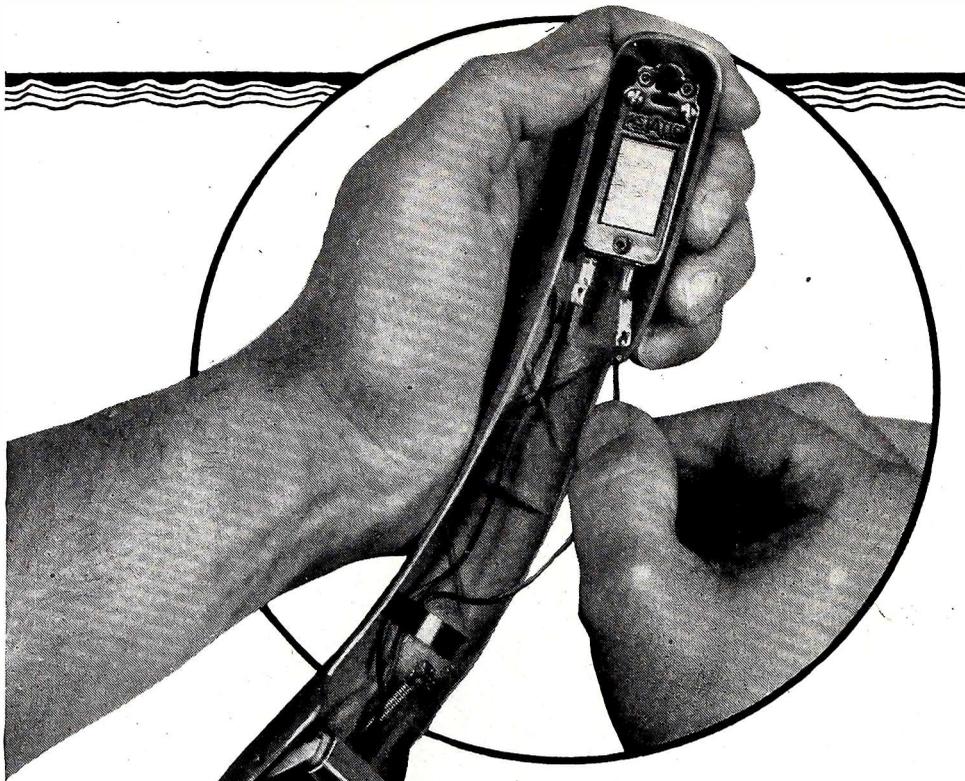


In Joe's community (and in yours, too!), most of the best-buying families are Saturday Evening Post fans! (A recent national survey showed that 1 in every 3 Post-reading families expects to buy a new radio at an average price of \$150.) And the Post has influence and authority that make advertising bring results which can be seen and felt at your store.

**IT PAYS TO
HAVE THE POST
PAVE THE WAY**

THE SATURDAY EVENING
POST



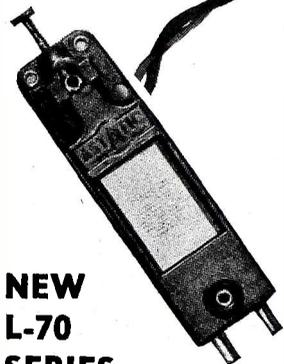


QUICK DISCONNECT

Among other improvements in the design of new Astatic Phonograph Pickups is a QUICK-DISCONNECT feature for instant removal or insertion of Crystal Pickup Cartridges. Wire leads on the pickup tone arm are now equipped with special terminal connections which may be slipped on or off the cartridge pins without tools, soldering or unsoldering. Originally, these wire terminals were permanently attached to the cartridge. This new QUICK-DISCONNECT feature, used with both permanent and removable needle type cartridges in newly designed Astatic Pickups, eliminates messy soldering and saves valuable time in service work. Small details, such as this, coupled with the high operating efficiency of Astatic Pickups, contribute to their ever-increasing popularity and usage.

NEW L-70 SERIES CARTRIDGES

Replaceable needle type.
Streamlined housing.
High output voltage.
Low needle pressure.



ASTATIC Crystal Devices manufactured under Brush Development Co. patents.

THE
Astatic
ASTATIC CORPORATION
CONNEAUT, OHIO

IN CANADA. CANADIAN ASTATIC LTD., TORONTO, ONTARIO

Norge Gets Navy Award



Howard E. Blood, president of Norge Div., Borg-Warner Corp., received a personal citation from Vice-Admiral George F. Hussey, Jr., in connection with presentation of a Naval Ordnance Development Award to the company for engineering achievements.

Meck Sets in Northwest

One of the first Alaskan shipments of radios for civilian use since the beginning of the war was made when the John Meck Industries, Plymouth, Ind., sent a number of sets to Anchorage, Alaska.

The consignment was made through the Seattle Radio Co., Meck distributor for the northwest area, it has been announced by John Meck, president.

Times Appliance Forms New Jobber Companies

Times Appliance Co., Inc., New York wholesalers, announces the formation of two separate companies for the distribution of records and record accessories, and photographic equipment. Times-Columbia Distributors, Inc., will handle many well-known brands of discs, needles, and other items. O. W. Ray is president and general manager of this firm; Paul McNulty is sales manager.

O. W. Ray Corp. has been formed to handle the distribution of photographic goods. President and general manager is O. W. Ray; Joe Keelan is sales manager.

Kitchen Queen, Inc., to Make New Washer

Announcement has been made of the formation of Kitchen Queen, Inc., Chicago, Ill., to market a line of apartment-size washing machines under the Kitchen Queen trade mark. Irving Garsson has been named president, S. H. Golden, vice-president and Albert Pass, secretary and treasurer. In addition to a line of Kitchen Queen washers, the firm has recently acquired the rights to the manufacture and sale of Royal-chrome casseroles and Premier electric table stoves.

Although the casseroles will continue to be sold under the Royal-chrome name, the washing machines and stoves will carry the Kitchen Queen trade mark.

ACCLAIMED EVERYWHERE!

Read these Glowing Reports on the Performance
of the first of the New Temple Radios

Model E-514



from

ALABAMA

The Model E-514 certainly is a "Honey". Hope you will accept the enclosed purchase order for additional quantities.

PENNSYLVANIA

The E-514 just received. Congratulations on a wonderful job. Dealers who have inspected the set are very enthusiastic.

COLORADO

Temple E-514 enthusiastically received by our Sales Department. Please advise if additional quantity is available.

TEXAS

Model E-514 is good looking and performs exceedingly well. We congratulate you on its appearance and performance.

NEBRASKA

Tried out Model E-514 and was very pleased. I am sure of fine public acceptance in our territory for Temple Radios.

TENNESSEE

After getting such a wonderful reception from our Temple dealers, I am encouraged to ask you for additional territory.

● Above are just a few examples of the enthusiastic reception accorded the first of the new Temple Radios by Temple Distributors—a forerunner of still bigger and better things to come in the Temple picture.



TEMPLETONE RADIO MFG. CORP., New London, Conn.

Executive Offices: 220 East 42nd Street, New York, N. Y.

"FM that also means Finest Made"

The Model Service Bench

Suggested Set-Up for Saving Time and Space; Building Impressive-ness of Your Maintenance Department

● One of the most important fixtures in a radio service department or store is the service bench. A poorly set-up bench will not impress customers, if it is out front, where, as many believe, it should be. Neither will it permit repairs to proceed at the fastest possible rate.

The service bench shown on this page is intended to be technically impressive, without using any fake meters, or fancy-looking but useless gadgets sometimes found on panel boards. It is also designed to eliminate all unnecessary movements, so that the maximum saving of time may be obtained.

Tubes, Parts Are Ready

The tube shelves at the left bring the most-used tube numbers within arm's reach, and eliminate the needless trek to the merchandise shelves, where the tubes intended for sale to the public are kept.

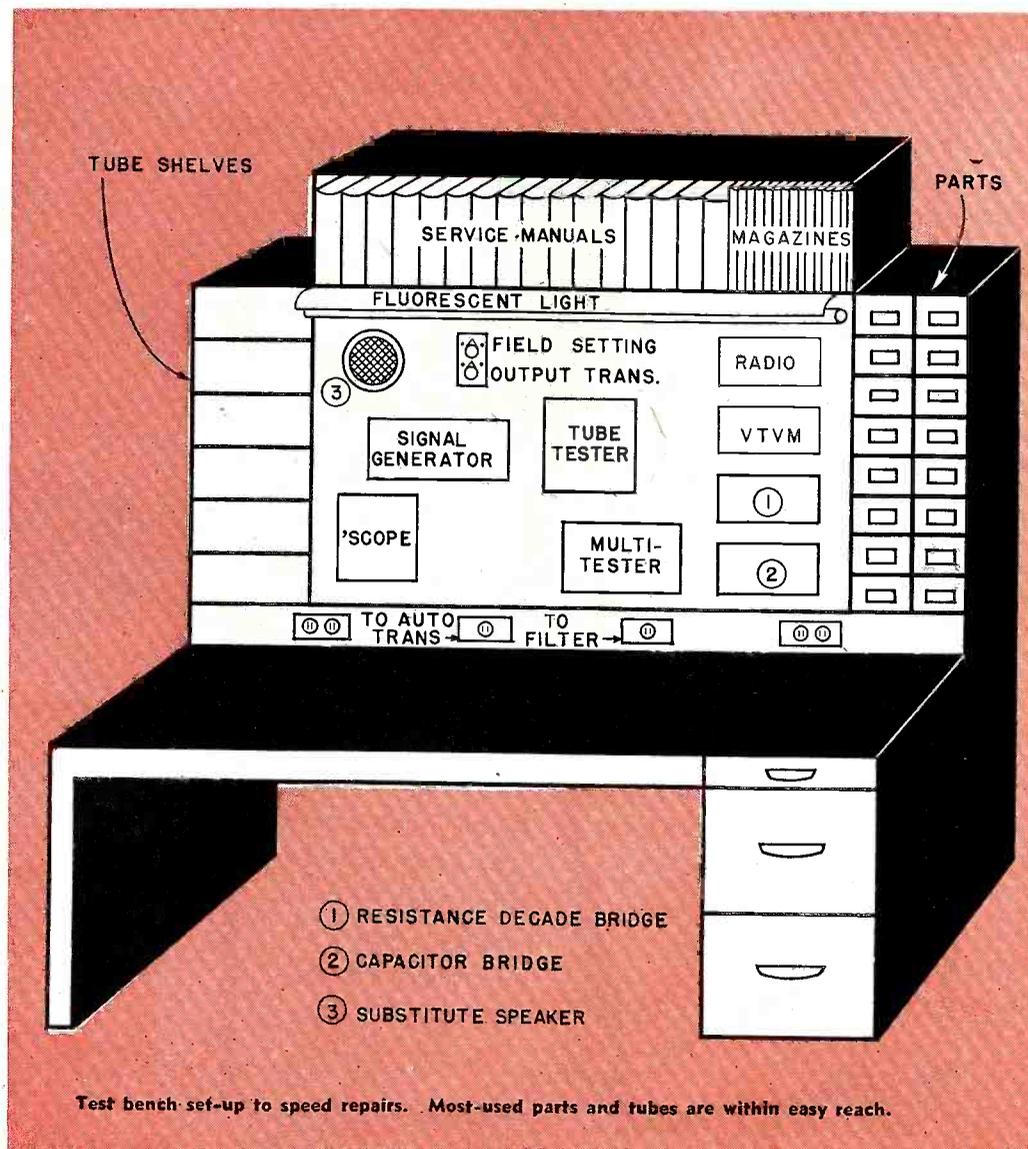
The parts boxes at the right contain all the capacitors, resistors, chokes, switches and other components needed for the usual run of repair jobs. Each box may be subdivided into 3 or more sections. Labels on the boxes list the items present in each, and make quick location of any part possible.

Of the 3 drawers in the lower section of the bench, the first may be used for tools; the bigger drawers below it can hold the large replacement components, such as speakers, power transformers, etc.

Simplified Substitutions

The location of the female outlets at the rear, rather than at the front of the bench, permits electric cords to be placed in out of the way positions, instead of hanging between the technician and the bench, where a chance tug may bring a radio set crashing to the floor.

The auto-transformer outlet leads to a step-up transformer, useful when intermittent sets are being tested. The filter outlet may be used in noisy locations, to prevent high



noise levels from interfering with the trouble-shooting of low, elusive hum or other symptoms.

The radio shown at the top is a useful piece of equipment for checking the alignment of a set. Very often a technician wants to know what station is being received at a particular dial setting of the receiver under test. Since a set whose alignment is above suspicion may not always be available, the inclusion of a perfectly-aligned midget in the panel board is justified.

The substitute speaker is useful in testing for field and voice coil opens and shorts. Different values of field

and output transformer are obtained by changing control settings.

The resistor and capacitor bridges make all types of these test units instantly available. Resistors may be divided into ½-watt, 5-watt and 10-watt units. With the proper capacitor hook-up, any required value of capacitance should be readily obtainable.

By adding test leads with clips at their ends, substitutions can be made for any defective or suspect resistor or capacitor. Correct estimates on jobs where more than one trouble is present, are thus facilitated.

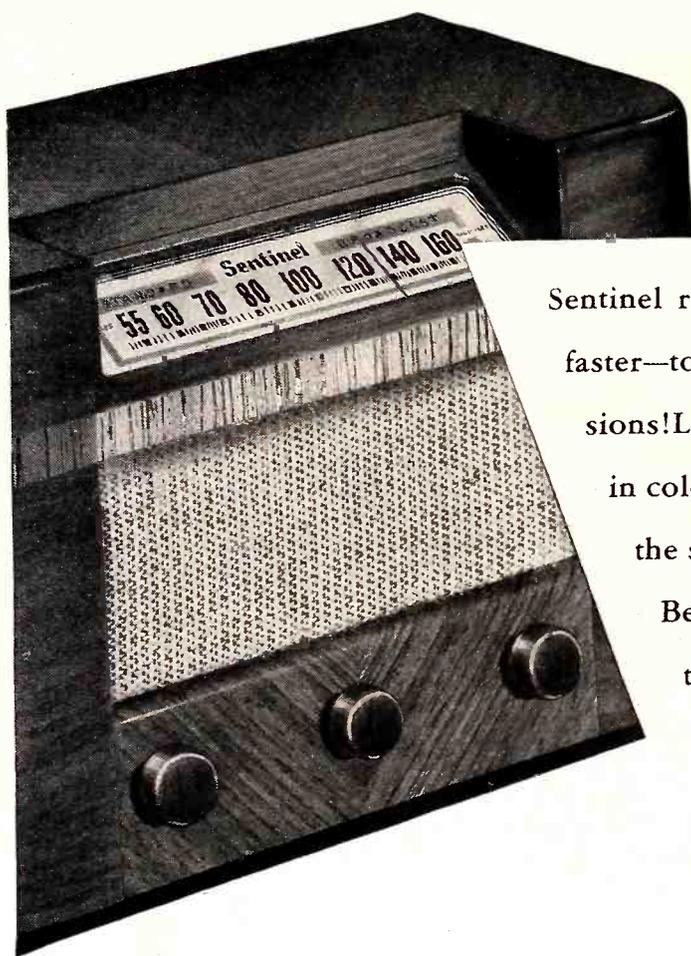
Sentinel...

faster

SALES

and

PROFITS!



Sentinel radios are designed and built to sell faster—to assure prompt, instant “I’ll buy” decisions! Lovely cabinets, both classical and modern, in colors and materials to please every taste—set the stage for a sales-clinching demonstration...

Because Sentinels’ beauty is equalled only by their remarkable performance—flawless reception! And there will be a Sentinel for *everyone*: battery or electric, FM or AM, table or portable, console or radio-phonograph.

Make Sentinel *your* line—the direct line to faster sales and profits!

for Studio tone in Your Home!

Sentinel *Radio*

2020 RIDGE AVENUE, EVANSTON, ILLINOIS



Radio servicemen, amateurs and electronic engineers have long demanded durable transformers with versatile adaptability. Stancor has consistently met these demands with manufacturing products with highest quality materials and workmanship in each separate production operation . . . engineering, coil-winding, laminating, assembling, finishing, testing and final packaging.

Today over 80% of all Universal Power Transformers now in use are replaceable with a Uni-dapt Stancor catalog item. For all transformer replacements, think first of Stancor.



STANCOR

STANDARD TRANSFORMER CORPORATION
1500 NORTH HALSTED STREET CHICAGO 22, ILLINOIS

Simms Joins Sprague; Company Expanding

C. E. (Gene) Simms, well known to the trade through his past associations with the National Co., Inc., and more recently with the General Control Co., has joined the Sprague Products Co., North Adams, Mass.

In line with that firm's expansion of its engineering and sales facilities to the distributing trade, Mr. Simms will serve as assistant to Sales Manager Harry Kalker. He will devote his time primarily to contacting distributors in connection with the merchandising of important new lines now nearing completion.

In addition to his experience in many phases of the radio-electronic field, Mr. Simms has been a licensed radio amateur since 1931, holding the station call letters W1DXD. He is an associate member of the Institute of Radio Engineers, as well as the American Radio Relay League.

New Appointments by General Mills

Roscoe E. Imhoff, manager of the home appliance department, General Mills, Inc., Minneapolis 15, Minn., has announced the following district office and manager appointments: Earl D. Sargent, as manager of the east north central district with headquarters in Detroit; Arthur W. Sellers, as manager of the middle Atlantic district, with headquarters in Washington, D. C.; D. H. Sluman & Co., as manufacturer's representative for the Rocky Mountain district, with company offices in Denver; William F. Uthe as eastern Pennsylvania district manager, with headquarters in Philadelphia; Robert P. Kelley as south central district manager with headquarters in Cincinnati; H. D. Kewees Co., Atlanta, Ga., as manufacturer's representative for the southeast district; J. A. "Jack" Edwards as Midwestern district manager, with headquarters in St. Louis. Initial allotment to retail dealers will include automatic electric irons and pressure saucepans.



"You may as well give up, Gus. I tested her on the ohmmeter and she registers resistance of 100%!"

Top Recording Artists
... and they're all on
MAJESTIC RECORDS!

- ★ Louis Prima
- ★ The Three Suns
- ★ Jack Leonard
- ★ Thelma Carpenter
- ★ George Olsen
- ★ 5 DeMarco Sisters
- ★ Danny O'Neil
- ★ Phil Regan
- ★ Bud Freeman
- ★ Ray McKinley
- ★ George Paxton

... and other standout stars!

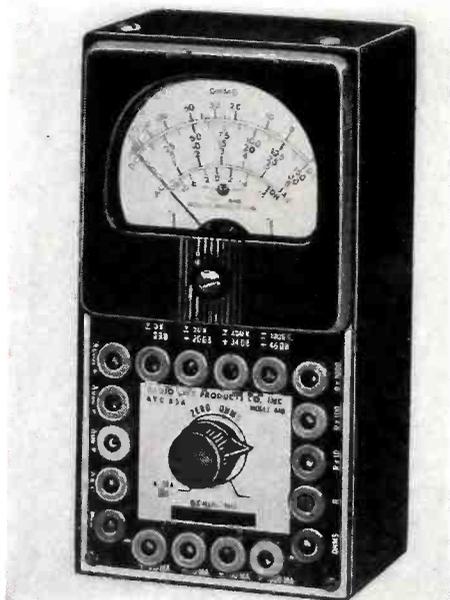
Majestic
RECORDS

Studio: New York City Sales: St. Charles, Illinois
(Subsidiary of Majestic Radio & Television Corporation)

New Technical Products

RCP MULTITESTER

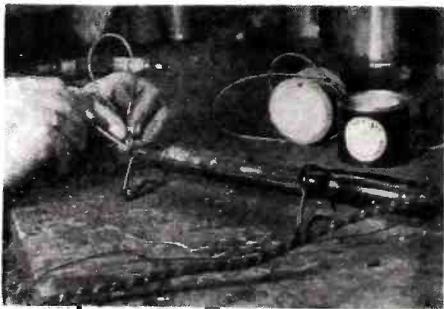
Pocket type, model 448, features 6 test instruments in one compact metal case. Meter is 3 inches square, and has a movement of 200 microamps and a sensitivity of 5,000 ohms per volt. Multi-tester ranges are: dc volts, 0-5-50-250-



1000; ac volts, 0-5-50-250-1000; output voltmeter, 0-5-50-250-1000 v; dc milliammeter, 5-10-100-1000 ma; ohmmeter, 0/1000, 0/10,000, 0/1 meg, 0/1 meg; decibel meter -6 to +10, -14 to +26, -28 to +40, -40 to +52 db. Radio City Products Co., 127 W. 26th Street, New York 19, N. Y.—RADIO & Television RETAILING

Fargail SOLDERING CREAM

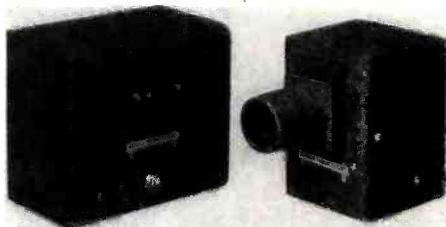
Replaces strong liquid fluxes. Makes soldering of such metals as phosphor bronze and nichrome as easy as soldering copper, brass, etc. Does not give off toxic fumes and is safe to use under



any conditions. Fargail Cream is buffered to reduce corrosion, and may be used on all operations where soldering paste is indicated. Farrelloy Co., 1245 North 26th St., Philadelphia 21, Pa.—RADIO & Television RETAILING

Worner BURGLAR ALARM

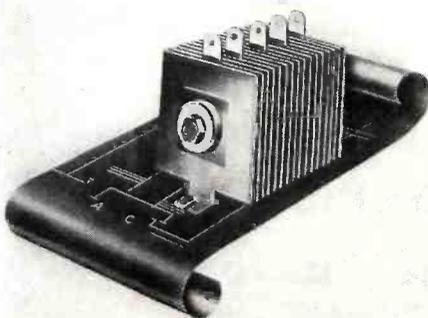
Consists of two units, one of which is a source of invisible infra-red light, and the other a sensitive photoelectric cell. In operation, the infra-red light is focused upon the relay unit, either directly, or reflected by mirrors. Any in-



terruption of this light beam immediately operates the relay, causing a bell or other warning device to go off. Disconnection of the wiring will also sound the alarm. Worner Products Corp., 1019 West Lake St., Chicago, Ill.—RADIO & Television RETAILING

Benwood-Linze RECTIFIER

This new dry disc copper sulphide rectifier is self-cooling and requires no fan. It is rated 50 amperes for 6-volt automotive battery taper charging. Two



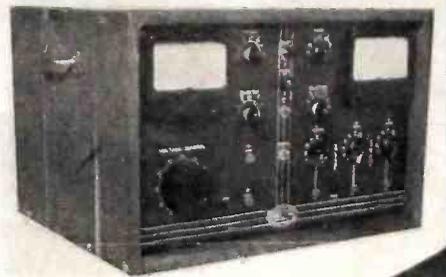
rectifiers may be operated in parallel from separate transformer secondaries to provide 100 amperes maximum charging rate. Units operate on 110-volt ac power supply. Benwood-Linze Co., St. Louis, Mo.—RADIO & Television RETAILING

Measurements Corp. VTVM

Model 62 Vacuum-Tube-Voltmeter features push-button selection of 5 ac and 4-c ranges from 0-1 v. to 0-100 v. Accuracy within 2% of full-scale values. One zero adjustment sets all ranges. Comes with standard probe using balanced diode circuit to minimize warm-up waiting time. Input capacity 7 mmf. Low frequency error from 30 cycles to 150 mc. Special probes available for measuring over 150 mc. Measurements Corp., Boonton, N. J.—RADIO & Television RETAILING

Moulic MULTI-POWER SUPPLY

Designed to deliver all necessary voltages for the operation of electronic tubes. Particularly suited for determin-



ing electron tube characteristics and performance of experimental circuits in school and industrial laboratories. Model MS-1 has three dc channels; No. 1, -75+25 v. at 5 ma., No. 2, 0-300 v. at 100 ma., No. 3, 0-300 v. at 100 ma. Channels 2 and 3 are designed to supply plate and screen current, while 1 delivers necessary grid bias voltages. Voltage regulation of better than 1% is maintained over a range of output voltages from 50 v. to 300 v. Moulic Specialties Co., Bloomington, Ill.—RADIO & Television RETAILING

Electro-Voice MICROPHONE

Cardex Model 950 is a unidirectional crystal microphone. High sensitivity in a wide frontal direction, plus a "dead" rearward pickup, effect a cardioid pattern. The purpose of this pattern is to



reduce acoustic feedback and background noise. A control on the back of the microphone adjusts the frequency response either to accent the highs or to produce a flat, wide-range characteristic. The microphone has a tilting head and built-in off-on switch. Electro-Voice Inc., 1239 South Bend Ave., South Bend 24, Ind.—RADIO & Television RETAILING

(Continued on page 108)



Watch him grow!

SPARTON radio set production is finally rolling. Shipments to dealers are now under way.

But — have patience — *please!*

You overwhelmed us in Chicago. Every mail brings in another avalanche of orders.

It will be many weeks before we are able to meet *all* of the demands of *all* of our dealers.

But — rest assured — we'll do everything within our power to fill the needs of your most impatient customers — quickly.

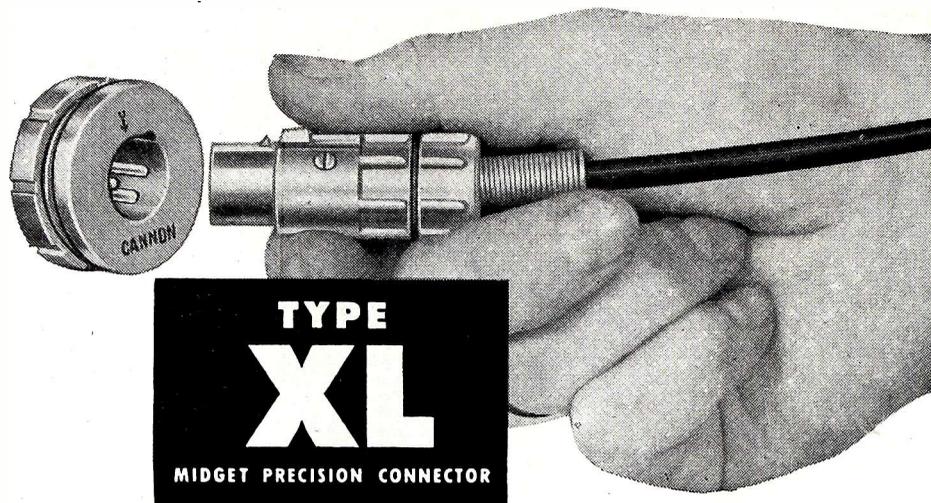
That's a promise!

THE SPARKS-WITHINGTON CO., JACKSON, MICH.

SPARTON

RADIO'S RICHEST VOICE SINCE 1926

New **CANNON PLUG** meets radio standardization demands



**TYPE
XL**
MIDGET PRECISION CONNECTOR

Designed for all low-level sound transmission circuits

... Cannon high quality at a new low price

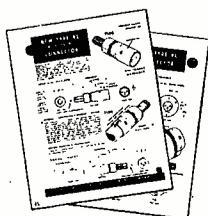
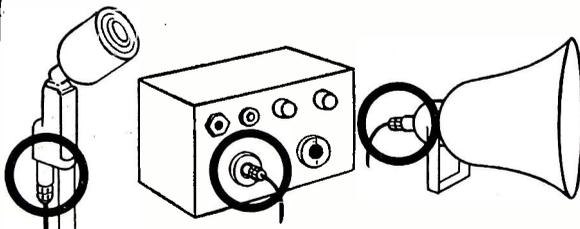
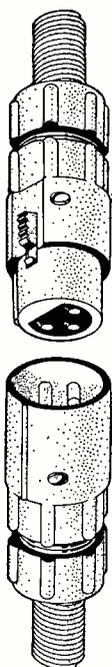
For 15 years Cannon Plugs have been standard equipment on the best microphones, sound systems and other broadcast equipment. Now, with the trend toward parts standardization and the demand for more compact fittings, Cannon Electric introduces the new "radio universal" Type "XL"—manufactured with the well-known Cannon quality, at a new low price.

All the quality features you expect in any Cannon Plug are built into the new "XL"—ample voltage and amperage capacities, specially positioned grounding contact, all screw threads tapped in metal, high quality molded insulation.

Ready now are two plug types and four receptacle types with three contacts of 15-amp capacity for No. 14 B&S wire.

Check these SPECIAL ENGINEERING FEATURES:

1. Convenient latchlock to hold connection tight.
2. Extremely light weight (as low as 1½ ounces).
3. Compression gland with cable relief spring.
4. Polarized connection.
5. Smart, modern design.



CANNON ELECTRIC

Cannon Electric Development Co., Los Angeles 31, Calif.

Canadian Factory and Engineering Office:
Cannon Electric Co., Ltd., Toronto, Canada

REPRESENTATIVES IN PRINCIPAL CITIES — CONSULT YOUR LOCAL
TELEPHONE BOOK



Get this Special "XL" Bulletin. Write Dept. A-287, Cannon Electric Development Co., 3209 Humboldt St., Los Angeles 31, Calif.

Big Westinghouse Range Sales Volume Foreseen

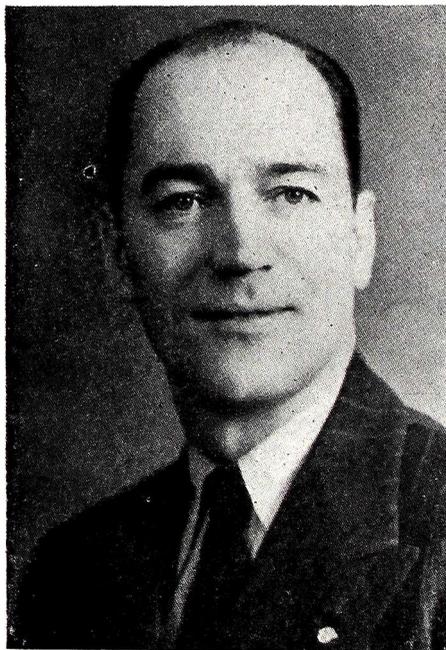
New 1946 electric ranges, styled with chromium trim and embodying new engineering developments in the construction of surface heating units, have been announced by R. M. Beatty, manager of the range department of the Westinghouse Electric Appliance Div. Initial production is on the new Champion model, a medium priced range.

As rapidly as production facilities permit, Westinghouse plans to produce a series of models ranging from the large two oven size to small apartment sizes as well as a combination fuel-electric model for areas where the range is used to furnish room heat as well as for cooking.

An increased sales volume in ranges is anticipated by Westinghouse, according to Mr. Beatty, because of the extensions of electric service to rural areas, and the convenience, cleanliness and good cooking results with electric ranges, have sold many new consumers on the merits of cooking electrically, thus further increasing the demand in existing markets.

Stromberg Sales Plans Set; Merchandisers Named

Stromberg-Carlson's radio sales organization has begun to assume its final shape as it readied itself for the big selling and merchandising task facing the radio industry. Clifford J. Hunt, manager of radio



D. E. Galloway.

sales for the firm, has announced that E. V. Hyde of Dallas, Texas, and Donald E. Galloway of Rochester, N. Y., have been appointed district merchandisers.

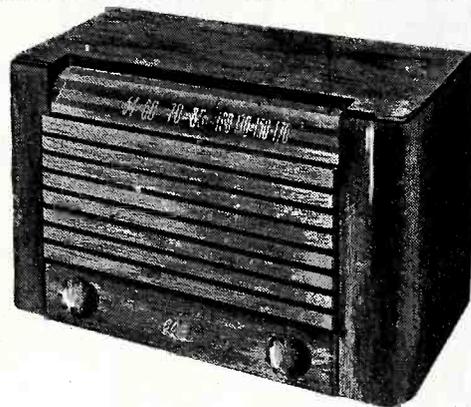
Mr. Hyde will cover the south central states area, and from his headquarters in Dallas, Texas, will assist the distributors and dealers of the area in their radio-sales activities. Mr. Galloway will perform the same duties in the upstate New York and New England area. Mr. Hunt said, adding that both men are already in the field.

FIRST 3 MODELS SAMPLED TO

ECA Radio DEALERS

WIN ENTHUSIASTIC PRAISE . . .

Everywhere!



ECA Radio Model 101
AC-DC 5 tubes with 6-tube performance. **26.95** OPA approved price, incl. Excise Tax.



ECA Radio Model 106
Radio-Phono combination. Continuous automatic tone control. Radio can be played without lifting lid. High undistorted output.

79.95 OPA approved price, incl. Excise Tax.



ECA Radio Model 104
Radio-Phono combination. 5 tube radio with 6-tube performance. Continuous tone control. Plays 10" and 12" records without lifting lid.

54.95 OPA approved price, incl. Excise Tax.

Every ECA Radio carries a WARRANTY tag of Accurate Performance Rating . . . another ECA Radio "first"



The day ECA Radio deliveries began, the chorus of approval started. Now that ECA Radio Dealers have received a variety of models—have heard their rich full tone, admired their superb cabinet design and craftsmanship, appraised their greater dollar-for-dollar value—the exciting response from stores all over the country confirms the outstanding worth of the ECA Radio Dealer Franchise.

A Few Franchises Still Open. Write for Details Now, on Your Letterhead

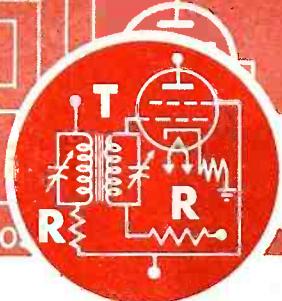
- Sold direct to limited number of selected dealers.
- Heavier deliveries to each dealer
- Complete range of models and prices
- Protected dealer profits
- Freight paid to your city
- Extensive advertising

Exclusive ECA Radio DI-FUSA-TONE*



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

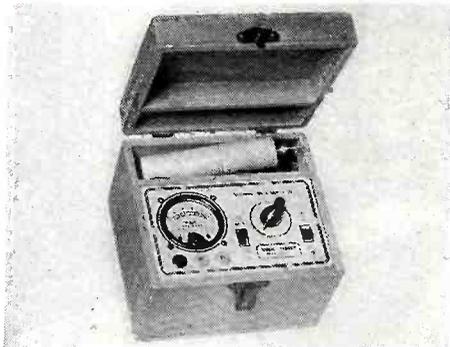
ELECTRONIC CORP. OF AMERICA 45 WEST 18TH ST., NEW YORK 11, N. Y.
RADIO • RADIO PHONOGRAPHS • PORTABLES • FM • TELEVISION • RECORD PLAYERS



New Technical Products

Superior SIGNAL TRACER

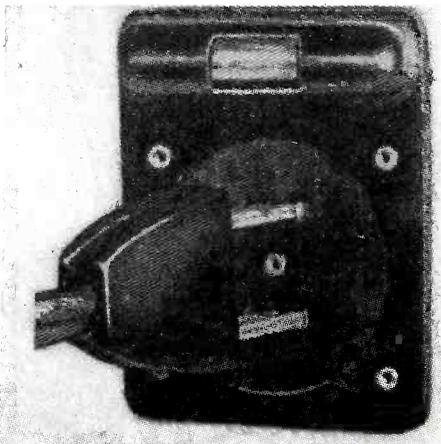
The CA-11 is simple to operate, has only one connecting cable and no tuning controls. A v-t voltmeter circuit is used. Tube and resistor-capacitance network are built into the detector probe. Signal intensity readings are indicated directly on the meter as the



probe is moved to follow the signal from antenna to speaker. Provision is made for insertion of earphones. Unit weighs 5 lbs., and measures 5" x 6" x 7". Superior Instrument Co., 227 Fulton St., New York 7, N. Y.—RADIO & Television RETAILING

Industrial INDICATOR

The Handi-Glow is a neon-light indicator that reports on the condition of any electric outlet, socket or power cord. Unit is wafer-thin, and takes the

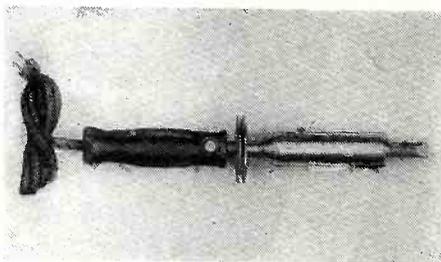


usual plug prongs that slip through its slots and into the standard electric outlet or female plug. Protected by a metal housing, the neon bulb is over the head of the plug, in full sight at all times.

Current consumption per year does not run above one or two cents. Industrial Devices, Inc., 22 State Road, Edgewater, N. J.—RADIO & Television RETAILING

Dual-Heat SOLDERING IRON

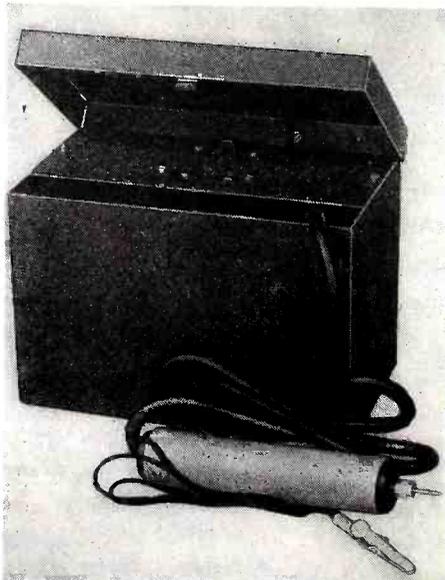
Features 2 heats. Normal 150-watt temperature is raised to high reserve heat by button control in handle. Main-



tains operating temperature, where heat would ordinarily be withdrawn when a conventional iron touched a large metal surface. Dual-Heat Iron Co., 4370 Sunset Blvd., Los Angeles 27, Calif.—RADIO & Television RETAILING

Feiler SIGNAL TRACER

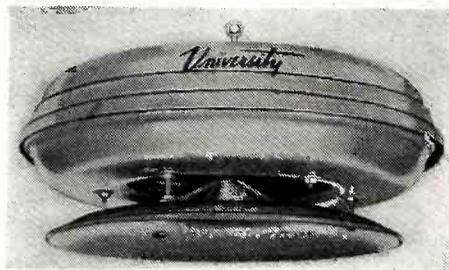
Uses one miniature vacuum tube, a 22½ v battery and No. 2 flashlight cell, and a pair of magnetic phones. Probe is attached to 3-foot cable and is 1"



in diameter by 4¾" long. Net price of unit, less batteries and headphones, is \$9.85. R-L Electronic Corp., 731 West Washington Blvd., Chicago 6, Ill.—RADIO & Television RETAILING

University SOUND PROJECTORS

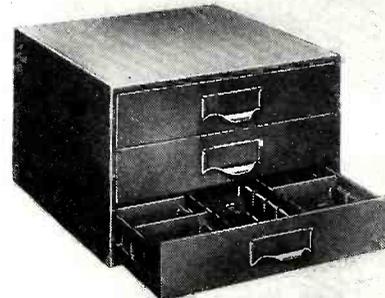
The model RPB-12 illustrated, and a smaller RBP-8, are infinite baffle housings for cone-type loudspeakers, and



are intended for use in installations where one speaker is employed for complete coverage. Both units are rubber-rim damped to eliminate mechanical resonance, and are engineered for 360-degree sound dispersion. University Laboratories, 225 Varick St., New York 14, N. Y.—RADIO & Television RETAILING

Olson CABINET

For storing parts. Unit is made of heavy gauge steel and has three drawers. Each drawer is divided into 9 compartments. Width of compartments



is adjustable. Front of each drawer contains an index card holder. Dimensions of cabinet are 11¾" x 11¾" x 7¾". Olson Radio Warehouse, 73 East Mill St., Akron, Ohio—RADIO & Television RETAILING

JFD TUBE ADAPTERS

Over 400 types, covering more than 1,300 substitutions, available. Replacement function of each "Sockette" is clearly marked on its base. Individually packaged. JFD Mfg. Co., 4111 Ft. Hamilton Parkway, Brooklyn 19, N. Y.—RADIO & Television RETAILING

NEW RADIO SETS ON PP. 34 TO 39; NEW ELECTRICAL APPLIANCES ON PP. 58 TO 73.



IMMEDIATE DELIVERY for all radio service replacements

Now it's N. U. Panel Lamps, as month by month the N. U. line of quality tubes and parts grows broader . . . opens up more avenues for profitable business for service engineers. And now, you can pick up extra sales of panel lamps *by the box*. That smart looking new vest-pocket N. U. package of 10 lamps does it! Countless numbers of replacements are needed, for radios, cars, flashlights, and other uses. *Order now from your N. U. Distributor.*



NATIONAL UNION RADIO CORPORATION, NEWARK 2, N. J.



Vest-pocket box of 10 lamps—easy to sell that way—and profitable!



Complete line of types for all radio dials, panel boards, tuning meters, instruments, auto radios, flashlights, parking lights, coin machines.



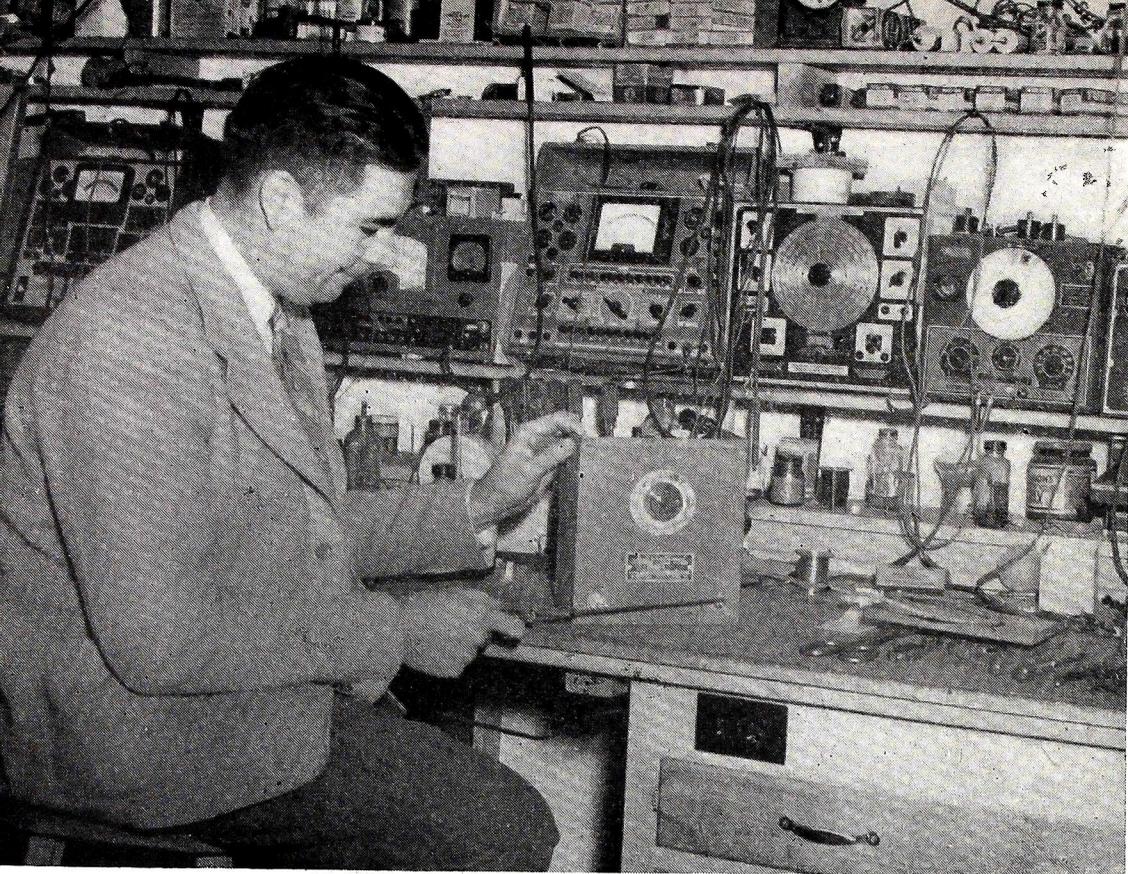
The right bulb for every job—engineered to initial equipment standards—builds your reputation for accuracy and good work.



Torsion-tested filament wires . . . torque tested basing cement . . . shock and vibration tested bulbs . . . all combine to assure better service—*longer*.

NATIONAL UNION RADIO TUBES AND PARTS

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



Leslie Fenn, owner, at his bench, sends out mails messages to keep close contact with patrons.

this system we were constantly forced to disappoint customers who made special trips to get their receivers," Fenn declared. "Due to the huge amount of work accumulated, we often could not get receivers serviced on time. Therefore, in order to prevent time-wasting interruptions, and disappointment to customers, we now ask them to wait until we notify them by mail before picking up radios."

A rubber stamp used on a typical postal card reads "Dear Customer— We wish to inform you that your radio has been repaired," and gives the charges due. From six to ten of these are mailed daily, eliminating a great deal of wasted time for for both customer and store. The idea has worked out so well that it will be a permanent peace-time feature, according to Dealer Fenn. "Most of the community's business men and housewives who come in

Draws Service Customers

West Coast Dealer Uses Postal Cards as Low Cost Business Booster

• Ordinary one-cent postal cards used in combination with rubber stamps, have proved an invaluable asset to Fenn's Radio Service, Fresno, Calif., both as "outside salesmen" and as good-will builders.

A. Edward Fenn, head of this radio sales and service store, has been in business for seven years. Before the war one employe of the firm was an "outside man" making radio sales calls, building public address system rentals, and developing service volume. Extra income produced was well worth his salary, and the store had made ambitious plans for more outside selling when the war came along.

Since then, of course, the lack of merchandise in sufficient quantity, has made this plan impractical. Instead, Fenn experimented with various forms of direct mail; finally he decided upon postal cards and rubber stamps as requiring the least work per mailing, and profitable enough to cover several store operations.

One much-used type of card is currently being used to notify radio-hungry customers that merchandise is now in stock. "We make a record of every store call," Fenn explained, "listing the goods

requested together with the customer's address. These notations go in a convenient file in the office, and are checked whenever we receive a new supply of merchandise. If the shipment covers some of those on the waiting list, a penny postal goes out at once informing the customer that we now have the merchandise in stock. Thus we produce many extra sales of receivers, batteries, tubes, controls, aeri-als and other radio parts, but most important, we win the good-will of the customer".

Results at Low Cost

Postal cards are simply pencilled with the message, while the date and the store name are rubber stamped at the top and bottom. During the war Fenn's sent out around 40 such cards each month. At the present time, the number has jumped to more than 100, 65 per cent of them bringing an immediate response. It requires only a few seconds to jot down a message, and all Fenn employes do this work during slack business hours.

Another important use for postal cards is notifying radio service customers when their sets are ready to be picked up. "Before we began

response to the cards tell us that they think it an excellent idea", he pointed out.

A hot list of sales prospects has been developed directly from the use of postal cards, making up the third important job they do for this California store. As soon as any card is written to any person, the address goes on a prospect list kept separate from the other files. This will be utilized entirely for outside selling of new radios, phonographs, intercommunication systems, records, etc., on the basis that once the customer has carried out some "postal card business" with Fenn's Radio Service, they are more likely to pay attention to later mailings.

"This has proved to be true", Mr. Fenn stated, "When we received our first shipment of table radios, I used 200 cards to announce this news to 200 customers whom we had written before on service or to supply delayed merchandise. About half of these responded within a week, taking care of our initial shipment and, incidentally, giving me an opportunity to make many related sales."

Thus postal cards have become this radio store's most effective promotional asset, without tying up too much time or money.

It's the Newest
in Listening Thrills

Strobo-Sonic Tone



Only in Stewart-Warner...

radios and radio-phonographs will you discover this revelation in radio enjoyment... the glorious fulfillment of our 22 years in creating fine radios for genuine listening pleasure. It's tone so faithful you can understand each word, distinguish every instrument, hear music in its true dimensions, picture-clear! Urge customers to *listen* to a Stewart-Warner set—listen just once to hear the remarkable difference... the difference that *sells*.

These Great New Stewart-Warner Features Too

Selective high-affinity *Radair Antenna*—The *Signal Sentry*, guardian of pure radio enjoyment—*No-drift Ferro-Lock Circuits* on all push-button models—*Dials* that can be seen without stooping—And on combination sets, the new Stewart-Warner single-control *Automatic Record Changer* with the light-weight *Super-Crystal Pickup* and *Sensitive Jewel-Point Needle*.

YOU CAN DEPEND ON

Stewart-Warner

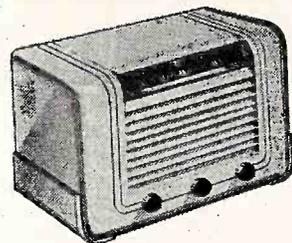
Radios · Radio-phonographs

CHICAGO 14, ILLINOIS

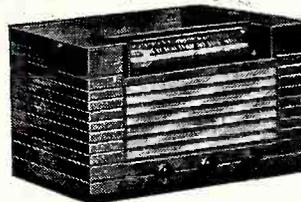


NEVER BEFORE HAS A SMALL SET
OFFERED SO MUCH!

Stewart-Warner 9002 in smart, new plastic, ivory or mahogany. Wide range, thrilling fidelity, the peak of efficiency. Spread-band dial, 6 tubes*, AC-DC.



THE RICH, FULL VOICE OF MANY
PREWAR CONSOLES!



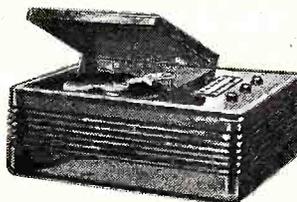
Stewart-Warner 9000-B in handsome walnut with chrome grille. Spread-band dial, standard and shortwave; 6 tubes*, AC-DC; jack for record player. Stepped-up power!

NEW 3-WAY PORTABLE—SAFE DRY
CELLS—AUTOMATIC-STOP CHARGING

Stewart-Warner 9007 plays on AC, DC, or its own dry batteries. Recharges overnight on AC or DC. *Can't overcharge!* New transverse dial, well-set *Radair Antenna*, 6 tubes*. Three smart color combinations.



TABLE COMBINATION WITH AUTOMATIC
CHANGER AND UNDISTORTED VOLUME



Stewart-Warner 9009-B has a full-size automatic changer that handles up to 12 records. Just one control! Smooth, modern design. Standard and police band, AC, 6 tubes*.

CONSOLE COMBINATION—ALL THE NEW
STEWART-WARNER FEATURES

Stewart-Warner 9004, styled in the fine Sheraton tradition, in walnut or mahogany. The top does not lift. Single-control automatic record changer. Short-wave, police, 7 tubes*, AC. Just *listen* to it!



*Including rectifiers

And More New Models Are on Their Way!

*Sensitive to a Pin Drop
Yet Tough as a Bull*

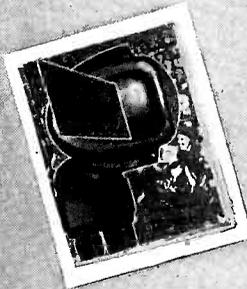


Turner
211 Dynamic
BROADCAST TYPE

- Faithfully Reproduces All Gradations of Tone and Volume with Lifelike Clarity
- Designed for Critical Applications including FM Transmissions

Put this precision-built TURNER 211 Dynamic to the toughest performance tests you can give a microphone. Use it indoors or out under the most difficult acoustic and climatic conditions. It's built to take rough handling and perform like a veteran.

Engineered for Highest Quality recording, P.A., sound system and broadcast work (including FM), the TURNER 211 utilizes a new type magnet structure and acoustic network. The high frequency range is extended and the extreme lows raised 2 to 4 decibels. A unique diaphragm structure design results in extremely low harmonic and phase distortion without sacrifice of high output level. It has a range of 30-10,000 cycles with a very smooth response. Finished in rich chrome, the TURNER 211 Dynamic is equipped with tilting head for semi- or non-directional operation, balanced line output connection, and 20-ft. removable cable set.



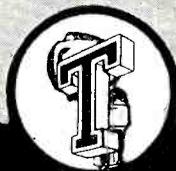
Ask Your Distributor or Write

FREE Catalog
Write for complete catalog describing dependable, precision-built TURNER Microphones for all communications purposes.

The TURNER Co.

903 17th Street, N. E., Cedar Rapids, Iowa

Pioneers in the Communications Field



TURNER *Microphones*

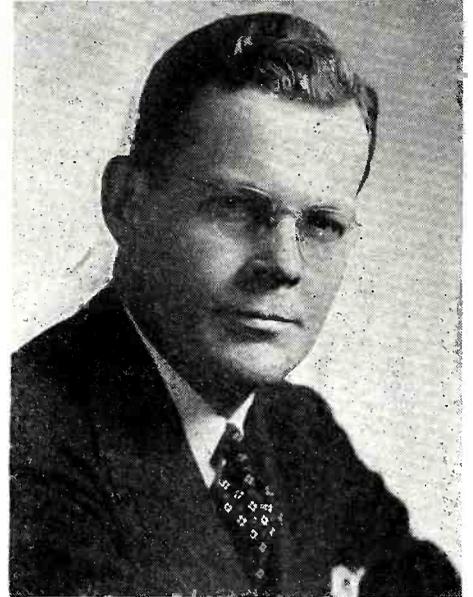
CERTIFIED PERFORMANCE

Crystals Licensed Under Patents of the Brush Development Co.

**Admiral Appoints Perkins
Regional Manager**

Wallace C. Johnson, manager field activities, Admiral Corp., Chicago, announces the appointment of Edwin M. Perkins as regional manager.

Before joining Admiral, Mr. Perkins was manager of the component section of the Chicago Signal Corp's. production



Edwin M. Perkins.

field office. Prior to joining the Signal Corps, he was district manager of the McGraw Electric Co., Clark water heater division.

Mr. Perkins will be assigned a territory in the near future to cover Admiral products, which will include radios and accessories, Dual-Temp and conventional refrigerators, home freezers and electric ranges.

**Claude Neon Lights, Inc.,
Buys Reeves-Ely Labs.**

Claude Neon Lights, Inc., 545 Fifth Ave., New York City, has acquired Reeves-Ely Laboratories, Inc., New York City. The subsidiaries of Reeves-Ely Laboratories, Inc., are the Waring Products Corp., the American Transformer Co., Hudson American Corp., and the Winsted Mfg. Co.

Morrell Mackenzie, vice-president of Claude Neon Lights, Inc., who made the announcement of the purchase, stated that the company would endeavor to supply the war-time demand which had accumulated for pre-war products, as well as for the new production on the assembly line.

**Aviola Buys AiResearch
Plant in Arizona**

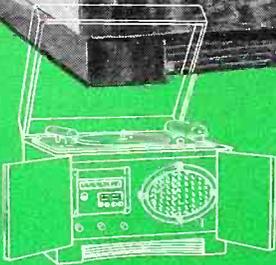
John J. Ross, president of the Aviola Radio Corp., Glendale, Cal., announces that the government has approved the sale of the AiResearch plant, Phoenix, Ariz., to his company. This new factory is already in production of Aviola radios, and automatic record changers. Much of the firm's equipment, and many of its key personnel are being brought to Phoenix from Glendale.

Recordio

TRADE MARK REGISTERED

the Recorder-Phono-Radio

winning all America to home recording



A Better Recorder
A Better Radio
A Better Phonograph
because
IT'S A
Recordio

Riding the crest of positive sales, sailing high into lasting profits is RECORDIO, that peerless Recorder-Radio-Phonograph made by Wilcox-Gay, manufacturers of the first successful home recorder.

RECORDIO's success is in its recorder... its ability to capture and preserve forever events time steals ruthlessly away. Radio or microphone, RECORDIO records from either.

And in the radio-phonograph, never before has been achieved such matchless quality of tone, such faithful reproduction of delicate tones and overtones over the entire gamut of notes from lowest bass to highest treble.

RECORDIO cabinets are designed in console and table models of fine woods beautifully fashioned in traditional and modern styling, in portable, commercial and professional sets of luggage leatherette.



Recordio

TRADE MARK REGISTERED

RECORDING INSTRUMENTS FOR HOME, COMMERCIAL AND PROFESSIONAL USE

by
WILCOX-GAY CORPORATION
CHARLOTTE · MICHIGAN

manufacturers of

Recordio Discs and **Recordiopoint** CUTTING and PLAYBACK NEEDLES

WILCOX-GAY CORPORATION
Charlotte, Michigan

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

Store name.....

Address.....

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

U.S. TR. 3-16

Sell More to Each Customer

(Continued from page 29)

every purchaser ultimately hopes to own a complete set of beautiful and practical electric servants for the table.

LAUNDRY EQUIPMENT: All of the following pieces of laundry equipment are "related". The sale of any one of the following should automatically suggest to the salesman his cue for offering one or more "companion" items: Washers, ironers, clothes dryers, "straight" hand irons, steam irons, modern ironing boards and ironing board covers.

"Comfort" Appeal

"PERSONAL" DEVICES: The sale of one "personal" appliance to a person calls to mind a number of other "personal," health or comfort devices. A person buying a sunlamp is frequently a good prospect for the purchase of an infra-red lamp, a heat pad, a vibrator or an electric razor.

It's easier to sell almost every electric fan customer more than one type than most of us realize. Exhaust fans, filter intake models, attic fans, etc., have widespread general public acceptance. (See article elsewhere in this issue for fan selling methods.) The room cooler is a big-profit item, and many of your fan purchasers are good prospects for one. The strategic time to attempt to sell one is when the customer comes in to buy a fan.

Another "natural" for the salesman to take advantage of is the ease with which he can sell many of his clock customers more than one model. He should stress such features as long life, low cost and extremely low operating cost as well as the need for a number of strategically located perfect timekeepers in the modern home.

"Large Home" Market

Many large homes have "upstairs" and "downstairs" vacuum cleaners. Other customers can be sold this idea. In the near future it's going to be very easy to induce fairly wealthy home-owners to buy a tank cleaner, a motor-driven brush floor cleaner and a hand vac. That's a *triple* sale. When you sell a vacuum cleaner for which attachments are available at extra cost, it is often a cinch to include attachments in the sale contract. Moth-

killing accessories alone have great sales appeal.

Modern-minded dealers will sell and modern-minded customers will buy attachments capable of dispensing the widely publicized DDT, powder or liquid, for the control of many insect pests.

In presenting all of the suggested "tie-in" or "related" sales, the dealer and his salesmen will realize that it is not always possible to sell *more* to every customer at the time the original sale is being made. It stands to reason that one cannot expect to hit a hundred percent average in too many instances. The salesmen employing this sell-more plan will find it much easier, as a rule, to sell a customer who has just purchased an ironing machine a hand iron for the purpose of finishing ruffles, etc., than it will be for him to sell the hand iron purchaser an ironing machine. Purchase price size is a factor in securing multiple sales per customer.

But multiple sales averages will be high if we make every endeavor to sell more to each customer. If we don't succeed in doing so at the time of the sale we may well do so shortly after the sale if we "follow up" the customer and offer related merchandise while he is still keenly interested in the new product he has recently purchased.

Discs Pay

(Continued from page 48)

The store will be divided into departments with a department manager for each line, and stocks of each line formerly carried will be greatly increased. More brands will be added as well as whatever extension the manufacturers have made in their lines.

McGowan's is known as a quality store and a personal element surrounds all transactions, drawing to the store a high percentage of regular customers who give continued repeat business. This, despite the fact that the store is located in the great transient shopping district—the Loop.

Large windows across the front of the new store permit the interior arranged with this fact in mind to be seen clearly from the street.

Continual ads run in the daily papers stress records at present, but later ads will be increased to center attention on appliances. The number of brands carried will be especially featured.

Texas Dealer

(Continued from page 31)

for special announcements to music lovers; the latter is used exclusively by schools, classes, groups, teachers, and other individuals for announcements of concerts, courses, instruction, etc.

The bulletin board can also be used to feature the latest record releases, or to post notices on community affairs of interest to buyers in this trading area.

"We try to take an active part in the affairs of our community," Flores commented. "By trying to be of service to our community, we get to know our customers better, and they become well acquainted with us. In this way, we benefit and so do our patrons."

Servicing for Sales

A service department is located in the basement adjacent to the music studios. Maintenance is handled on radios and musical instruments by technicians of proven skill, who are equipped with the latest apparatus.

The fact that the technicians here recently completed a piano which was designed and built by them in this department demonstrates the extent of their ability.

One feature of the store's successful operation is that it has concentrated its sales efforts on receivers, records and other musical merchandise. Every item in the organization's stock is related to music.

Centrally located, and with good management, the establishment has enjoyed a steady growth. During the time when Flores was in the armed services, the store was under the direction of E. H. Allcorn, a veteran in the radio-music field.

The firm is active in the music activities held in this area, and as a result has drawn many music-conscious customers to the store. The establishment aims at keeping its reputation of being the music headquarters for this district.

Selling Methods

"Music lovers are large volume purchasers," Retailer Flores said. "They buy radios, combination sets, records, musical instruments, and many other closely related items. By devoting all our time to sales methods particularly adapted to selling music lovers, we are operating profitably at present, and hope to increase our volume in the future."

**YOU-
MAY BECOME THE
MEISSNER
DEALER
IN YOUR
COMMUNITY**



Today progressive dealers are giving extensive thought to the selection of the deluxe radio-phonographs they will handle in addition to their standard radio lines . . . now that these higher priced instruments are about ready for the market.

Impressed with the sterling quality of Meissner Radio-Phonographs and the public acceptance for these fine instruments by discerning clientele, who appreciate and want to purchase only the finest, many dealers are selecting Meissner as their deluxe line. Yes, Meissner already has become the standard of comparison.

If you want to sell the finest of the higher-quality, higher-priced instruments . . . you will select Meissner. In some areas, exclusive Meissner Dealerships are still open. Don't wait, write today for full information. A Meissner sales executive will contact you at an early date. Mail all inquiries to the address below.

936 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS



Fashioned for Pleasure - Surpassing in Charm

Instantly, as the first musical notes sound from a Meissner, you will listen in awed wonder to this inspiring instrument. Quickly you will sense that nothing is missing. Lifting trebles and throbbing basses, whispering overtones and sweeping crescendos, simple and difficult passages encompassing the entire tonal range . . . all are reproduced in the glory of the original performance. And with the Meissner Automatic Record Changer you can hear a complete musical program without touching a record.

Yet Meissner is more than a musical miracle. Each luxurious cabinet is surpassing in dignity and charm . . . a constant source of pride to every owner. True to the traditional craftsmanship of Sheraton and Chippendale,

the English Regency and 18th Century Periods or the outstanding contemporary designs . . . these cabinets are a perfect stage for the glorious entertainment Meissner provides.

Illustrated above is the Meissner Sheraton. Its simplicity of contour is relieved by beautifully figured mahogany veneer and the oval panels of selected mahogany crotch in the lower doors. Only by hand rubbing can its luminous depth of finish be achieved.

All the finest in radio features . . . Improved Standard Broadcast FM (Frequency Modulation), sensationally free from static, station interference and fading . . . Super Shortwave and many other new electronic im-

provements make Meissner the outstanding for in deluxe entertainment.

For the name of your nearest Dealer, write today to Meissner, 936 North Michigan Avenue, Chicago 11, Illinois.



MEISSNER MANUFACTURING DIVISION OF MAGUIRE INDUSTRIES, INCORPORATED

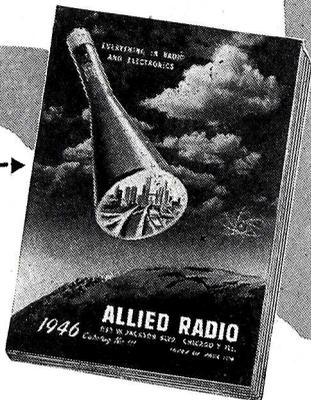
Meissner consumer advertisements appear regularly in most of the class publications. From the great response to these ads we know there is an impressive number of people *waiting to buy Meissner!*



NEW and Ready for you

ALLIED'S 1946 Radio Parts and Equipment CATALOG

FREE
Send
for it
NOW

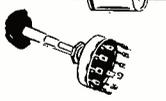


SERVICEMEN! Dealers! Soundmen! Here's your handiest, most complete 1946 Buying Guide for Everything in Radio! Brings you latest facts on the parts and equipment you need. Places over 10,000 items at your finger tips—nationally known makes of guaranteed quality, at lowest prices. Assures fastest shipment from today's largest and most complete stocks under one roof!



SERVICE SUPPLIES

Everything for every radio service job! Parts, tubes, tools, service books, test equipment. America's best values—all centralized for you at this one reliable source—ready for rush delivery. Our expert staff is glad to help you.



P. A. EQUIPMENT

Complete sound equipment to answer every public address need. Amplifiers, speakers, microphones, accessories. Allied leadership assures quality performance, rugged service, money-saving value!



You can't afford to be without this new Buying Guide! A copy is yours **FREE** for the asking!

ALLIED RADIO

ALLIED RADIO CORP.
833 W. Jackson Blvd., Dept. 15-C-6
Chicago 7, Illinois

Date.....

Rush new **FREE** 1946 CATALOG

Name.....

Address.....

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

Hotpoint Cabinets and Sinks in Package Kitchen

Metal cabinet sinks and kitchen cabinets will complete the Edison General Electric (Hotpoint) Appliance Company's reconversion program by offering all appliances in the all-electric kitchen package, according to company officials. Electric ranges, water heaters, refrigerators, and dishwashers have been in production at the company's plants.

The first kitchen cabinet models come in seven widths for wall installations, and six widths for base-cabinets with working surfaces. John Fellman, manager, kitchen sales, described the appearance of the cabinets and cabinet sink as "severe" with "bright trim" being the only embellishment. The sales official said that while cabinets are essentially for storage purposes, their appearance and adaptability to electric appliances were of first importance to housewives seeking modern kitchen work-rooms. Porcelain tops and bowls on three models of cabinet sinks complete the cabinet line.

Electran Corp. Officers

Frank J. Strassner is president of the newly organized Electran Corp. of 207 Railroad Avenue, Harrison, N. J. The concern manufactures rectifier units audio and radio transformers, and power transformers in sizes up to 100 kva.

Other officers are: Vice president, Robert Carlson; secretary, Frederick E. Strassner, and treasurer, John Fericola. Frank Strassner is a graduate of Purdue University, class of 1907, and his son Frederick was graduated from MIT in 1938. The older three members of the firm have been associated together for the past 20 years, with the American Transformer Co. and the Newark Transformer Co.

Distributors Appointed by U. S. Television

The following wholesalers throughout the country have been appointed to distribute the new radio and radio-phonograph lines of the United States Television Mfg. Corp., New York, it is announced by John Hoge, vice-president:

Home Appliance & Equip. Corp., Phoenix, Ariz.; Pacific Appliance Co., San Francisco, Calif.; M. Goldman & Co. Inc., Bridgeport, Conn.; Consolidated Sales Co., Washington, D. C.; Southeastern Distributors, Jacksonville, Fla.

Lowe Electric Company, Macon, Ga.; Federal Household Industries, Chicago, Ill.; Bullerick Appliance Co., Indianapolis, Ind.; Acme Radio Supply Company, Topeka, Kan.; Wm. B. Allen Supply Co., New Orleans, La.

Hall & Knight Hardware Co., Lewiston, Me.; Cooper Electric Supply Co., Boston, Mass.; Aire Flo Products Co., Detroit, Mich.; Central Electric Supply Co., Battle Creek, Mich.; Cumings Bros., Flint, Mich.

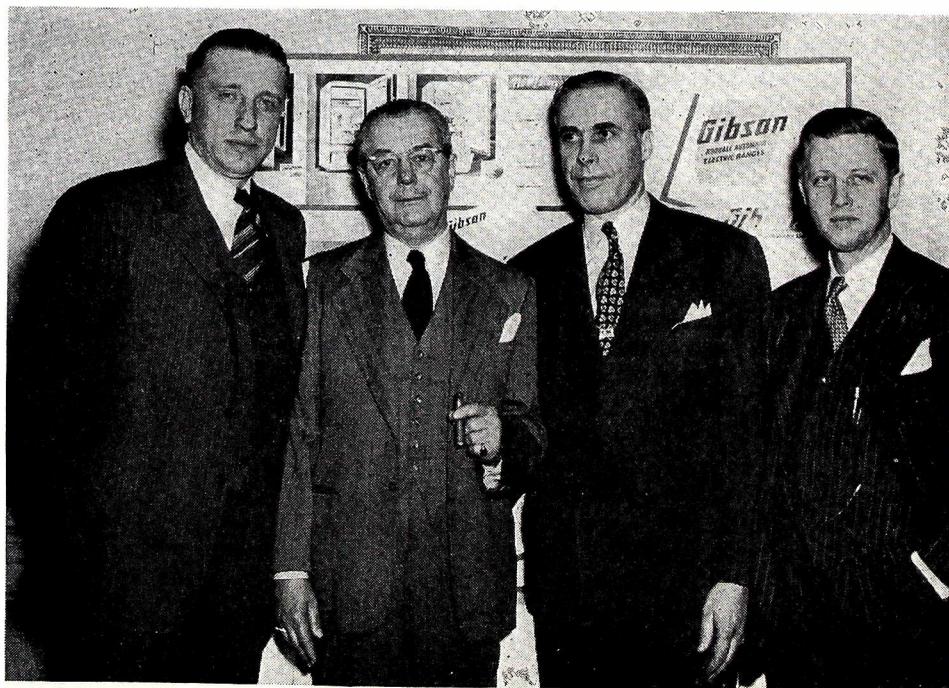
S. R. S. Distributors, Wilmington, N. C.; Ohio Battery & Ignition Co., Canton, Ohio; Walter E. Schott Investment Co., Cincinnati, Ohio; American National Corp., Cleveland, Ohio; M. D. Larkin Co., Dayton, Ohio.

Chester R. Crane Co., Toledo, Ohio; C. Y. Schelly & Bro. Inc., Allentown, Pa.; Morris Appliance Co., Lancaster, Pa.; Lindley Electric Supply Co., Philadelphia, Pa.; Radio Parts Co., Pittsburgh, Pa.

Ricol Company, Dallas, Texas; Ricol Company, Fort Worth, Texas; Dixie Supply Co., Houston, Texas; Southwest Appliance Co., San Antonio, Texas; Wichita Hardware Co., Wichita Falls, Texas.

Bean Electric Co., Seattle, Wash; Emmons-Hawkins Hardware Co., Huntington, W. Va.; Diverso Products Co., Milwaukee, Wisc.

Gibson Officers at Chicago Jobber Meeting



Executives of Gibson Refrigerator Co. are, l. to r., Al Vining, assistant sales mgr.; F. E. Bastler, former vice-president; J. Leonard Johnson, sales mgr.; Bill Browne, district sales mgr.



PHONOLA

will again carry off
top honors

in the

PORTABLE

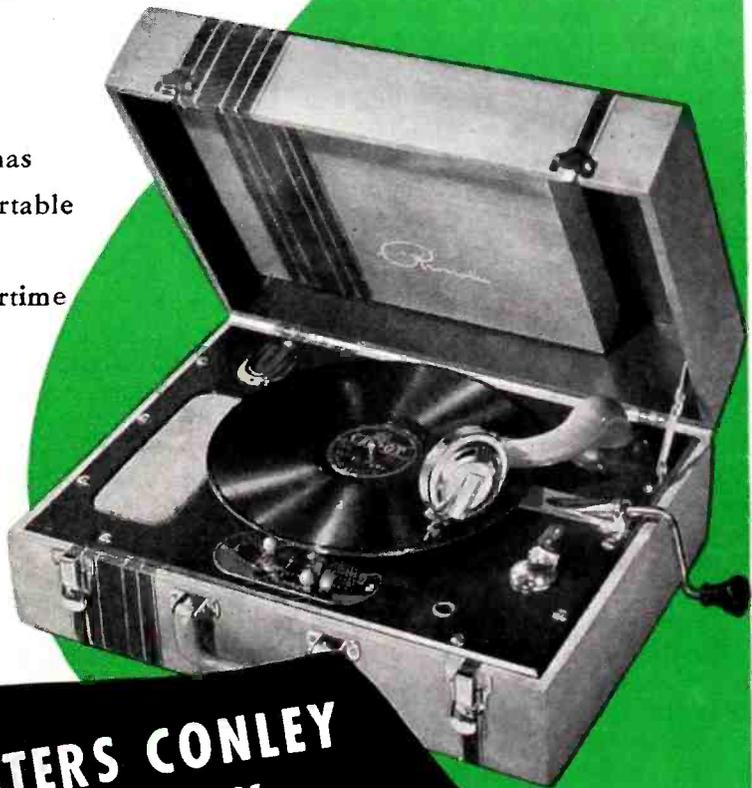
PHONOGRAPH FIELD



Phonola

ACOUSTIC AND ELECTRONIC PHONOGRAPHS

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



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

**WATERS CONLEY
COMPANY**
ROCHESTER, MINNESOTA

Eastern and Export Sales Office: 17 E. 42nd Street, New York City 17, N.Y. 6-2079
Midwestern and Western Sales Office: 224 S. Michigan Ave., Chicago 4, ILL. 1880

Sell Kitchens

(Continued from page 53)

appliance will do, and how it will do it, better than any other one. You know the exact amount of space which each product will take up. You are an electrical expert.

You therefore are in an ideal position to recommend the proper location of each electrical appliance in the kitchen, to make its use most efficient and to make it harmonize with the kitchen as a whole. You can also recommend the proper location of outlets and type of wiring to assure proper functioning of the appliances.

Selling the complete kitchen demands careful planning, to utilize the room space and to save steps. One way for you to do this planning in the home is by having with you some simple equipment.

Preparation Steps

First, you need a board at least 20 inches square. Rule off this board into squares to form a basic floor layout. Make one inch on the board equivalent to one foot of floor space. It is perhaps a good idea to rule the board in half-inches instead of inches.

Next, you need cardboard cut-outs representing the dimensions on the floor of each major electrical appliance you have, made in the same scale. Finally, you need a ruler, a tape measure, a red pencil, a blue pencil, and some tracing paper.

With this equipment, you can prepare a layout of the complete kitchen for the family on whom you are calling. First, measure the room and outline it in red pencil on the tracing paper. Next, in blue pencil outline the position on the floor of each major product as it will appear in the complete kitchen. You can, of course, do this simply by placing the cut-outs on the tracing paper and drawing around them.

Add-A-Unit Plan

By this means, you can first sell the plan of the complete kitchen. It is the foundation on which you can do the pioneering work needed to sell the larger refrigerator, the home freezer, the garbage eliminator, the modern sink, and the other products involved.

You can nail down the selling of this plan and give the family something tangible to aim for, by leaving a copy of this tracing paper

on which your recommendation for their complete kitchen appears. Have your store name stamped or printed on each sheet of paper.

Once you have sold the plan for the complete kitchen, you can then proceed to sell each unit in the plan as fast as financial and construction arrangements can be made to carry it into effect.

Room & Home Coolers

(Continued from page 57)

tilating fan is the attic exhaust fan. This fan has slues of sales appeal, removing as it does the pent-up heat of the day from the attic, and at the same time causing cool night air to enter and circulate through the house.

This type of fan is a profitable item, but it may bring you some installation problems. For instance, you may need to use a cushion mounting to eliminate noise. It may also require the installation of ceiling or door registers or louvers. Above all, when you sell this type of fan, be sure to give adequate and intelligent instruction data to the householder.

"Allergy" Market

Still another type of ventilating fan brings in air from the outside and filters it for the comfort of persons suffering from hay fever or asthma. Through inquiry you may be able to learn who suffers from these allergies in your trading area.

Your task of selling fans of all types should be made somewhat easier by new industry publicity. This is being undertaken by the fan section of the National Electric Manufacturers' Association.

This industry-wide promotion is taking the form of household hints on how to use the electric fan. For example, it suggests using an electric fan in the winter to keep heated air around a radiator in motion and thus heat up the "cold corners" of the room. It also recommends the use of a fan as a window defroster, by setting it so that it will carry warm air from the room onto the glass window surfaces.

This publicity, appearing in newspapers and on the radio, is designed to help keep fans in use and out of the attic. It may also help you sell more and better fans in the hot weather, if you point out that the purchaser can use the fans to freshen up closets and to aid in heating

as well as cooling his house. These added uses may be the justification he needs to purchase a higher-quality fan or more than one fan at a time.

Some dealers complain that the cooling appliances are too highly seasonal and have a peak sale period that is of too short a duration to be financially attractive. These dealers term this a "mad-house" business because they cannot forecast how many heat-wave buying splurges will occur during the selling season. As a result, they either run short or carry over a lot of stock until the following year.

Utility devices have generally been accepted by buyers without question as to age. The public before the war was not conscious of yearly models.

Watch Your Inventory

You would do well, however, this year to plan to avoid any substantial carry-over in cooling appliances past the 1946 season. Make aggressive efforts now to assure yourself of a supply of this equipment. But before the season reaches its peak, adopt and maintain a firm hand-to-mouth buying policy.

Room and home-cooling appliances can be more than a dead-season filler for your store and sales staff. They can become an important part of your business in dollar volume.

Regulation "W"

(Continued from page 72)

ances on credit. They are proceeding for the most part on a cash-and-carry basis for these items, and looking forward to the day when the small appliance department will obtain most of its sales through the adding of 2 or 3 small appliances to each major sale.

When sold as part of an installment contract, in this way, small appliances can be sold largely through simple suggestion. And as competition on small appliances increases from variety chains, drug stores, and hardware stores, as it inevitably will do, the specialty radio and electrical appliance dealer will again turn to liberal installment terms to maintain his volume of sales in this traffic department he shall have built up.

By that time, dealers hope fervently, the necessity for stringent governmental restriction of credit under Regulation "W" will have ceased.



Clarion

AMERICA'S FIRST
AUDIBEL RATED RADIO



The Masterpiece
A/B-FM Grand
(C109)



The Clarionette (C105)

EIGHT GREAT FEATURES

Plus Audibel Warranty

- 1—New postwar FM circuit.
- 2—Touch-button electric motor tuning.
- 3—New low impedance Super-Interceptor Antenna.
- 4—New Iso-Tron "climate protected" coils.
- 5—Large Alnico No. 5 speaker magnet.
- 6—3-Dimensional "magnascopic" dial.
- 7—Jam-proof, rapid cycle automatic record changer.
- 8—Latest full-floating, high fidelity record-saving Transducer, with permanent needle.

WARWICK MANUFACTURING CORP.

4640 W. Harrison St.

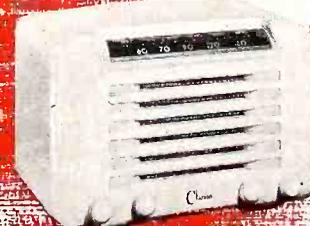
Chicago 44, Illinois



The Saratoga (C101)

ILLUSTRATED ARE 4 OF THE
COMPLETE NEW CLARIONLINE

The Aristocrat (C103)



YEARS OF PROVED PERFORMANCE

Check These Exclusive

KWIKHEAT

SOLDERING

IRON Advantages!



- ★ SAVES TIPS
- ★ SAVES TIME
- ★ SAVES EFFORT
- ★ SAVES WEIGHT
- ★ SAVES CURRENT
- ★ SAVES THE IRON

**HOT IN 90 SECONDS
READY FOR USE . . . !**

Kwikheat's built-in thermostat maintains proper, even heat for most efficient, economical operation. Can't overheat . . . saves tips . . . requires less retinning. Powerful, 225 watts, yet light weight (14 oz.), well-balanced with cool, protecting handle. With choice of any one tip . . . \$11.00

6 TIP STYLES

Interchangeable



YANATTA

Kwikheat
THERMOSTATIC SOLDERING IRON

A Division of
Sound Equipment Corp. of California,
3903 San Fernando Rd., Glendale 4, Calif.

. . . ASK YOUR JOBBER!

Bendix Ironer Plans

W. F. Linville, general sales manager, Bendix Home Appliances, South Bend, Ind., expects the Bendix automatic ironer to be on the market next summer. Interest in this new Bendix product by home planners who wish to allow space for it in their laundry, have prompted officials to announce the ironer's dimensions.

In the closed position, the ironer is 18¼" wide, 36½" high, and 34½" long. Opened, with its top pushed back to form a shelf, the ironer extends to the following: width, 44½", height, 42½", length, 64½".

Rejoins Sylvania

Lt. Henry C. L. Johnson has returned to Sylvania Electric Products Inc. after three years of service in the Navy. He will resume his position as advertising manager of the radio division, and in addition, he will direct the advertising and sales promotion of the industrial electronics and international division.

Casco Appoints Wallace

A. O. Samuels, vice-president and general manager of the Casco Products Corp., Bridgeport, Conn., announced the appointment of Edward Wallace to the electrical division as a member of the heating pad sales section. He has been assistant purchasing agent for the past five years.

E-L Sales Manager

F. Theodore Hegeman, Indianapolis, Ind., has been named sales manager of the distributor division of the Electronic Laboratories, Inc., it is announced by William W. Garstang, president. He will work directly with more than 500 national distributors in the sale of E-L products.

Open New Clarion Office; Jobbers Visit Firm

Executives of the Warwick Mfg. Corp., producers of Clarion radios, announce the completion of new sales offices and display room at 4650 W. Harrison St., Chicago 44, Ill. The firm states that the new offices have already been occupied, and that receivers are coming off production lines.

Owners and sales managers of more than forty Clarion radio distributor firms who visited the Warwick plant recently expressed admiration for the convenient arrangements and attractive decorations of the new sales rooms, which are equipped with new modern furniture. The display room has adequate facilities for the display and demonstration of the complete line of radios and radio-phonograph combinations.

Named by Crosley Jobber

Frank D. O'Sullivan, Jr., has been named advertising and promotion manager for the New York distributors of the Crosley Radio Corp., according to an announcement made by Bert Colt, general sales manager of the organization.

A former New York and Washington newspaperman, Mr. O'Sullivan was recently discharged from the Army after four years' service as an infantry officer. He has started work on plans for an increased advertising and promotional campaign in this area, according to Crosley officials.

N. Y. Olympic Dealers Meet

Eight hundred dealers from the Metropolitan New York area previewed the advance 1946 Olympic radio line and merchandising plans, at a meeting called by Joseph Kurzon, Inc., Olympic distributor in this city. The session was conducted by Fred J. Greene, sales manager of Kurzon.

Admiral Corp. Showrooms in Furniture Mart



Radio section of the \$25,000 Admiral Corp. showrooms in the Furniture Mart, Chicago. Against the right wall are console radios. Behind the glass partition on the left-hand section concealed from view are table sets, portables and other combination models. Office is at rear.

Get Your Share of 1946 Profits with

HOWARD *Radios!*



**Quality—Style—Value . . .
You Get them All in the
New Howard Line!**

Year after year, for well over two decades, Howard has consistently produced radios of superior design and performance. Because Howard fabricates major quantities of basic receiver components in its own modern factory, quality control standards and the availability of the right part for every performance requirement are readily assured. That's why Howard Radios and Phonograph Combinations are noted for tone, famed for performance and acclaimed for value.

The Howard Franchise Means Security

Many of America's most prominent radio dealers reflect with pleasure on their sales successes with Howard. Because Howard Radios have given so many years of honest, trouble-free satisfaction, dealers everywhere stand to profit by this tremendous good-will factor. Powerful national consumer advertising is telling the Howard story in your town and neighborhood—right now! Phone your Howard jobber today.

**Write for the Name of
the Nearest HOWARD
Distributor**

HOWARD RADIO COMPANY

CHICAGO 13, ILLINOIS

PIONEERS IN FM RADIO

America's Oldest Radio Manufacturer

TELEVISION NEWS

Dealers to Get DuMont Tele Sets in May

According to M. J. Alexander, who has been appointed director of publicity, television broadcasting division, Allen B. DuMont Laboratories, Inc., in addition to his responsibilities as advertising manager, television set production will begin shortly, and dealers should have demonstration models by May. Mr. Alexander stated that video receivers should be in the hands of the public late in the mid-year.

"To aid television retailers in merchandising tele sets," Mr. Alexander declared, "DuMont is now planning many dealer helps. The first of these, now being prepared, is a leaflet describing and picturing the entire line of the firm's receivers. Also to be made available are store display pieces, and direct mail literature which tele retailers can mail to their customers."

DuMont will manufacture sets in both period and cabinet designs. Mr. Alexander stated that cabinet appearance will play an important part in selling tele receivers. Sets are being designed to look like beautiful furniture.

At the present time, the company is making a survey on what the public wants in a television receiver, Mr. Alexander revealed.

ECA Demonstrates Typatune on Tele Show

Typatune, the musical typewriter manufactured by Electronic Corp. of America, has made its debut as a video performer.

First hookup was CBS in a special television broadcast. Alexander Rose, inventor, played typatune, demonstrating how this instrument, which looks and acts just like a portable typewriter, types music instead of letters.

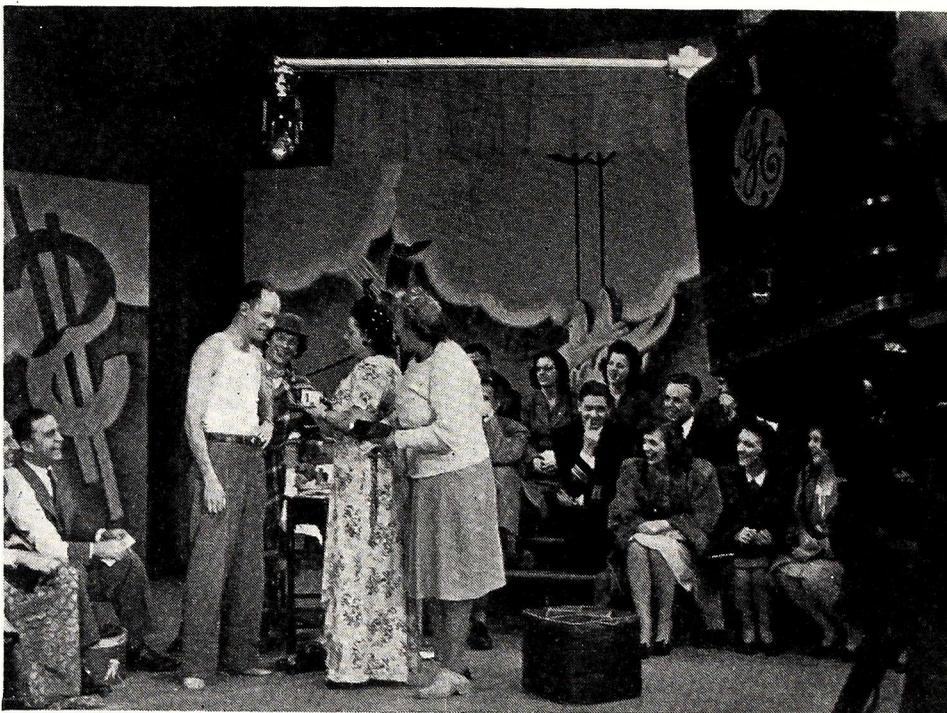
A.T.&T. Network Plans

American Telephone & Telegraph Co., New York, has issued a booklet which outlines the Bell System's policy and plans for the establishment of television networks. Included in the brochure is information on various methods of television transmission such as coaxial cable, radio relay, telephone cable, etc.

N. Y. Retailer Builds Tele Studio in Store

Dealer William B. Still, president of Jamaica Radio & Television Co., New York, and operator of television station W2XJT, is designing and building equipment for in-store television demonstrations at the Gertz Department Store, Jamaica, L. I., N. Y. The studio being built at the store will have the latest in video equipment.

Audience Telecasts at General Electric



"Topsy Turvy Quiz", 1 of a series of 6, telecast weekly by American Broadcasting Co. over GE's station WRGB (Schenectady). Audience volunteers act out idea supplied by the femsee.

Gerl Says Tele Stations Ready in 12 to 15 Months

Joseph Gerl, president of the Sonora Radio and Television Corp., Chicago, and a director of the Radio Manufacturers Assn., gave a talk recently on television before a luncheon meeting of the Kansas City Advertising and Sales Executives Club. Mr. Gerl explained that in his opinion it will be a year to fifteen months before television transmitters will be ready for operation in many of the larger cities, and the programs they carry will likely be only of local nature for some months.

Farnsworth Sees Video Aided by New Development

Peace-time home reception will benefit from the war-time development of a television-guided bomb, it has been disclosed as the Farnsworth Television & Radio Corp. described some details of equipment used in this type of "seeing eye" projectile.

Spot visual pickups of newsworthy occurrences—such as parades, sports events, fires and disasters—are made possible by a portable camera-transmitter unit built originally to help bombardiers steer their missiles directly to the target.

As a part of the bomb, the apparatus was designed to fit into an 18-inch cylinder having a depth of 15 inches. The unit necessarily had to be rugged as well as compact. It is light enough to be carried in an ordinary large-sized suitcase and can be operated by battery if a power line is not available.

East Is Big Market for Video Sets, Says Halpin

RCA Victor radio distributors and dealers in the New England area, meeting in Providence, R. I., heard Dan D. Halpin, RCA Victor television sales representative declare that New England will provide one of the greatest sales areas for television receivers in the country.

Pointing out that the A.T.&T. coaxial cable system extends through Providence to Boston, Halpin said that with the completion of the circuit early in 1947 a market of 200,000 wired homes is opened to television sales. The coaxial cable will make Providence, along with Washington, Philadelphia, New York, Boston, and Schenectady, one of the links in the nation's first television network.

New Sets Described

Three applications for television transmitters to be erected in Providence have already been filed with the Federal Communications Commission, Halpin said, indicating that local broadcasters are full aware of the medium's tremendous possibilities.

Halpin stated that table models would soon be on the market, providing high quality, efficient, low cost, direct viewing screens using a seven-inch kinescope. Other receivers, including table models with larger kinescopes, consoles and combinations are planned by RCA Victor, he said, and will complete a practical line of video receivers to suit almost every pocket-book.



Build Tomorrow's Sales Today . . .

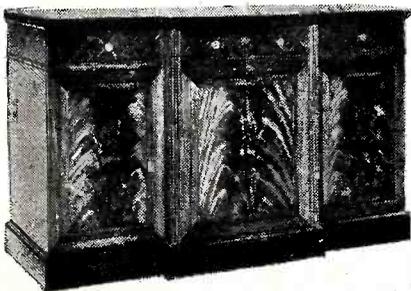
with Du Mont Telesets

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

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

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

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



The Du Mont Westminster

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

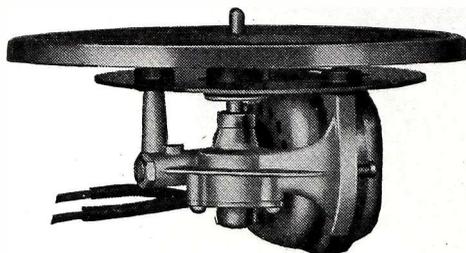
*Trade-mark Reg.

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



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

Smooth Power
BRINGS SMOOTH
PERFORMANCE



YOU CAN safely trust General Industries Smooth Power motors to deliver completely satisfactory performance in your phonographs, recorders and record-changers. They're compact, lightweight yet sturdily built. Their uniform speed and quiet operation make them smooth as velvet. Our comprehensive line gives you a wide selection for your planning and future requirements. *For smooth performance, standardize on Smooth Power motors.*

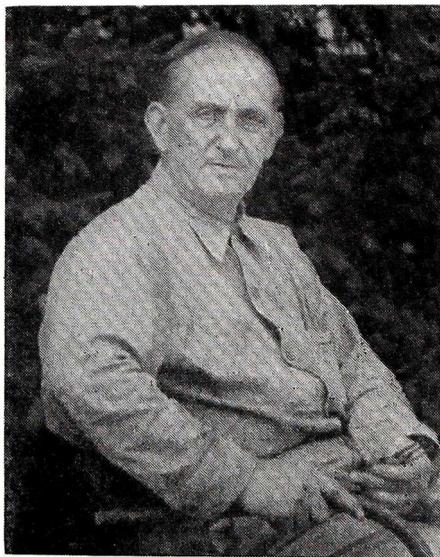


The General Industries Company
DEPT. M • ELYRIA, OHIO

Brackenridge in Radio Since 1904

W. W. Brackenridge, veteran radio and electrical dealer of Harrison, Ohio, has been a radio experimenter since 1904 when he built his first radio transmitter. By 1920, he was operating 160-meter phone, and in 1925 had a four-coil Meissner with Heising modulation.

Descended from one of the founders of his city, Mr. Brackenridge began the sale of electrical appliances and radios in 1922,



W. W. Brackenridge.

building his first receivers until factory-made units became generally available. Some of the early products he launched were Westinghouse's Aeriola, Sr., A. H. Grebe's Synchronphase, Fada's Neutrodyne, Mohawk's One-Dial, Radiola 20, Regenoflex, etc.

Continuing active in his radio and electrical business, Mr. Brackenridge, now 59, has as his hobbies stereophotography, color pictures, trap-shooting and raising of prize-winning chickens. His young son, born on Pearl Harbor Day, December 7, 1941, is named after his two favorite figures, Edgar Allan Poe and Thomas A. Edison.

Cain Now Mallory Head

At a recent meeting, the directors of P. R. Mallory & Co., Indianapolis, Ind., elected Philip R. Mallory chairman of the board and Joseph E. Cain president. The action was taken at Mr. Mallory's request.

Mr. Cain has been associated with the firm for 18 years. He has served the company as credit manager, treasurer and as vice-president and executive vice-president.

Music Industry Show in Chicago, July 14 to 18

The Music Industry Trade Show will be held in Chicago July 14 through July 18 in connection with the annual meeting of the National Assn. of Music Merchants. Headquarters will be at the Palmer House, according to William A. Mills, the association's executive secretary.

Electric Water Heater Use Growing GE Survey Shows

Use of electric water heaters in American homes is increasing steadily as a growing number of domestic meters are served by favorable electric water heating rates and as utility charging hours are lengthened, it is revealed in a new booklet released by the General Electric Company.

The booklet, entitled "Trends in Electric Water Heaters", is based on a survey of the water heater practices and plans of over 400 electric service companies serving more than 23,000,000 families in 47 states.

According to the survey, electric water heaters are now giving service on 4.1 per cent of the country's domestic electric meters. In the case of one utility, 63.2 per cent of the homes served heat their water electrically, and there are many utilities reporting from 20 to 45 per cent of their homes with water heaters.

Joins National Union Rep

Alfred A. Dowers has become district manager of the northern California territory for J. W. Marsh Co., Los Angeles, Calif., representatives on the West Coast for National Union Radio Corp., Newark, N. J. Prior to the war, Mr. Dowers was district manager for National Union in the Mountain States territory.

Premier Sales Manager

The appointment of C. A. Thompson as sales manager of the Premier Vacuum Cleaner Division, General Electric Co.,

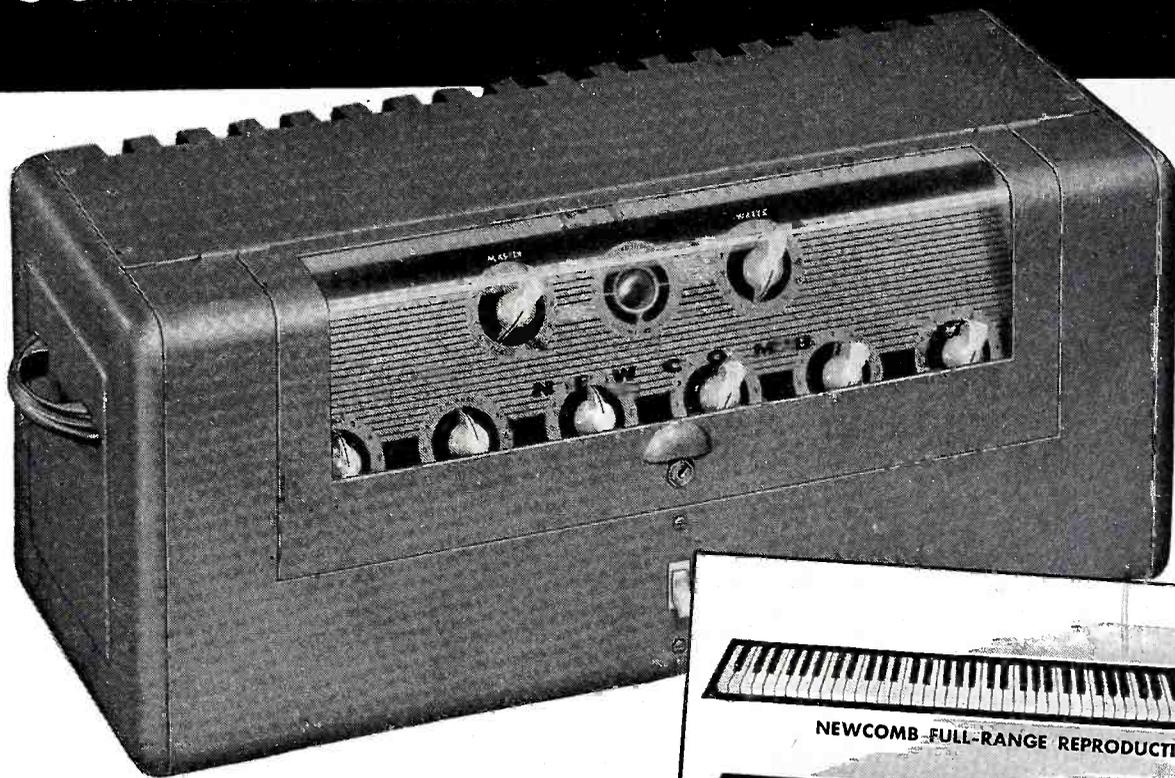


C. A. Thompson.

Cleveland, Ohio, has been announced by R. B. Wilson, manager of the division.

Mr. Thompson has served as sales promotion manager for Premier since Oct. 1, 1945. For ten years previous to joining the organization, he was with Perfection Stove Co. of Cleveland, as assistant advertising manager.

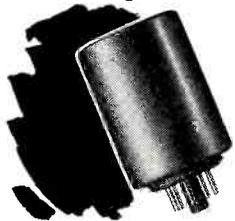
SOUND REPRODUCTION at its BEST



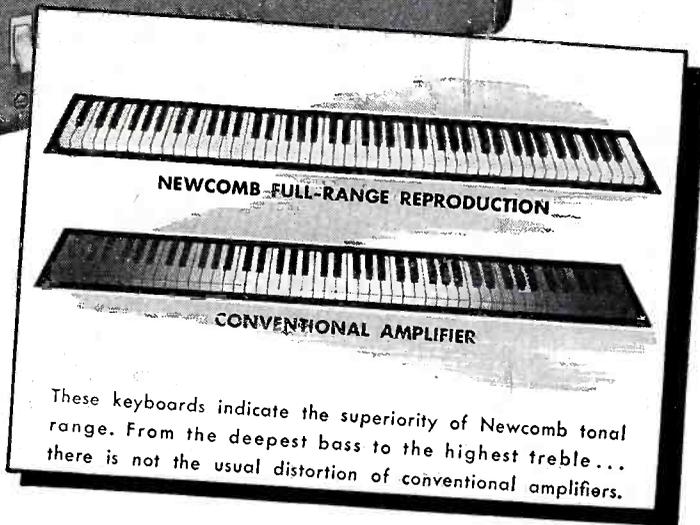
MODEL KX-30
30-WATT AMP.

HERE'S an amplifier to satisfy the most discriminating judge of sound equipment. Its capacity for true reproduction is unexcelled... its operational facilities for complete control of any type of program are unique... any way you look at it, or listen to it, you'll appreciate this powerful piece of sound engineering.

The Newcomb KX-30 range of tone effects far exceeds the usual amplifier performance. It provides fingertip control of the deepest bass, the highest treble... either or both may be increased or decreased as needed. An overload indicator and an inertialess volume level indicator guide the operator even though he is not in



Newcomb's exclusive plug-in transformer permits changing the standard high impedance inputs to low without rewiring.



These keyboards indicate the superiority of Newcomb tonal range. From the deepest bass to the highest treble... there is not the usual distortion of conventional amplifiers.

position to hear the loudspeakers. A master volume control raises or lowers overall volume without disturbing balance between various input mixer controls. The protective keylock cover prevents accidental misadjustments. Outside power switch turns system on.

Write for specifications of the KX-30 and the complete Newcomb line of amplifiers, portable systems and accessories for all types of applications.

T H E S O U N D O F Q U A L I T Y

Newcomb

AUDIO PRODUCTS CO.

MANUFACTURERS

DEPT. A. 2815 S. HILL STREET, LOS ANGELES 7, CALIFORNIA

JOBBER ACTIVITIES

New Radio Distributor

Carolina-Virginia Distributing Co., well-known in N. Carolina and Virginia, has entered the radio field. The company has been appointed wholesaler for the Automatic Radio Mfg. Co., Boston, Mass. The firm also plans to add washers and other electrical appliances to its lines.

Warehouses have been established by the organization at Greensboro, N. C., and Roanoke, Va., with additional warehouses to be established in eastern North Carolina shortly.

Jobber for Recoton

Melody Record Supply, New York, announces that it has been appointed distributor of Recoton phonograph needles. The company will also wholesale Recoton recording discs, which can be used for home, educational, and commercial use.

Gross Appoints Bennis to Managerial Post

Stephen Bennis has been appointed manager of the utility products department of Gross Distributors, Inc., New York, it is announced by Benjamin Gross, president of the distributing organization. The firm is area distributor of Stromberg-Carlson receivers, Schaefer Pak-A-Way food freezers, Blackstone home



Stephen Bennis, appointed manager of the utility products department of Gross Distributors. He is now in charge of sales.

laundry equipment, and other equally well known major household appliances.

Mr. Bennis' responsibilities in his new position will include the administration of the sales program and the merchandising activities on the utility products handled by the firm, Mr. Gross said, throughout its territory in metropolitan New York, northern New Jersey, Connecticut and western Massachusetts.

Bickford Bros. to Plan with Architects

A step towards close co-operative relations between architects and home equipment suppliers in the development of post-war home designing was made at a recent dinner meeting conducted by Bickford Brothers Co., appliance distributors of western New York State, for architects of Rochester, N. Y.

Planned by Paul Wolk, president of the firm, the meeting was arranged for a two-fold purpose: for an open discussion of architectural home designing problems, particularly along the lines of post-war plans and models of kitchen ranges and kitchen equipment, and to outline the company's service department program, which will provide architects with complete and timely information about electrical appliance equipment.

Since the kitchen range represents the heart of kitchen activities, the company states, much time was devoted to stove designs. E. B. Nicholaus of the American Stove Co., makers of the Magic-Chef range, spoke to the architects about what they and the American housewife could expect from new range models and improvements.

Emerson-N. J. Allocates New Sets; Will Fair Trade

When Emerson-New Jersey, Newark, N. J., received a small quantity of Emerson radios, its sales staff worked "overtime" allocating these sets to its dealers. Receivers were distributed to all the firm's franchised retailers, large and small, and all were treated alike in allocating these sample Emerson radios. No dealers received unfair preferential treatment, the firm states.

The company also reports that it has entered into the Fair Trade agreement in this state. This action has been approved by all its dealers, Samuel Gross, president, declares.

Marshank Sales Co. Opens San Francisco Office

As part of its postwar expansion, Marshank Sales Co., 672 South Lafayette Park Place, Los Angeles, Calif., headed by David N. Marshank, announces the opening of a branch office in San Francisco at 1047 Flood Building with William Belfer as manager and sales engineer.

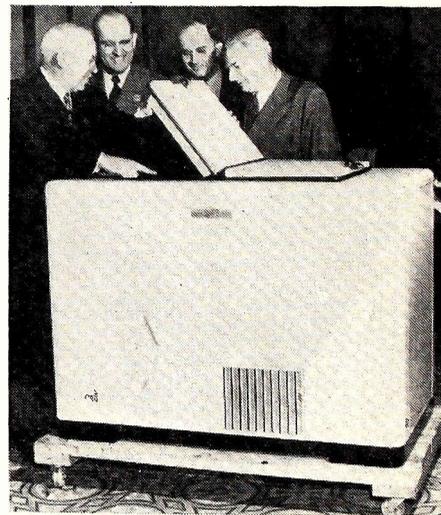
This office will cover the northern California territory for the manufacturers represented by the company. Mr. Belfer was general manager for San Francisco Radio Supply Co. for the past twelve years.

Marshank Sales Co. is celebrating its twenty-fifth year in business. Other members of the firm include Charles D. (Ginger) Moran, sales engineer, and Norman J. Marshank, assistant sales engineer.

Winpower Distributors See Frozen Food Units

Distributors for the Winpower Mfg. Co., Newton, Iowa, viewed its new freezer unit which is being manufactured for it by the Franklin Transformer Co., at a meeting in St. Cloud, Minn.

F. K. Bauer and E. A. McCardell, partners of Winpower; Prof. J. D. Winters of the University of Minnesota farm



Examining freezer are, l. to r., Guy L. Pugh, F. K. Bauer, E. A. McCardell, Prof. F. D. Winters. Unit was seen in St. Cloud, Minn.

school, and Guy L. Pugh, president of Franklin, appeared on the speaking program. Bauer and Pugh outlined the difficulties encountered in getting the freezer units into production. Pugh said that his company was ready to start work in January, but that war conditions and other delays set production back.

Winpower is distributing its frozen food cabinets through nationwide distributors in the U. S., Canada, and several foreign countries.

Speed Queen Distributors

The Bluefield Hardware Co., Bluefield, W. Va., has been appointed distributors of Speed Queen washers and ironers. Their territory includes western Va., and a few counties in southern W. Va. The company is now located in a large four story building, which has approximately 111,000 sq. ft. of floor space for warehousing. An additional building has been purchased.

King with Raymond Rosen

Raymond Rosen & Co., Philadelphia, Pa., distributors, announces the appointment of C. R. King as manager of the appliance and electronics parts department. Mr. King joins the company fresh from his management of the replacement parts department of the Radio Corp. of America.

WATCH SONORA GO PLACES !



MODEL RBU-176 . . . 5-tube AC-DC Plastic superhet table model. Gleaming ivory plastic cabinet, the last syllable in modern design!



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



MODEL RDU-209 . . . 6-tube AC-DC superhet table model. Beautifully styled cabinet available in walnut or blonde prima vera. Big dynamic speaker 2-position bass control. Deep, mellow tone — "Clear as a Bell!"



This 5-tube AC combination radio and phonograph features featherweight crystal pickup with permanent needle, famous SONORA tone that's "Clear as a Bell." Handsomely styled cabinet in walnut (Model RGF-212) or blonde prima vera. (Model RGF-230).

SONORA'S RIGHT ON THE LINE!

and so are Sonora Dealers!

SONORA puts it right on the line when SONORA tells the world to compare any SONORA model with any other radio in its price class. Yes . . . SONORA's right on the line.

And SONORA dealers are *right* when they handle the SONORA line. Backed by powerful advertising . . . by aggressive promotion . . . by a name that's been famous for *tone* for more than 30 years!

Watch SONORA—and SONORA dealers—go places!

THE RADIO QUESTION OF THE MONTH

Asked by Mr. Jack Westley, Northern Supply Company, Milwaukee, Wisconsin.

Answered by Mr. Joe Gerl, president of Sonora.

Q: What is the outlook for deliveries of radios during the first half of 1946?

A: Although it is agreed that price control is essential as a brake upon inflation and a consequent catastrophic deflation, yet we must realize that as long as price control is in effect the lasting shortages of raw materials and component parts will prevent the radio set industry from producing more than one-half of its scheduled production.

Joe Gerl

Sonora

Clear as a Bell 

SONORA PRODUCTS, INC.

2023 W. Carroll Avenue, Chicago 12, Illinois

HOME ENTERTAINMENT AT ITS BEST

RADIOS . . . F M COMBINATIONS . . . TELEVISION SETS . . . RECORDS . . . PHONOGRAPHS . . . RECORDERS

Zenith Demonstrates "Child Proof" Phono Arm

A record player tone arm that is "child-proof" was the "hit of the show" when Zenith Radio Corp. presented the 1946 line to the trade in Chicago, the firm reports.

H. C. Bonfig, vice-president in charge of household radios, began the presentation of Zenith's "new way" to play records with a symphonic recording. Suddenly, with the record playing, he lifted the tone arm and let it drop directly onto the playing surface. He did it again, and again. Each time the music picked up perfectly as soon as the contact point hit the record. According to the company, the abuse caused no damage to the tone arm nor the quality of tone reproduction.

Movie Films Offered

The Electrical Manufacturers Public Information Center, 155 E. 44th St., N. Y. C., issues monthly, The Empic Movie Guide, a review of educational, training and other sponsored films. The February issue pertained to films available on agriculture, farm life, and farm problems of electrification in the U. S. The monthly service is available free of charge.

Aeropoint Phono Needle

Aero Needle Co., Chicago, reports that its phonograph needle is "making a hit with the public." The firm's Aeropoint "88" needle uses plastic as an insulator to the metal needle to absorb the mechanical sounds.

Use of Psychological Tests for Employees

Several large companies claim to have made considerable progress in their psychological tests for salesmen. By giving these tests they have cut down on the number of salesmen whom they have broken in and found lacking in sales ability.

When you are dealing with large numbers of people, there is little doubt that the use of such tests is a valuable adjunct to the selection of employees. No one person in a large corporation usually hires all the sales force. They are scattered all over the country. For this reason a standardized procedure must be substituted for individual judgment.

Many radio and appliance dealers before the war had no problems in the selection of salesmen. They simply put anyone to work who came in the store on a straight commission basis.

Some of these dealers operated on the theory that even the worst salesman could sell at least one washing machine or radio. If he couldn't sell anyone else, he could sell one of his relatives. The cost of putting the man on the payroll was nil. Little time was "wasted" in training him. The turnover was tremendous.

Your position undoubtedly is somewhere midway between these extremes. If you are operating a small business and you hire only one man at a time, you are not very much concerned with the law of averages. You are in the position of the old maid who when she was told that her chances of marrying had diminished with the years to one out of five, said with spirit, "What do I care? I only need one chance!"

Another reason why tests are not applicable to your problem in selecting help is that they have thus far been unable successfully to measure a man's determination to do a certain thing. History is full of examples where cripples have become world's champion sprinters, invalids have become athletes, and deaf people have become great composers.

Joins Turner Agency

Al Marthens, well known in the radio and appliance fields, recently joined Turner Advertising Agency, Chicago, as account executive.

Cohen Leaves Insuline

Edward J. Cohen has announced his resignation as vice-president and general manager of the Insuline Corp. of America in order to become an associate and co-partner of J. J. Perlmuth & Associates of Los Angeles, manufacturers' sales representatives.

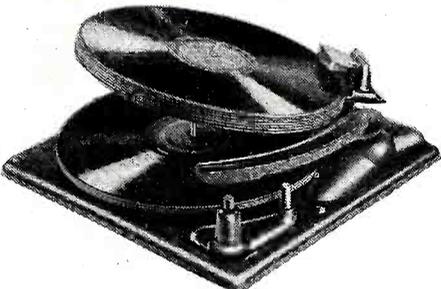
GE District Manager

Robert C. Padgett, Jr., has been named local manager of appliance sales for the General Electric Co. in Seattle, Wash., it has been announced by B. M. Tassie, Pacific District manager of appliance sales. He undertakes his new duties after three years with the armed services.



Dynamic Balance

... for better reproduction



MODEL 56 WEBSTER

RECORD CHANGER

The shaded pole, 4-pole motor, in the new Webster changer is dynamically balanced and rubber mounted to insure minimum vibration. Such engineering niceties contribute to the greater enjoyment of recordings, with Webster changers.

other important features

- ★ Simple to operate
- ★ Fast change cycle
- ★ Feather-touch pickup
- ★ Built to last
- ★ Automatic shut-off
- ★ Longer record life

The choice of music lovers

WEBSTER CHICAGO

5610 Bloomingdale Avenue, CHICAGO 39, ILLINOIS

32 years of Continuous Successful Manufacturing



**Thanks to
7 tough
Years...**

**... this greatest of test instruments has
been tested into top ranking reputation**

The Simpson 260 has out-sold and out-performed every other even remotely similar test instrument in the electronic and electrical fields ever since its introduction in 1939. Through the ensuing seven years, covering the War period, circumstances gave it a gruelling test for accuracy never visioned by its makers. It stands today as irrefutable proof that Simpson design and Simpson quality produce accuracy that *stays* in an instrument year after year.

The demand for the 260 from men who first used it in the Armed Services (in laboratories of 300 government agencies and universities, and on the battlefields the world around) has now been added to its enormous popularity among radio servicemen. The Simpson 260 is easily the world's most popular high-sensitivity set tester for television and radio servicing.

The basic reason for this out-selling and out-performing by the Simpson 260 is this: It out-values every other similar instrument in the field. You cannot touch its precision, its useful ranges, or its sensitivity in any other instrument selling for the same price or even substantially more.

SIMPSON ELECTRIC COMPANY
5200-5218 W. Kinzie St., Chicago 44, Ill.

Simpson

INSTRUMENTS THAT STAY ACCURATE

**SIMPSON 260, HIGH SENSITIVITY SET TESTER
FOR TELEVISION AND RADIO SERVICING**

Ranges to 5000 Volts—Both A.C. and D.C.
20,000 Ohms per Volt D.C.
1000^o Ohms per Volt A.C.

At 20,000 ohms per volt, this instrument is far more sensitive than any other instrument even approaching its price and quality. The practically negligible current consumption assures remarkably accurate full scale voltage readings. Current readings as low as 1 microampere and up to 500 milliamperes are available.

Resistance readings are equally dependable. Tests up to 10 megohms and as low as 1/2 ohm can be made. With this super sensitive instrument you can measure automatic frequency control diode balancing circuits, grid currents of oscillator tubes and power tube, bias of power detectors, automatic volume control diode currents, rectified radio frequency current, high-mu triode plate voltage and a wide range of unusual conditions which cannot be checked by ordinary servicing instruments. Ranges of Model 260 are shown below.

Price, complete with test leads.....\$33.25
Carrying case 4.75

Volts D.C. (At 20,000 ohms per volt)	Volts A.C. (At 1,000 ohms per volt)	Output
2.5	2.5	2.5 V.
10	10	10 V.
50	50	50 V.
250	250	250 V.
1000	1000	1000 V.
5000	5000	5000 V.

Milli-amperes	Micro-amperes	Ohms
D.C.		
10	100	0-1000 (12 ohms center)
100		0-100,000 (1200 ohms center)
500		0-10 Megohms (120,000 ohms center)

(5 Decibel ranges: -10 to +52 DB)

ASK YOUR JOBBER

News of the Industry

Zenith Names Taylor Advertising Director

Appointment of E. R. Taylor to become Zenith Radio Corp.'s director of advertising is announced by J. J. Nance, vice-president. Taylor joined Zenith in 1943, first taking charge of sales promotion for the new Zenith Radionic Hearing Aid at the time of its introduction.

With reconversion, Taylor assumed charge of promoting Zenith's new line of radios. In his new post he will continue supervision of sales promotion, in addition to having full responsibility for the company's advertising program.

Before joining Zenith, Taylor served in various advertising and sales promotion capacities with several of General Motors' automobile divisions, last being associated with Pontiac.

Landers, Frary & Clark Offer Modernization Aid

To save time and to provide dealers with a complete survey of suppliers' materials and services available for store modernization work, Landers, Frary & Clark, New Britain, Conn., has developed a filing case complete with information to assist dealers with their store planning.

The attractive red, blue and black file case which contains seven folders for material on store fronts, signs, floor coverings, display fixtures, interiors, lighting, heating and air conditioning can be kept on the retailer's desk or in a filing cabinet.

The "Moderneering File" is the result of a survey in the field for all available material on store planning and a complete collection of source material including magazine reprints, folders, circulars and booklets both in color and black and white which give information to dealers on store planning and are contained in each separate folder under its respective classification. "Moderneering" store planning files will be sent to dealers upon request for the charge of 50c to cover the cost of mailing.

Upton Elected President

Louis C. Upton was reelected president of the American Washer & Ironer Manufacturers' Assn. at its annual meeting in Chicago. Mr. Upton is president of the Nineteen Hundred Corp., producers of home laundry equipment.

Western Mart Expanding

Official announcement has been made of plans for a \$2,000,000 addition to the present Western Merchandise Mart building, San Francisco. The new structure will be completed in the spring of 1947, and will add over 270,000 sq. ft. of floor area to the present Mart.

Emerson Sales Up; Plans Many New Models

The annual report of the Emerson Radio and Phonograph Corp. and its wholly owned subsidiary, Radio Speakers, Inc., describing operations for the fiscal year recently ended showed a new high in net sales as compared with the previous fiscal year.

In his report, Benjamin Abrams, president, pointed out that the firm's total line before long will number more than 50 models suited to every need and purse. The company's engineers have concentrated particularly on developing a low priced home television receiver which it expects to produce in 1946, he said.

Majestic Names Barnard Divisional Manager

The field organization of Majestic Radio & Television Corp., St. Charles, Ill., has been augmented by the appointment of H. A. Barnard as divisional manager, it is announced by E. A. Tracey, president.

For the past four years, Mr. Barnard was assigned to the Ordnance Branch of the U. S. Army, on field supply and maintenance, holding the rank of lieutenant-colonel when he left active service. Most recently he served in the Mediterranean theatre, where he was detailed with the Inspector General's Department.

For ten years prior to entering the service, Mr. Barnard operated a distributing business in Oklahoma City, handling nationally-known radio, washer, refrigerator and appliance lines.

Mr. Barnard, who will cover the southwest for Majestic radio and Majestic records, will make his headquarters in Dallas, Texas.

To ECA Sales Post



The naming of Major Frank O. Blake, above, and Mortyn K. Zeitz as sales executives is announced by Electronic Corp. of America, New York.

GE Appoints Roark Musaphonic Sales Head

Grady L. Roark has been appointed sales manager of Musaphonic receivers for the General Electric Co.'s receiver division, according to an announcement by



Grady L. Roark, appointed sales manager for Musaphonic receivers for the General Electric Co.

Paul L. Chamberlain, manager of sales for the division. He will have his headquarters at the Bridgeport plant.

Mr. Roark succeeds W. Hayes Clarke, who has been made sales manager of equipment tubes for the GE tube division.

Heads Westinghouse

The Westinghouse Electric Corp., has announced the election of Gwilym A. Price as president, succeeding George H. Bucher, who has resigned from that office. Under a recent amendment of the corporation's bylaws, Mr. Price as president will be the chief executive officer.

Garod Dealer Helps Made Available

Garod Radio Corp., Brooklyn, N. Y., launches its new merchandising and point-of-sale campaign with announcement of the firm's "Authorized Dealer Identification Program" according to Lou Silver, sales manager. "The Garod dealer has the choice of several planned promotion packages, or separate display pieces, to fit the need of his individual store," explained Mr. Silver.

Camfield Appoints Rood

E. A. Rood, Jr., has been appointed advertising manager of the Camfield Mfg. Co., Grand Haven, Mich., makers of the new Camfield automatic electric toaster, and other postwar products.



Mary Livingstone Benny shown with daughter Joan listening to their new Olympic. This picture in full color features the first of many national magazine ads telling the satisfying experiences of "best judges of radio" with Olympic's exclusive 'tru-base'.

and Top Radio Stars' wives ... in Olympic's National Campaign!

FULL COLOR PAGES in leading magazines beginning in April... plus ads month after month after month! ...

An audience of 19,850,000 each 30 days... 178,650,000 by the end of 1946!

178,650,000 messages selling America's best radio prospects a powerfully convincing story unique in radio annals!

That's the Olympic Radio campaign of 1946—a campaign packing sales power unmatched by anything ever seen. For it gives the reactions of the world's best judges of radio tone—the wives and children of America's top radio performers.

They're *able* judges—for none knows so well as they the voices, the music... every intimate note... of the stars whose comedy and music America loves best.

They're *critical* judges... vitally interested in the performance and future

of their husbands and fathers... *sensitive to how well that performance is captured by radio receivers.*

And they're *authoritative* judges—the Supreme Court of radio-listening—Mrs. Jack Benny, Mrs. Kay Kyser, Mrs. Phil Harris, Mrs. Andy Russell, Mrs. Edgar Bergen... the children of Fibber McGee and Molly.

So think of the impact on America's millions by the sight of these experts thrilling to the pleasure only Olympic can bring... to the wonder of 'tru-base'—bringing in compact table radios the realistic tone of large costly consoles.

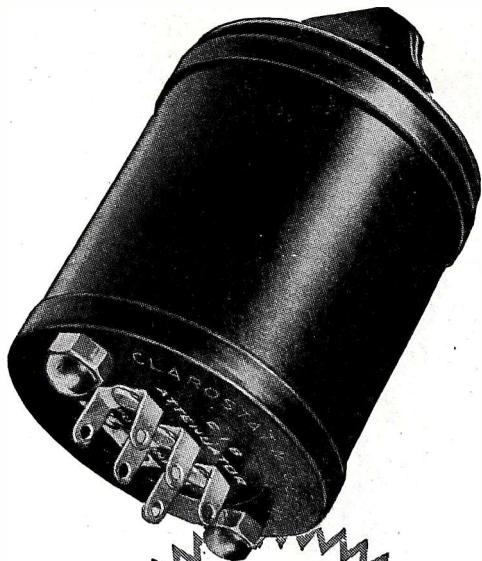
It's a great cast... in great pictures by famous Hollywood color-photographer Paul Hesse... doing full justice to the styling of Olympic—the cabinets of precious hardwoods and lustrous modern plastics by celebrated designers.

Table radios, radio-phonograph combinations, portables.

Take the magnificent realism of 'tru-base'... dramatized in experiences of Olympic's famous "radio wives"—and you know Olympic is headed for *millions* of homes.



OLYMPIC DIVISION OF HAMILTON RADIO CORPORATION • 510 AVENUE OF THE AMERICAS • NEW YORK, N. Y.



Sound-System CONTROLS

★ This compact, inexpensive, constant-impedance output attenuator (Clarostat Series CIB) will dissipate 10 watts at any selling. Operates noiselessly without distortion. It is highly recommended as an individual speaker control in a multi-speaker P-A system. Linear attenuation in 3 db steps up to 30 db, and then final step to infinity. Insertion loss is zero.

The Clarostat standard line (listed in latest catalog) also includes wire-wound T-pads and L-pads of the constant-impedance type for use in sound systems where the associated equipment in circuit must remain within the limits of a required constant value.

★ Ask Our Jobber . . .

Ask him about Clarostat sound-system controls, as well as other controls and resistors you require. Ask for latest catalog—or write us direct.



CLAROSTAT MFG. CO., Inc. • 285-7 N. 6th St., Brooklyn, N. Y.

Brach Co.'s 40th Year; Appoints Distributor

L. S. Brach Mfg. Co., makers of radio antennas and accessories, celebrated its 40th anniversary by moving into its recently-purchased 3-story modern building, with 60,000 square feet of floor space, at Central Avenue, Hoyt and Bleeker Sts., Newark, N. J.

According to Leon S. Brach, founder and president, the company will concentrate on increased production of its line of every type antenna for automobiles, homes and marine installations, AM, FM, and television.

In line with this policy, William A. Robinson, executive vice-president in charge of sales, recently announced that the company has appointed the Special Products Co., Silver Spring, Md., as national distributor for other Brach radio items that are sold through the radio parts jobber field.

The Brach concern will continue to make private brand radio-electrical products and signal devices, as well as rare gas relays, lightning arresters, high tension detectors, Test-O-Lites, protective panels, junction boxes, pot heads, terminals and housings.

Atlanta, Ga., Mayor Gets New Hallicrafter Radio

In a recent informal ceremony, Mayor William Hartsfield of Atlanta, Ga., was presented with the first Hallicrafters peace-time radio receiver to be delivered in the Southeast. The presentation was made by Edward Berliant, general manager of the Concord Radio Corp., 265 Peachtree St., Atlanta, a Hallicrafters distributor. The set is a Sky Rider, Jr., communications receiver that gets both standard broadcasts and short wave reception.

Cathcart Gets RCA Post

Appointment of J. David Cathcart, well known advertising and market specialist, as advertising manager of the RCA Victor home instrument division, has been



J. David Cathcart.

announced by Henry C. Baker, general sales manager of the division. Mr. Cathcart was formerly assistant director of RCA Victor's market research department.

Thomas J. Bernard, former home instrument advertising manager, has been appointed to the company's public relations division under John K. West, director, for work on special public relations assignments.

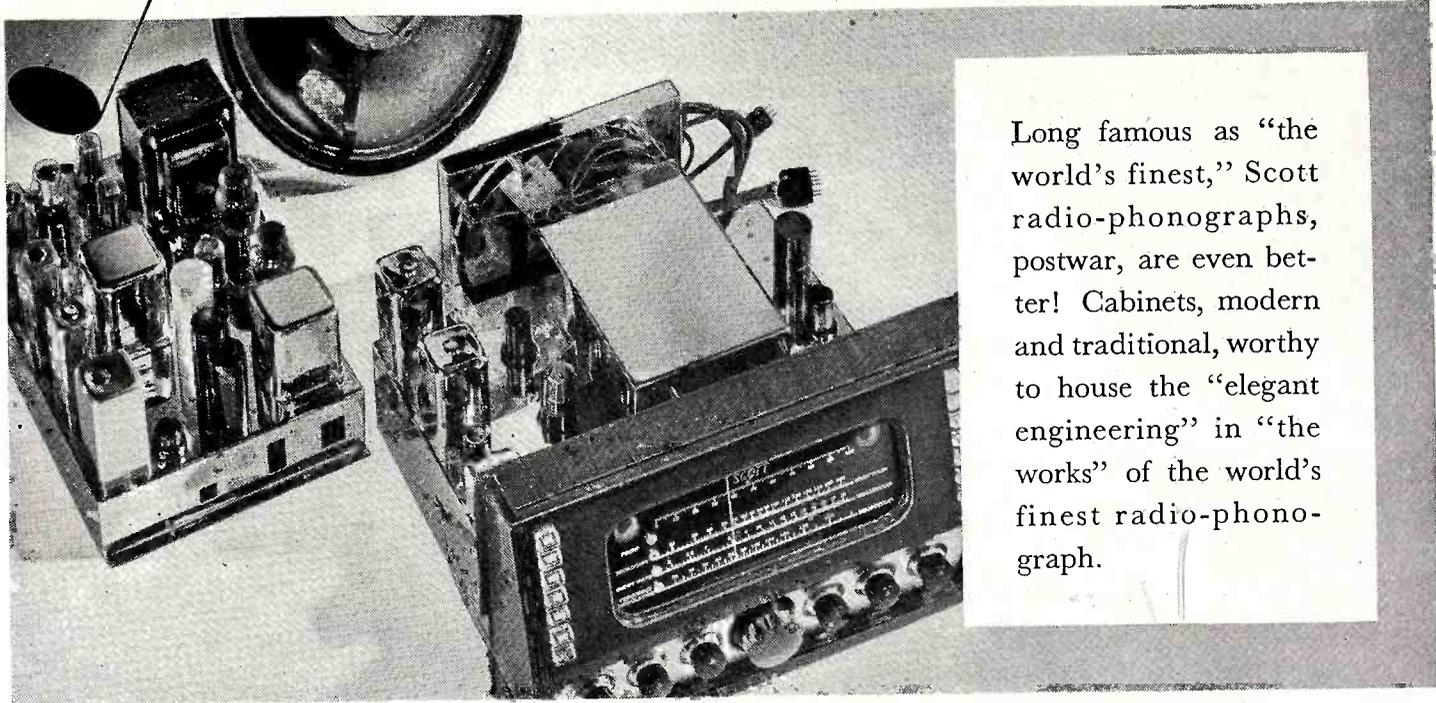
Rose to ECA Sales Post

Electronic Corp. of America, New York, has announced the appointment of Frank Rose, veteran appliance and radio sales manager, as sales executive in charge of New Jersey.



"IT'S THAT RADIO TUBE SALESMAN!"

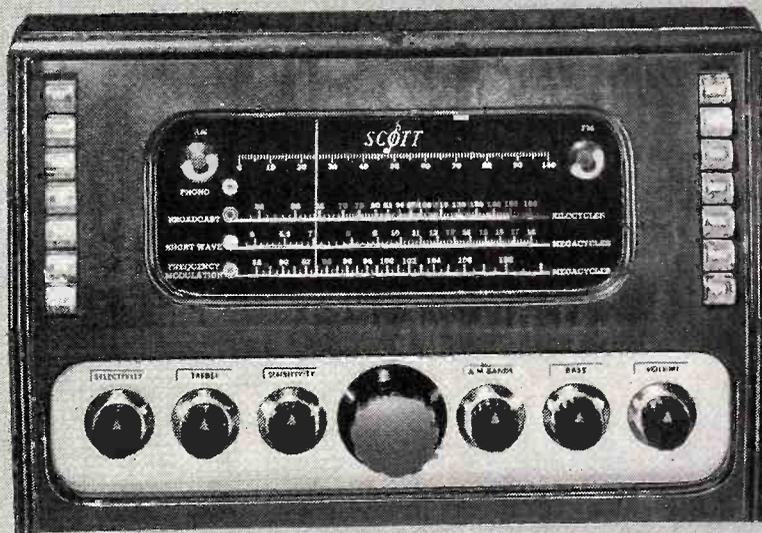
Elegant Engineering



Long famous as "the world's finest," Scott radio-phonographs, postwar, are even better! Cabinets, modern and traditional, worthy to house the "elegant engineering" in "the works" of the world's finest radio-phonograph.

Teague-Designed Beauty

Walter Dorwin Teague, eminent modern designer, created this clean, modern Scott panel—reflecting the true quality of the superb set it controls. Special pull-out feature allows inspection of the chromium-plated Scott chassis from the front.



SCOTT
RADIO - PHONOGRAPH

Scott dealers are discovering fresh interest in "the works" of fine radio-phonographs on the part of those very people who can afford the best.

SCOTT RADIO LABORATORIES, INC.
4450 Ravenswood Avenue, Chicago 40, Illinois

Packard-Bell Names Los Angeles Jobber

Frank E. Ware, sales manager of the Packard-Bell Co., Los Angeles, Calif., announces the appointment of Charles R. Bowen as a new distributor in the Los Angeles territory.

Mr. Bowen has been connected with radio retailing since 1923 when he sold the first sets on the market at the old Fitzgerald Music Store in Los Angeles. From 1928 to 1931 he was in charge of the radio department at the Platt Music Co., and from there went to Bullock's Department Store as buyer in the equipment department. At Bullock's, Mr. Bowen bought Packard-Bells and watched their steady growth in customer popularity.

Asch Forms "Disc" Co.

A new record label, DISC, has been introduced to the market with release of six albums, it has been announced by Moe Asch, of Asch Recording Studios, New York. The new DISC Co. of America will present an expanded listing of music of all countries in much the same way as Asch presented American music.

Ballantyne Lauds FCC

The Federal Communications Commission is to be commended for its decision not to change the FM allocations decided upon last summer after thorough-going study of the entire problem, according to John Ballantyne, president of Philco Corp.

Names "Miss Appliance"



Stephen I. Hall, of RADIO & Television RETAILING, presents cup to Jean Page, "Miss Appliance of 1946" for Westchester (N. Y.) Gas & El. Appliance Dealers Assn.

GE Appoints Lang

J. M. Lang has been appointed manager of the tube division of General Electric Co.'s Electronics Department, and will have his headquarters in Schenectady. He succeeds George W. Nevin, who has resigned. Mr. Lang formerly was manager of the Ken-Rad Division of the department with headquarters at Owensboro, Ky.

The announcement is made by Dr. W. R. G. Baker, vice-president in charge of the department.

Free Display Guide

A new display guide, made available by Sherman Paper Products, presents many materials which will be interesting to dealers. The booklet presents scores of time-saving background materials and accessories for window and interior displays.

Also included are many background and construction materials ranging from standard, color corrugateds to super-sized corrugateds, 8 feet high; and printed design materials such as knotty pine, stonewall and birchbark.

This helpful display booklet is available, without charge, from the Sherman Paper Products Corp., Newton Upper Falls 64, Mass.

New Book on Selling

Two executives of the Stromberg-Carlson Company, Rochester, New York, radio-telephone firm, are among the contributors to a new volume titled "Essentials of Selling" (Prentice-Hall, Inc., New York, 1945, clothbound, 274 pp.). The communications company officials are Lee McCanne, vice-president and general manager; and Charles W. Pritchard, company credit manager. The volume is a compilation of a series of talks delivered on the subject of the different aspects of selling during the sales clinics inaugurated by the Rochester chapter of the Sales Executives Club last year.

Masco MA 50 Amplifier: 50 Watts of Truly rated power output for big PA systems

Masco Record Changer-Top Amplifier: Improved and Modernized

Masco De Luxe Phono-Top PA Equipment

Masco RC-1 Portable Automatic Record Changer: For twelve 10" or ten 12" records

Masco MPA-3 All Electric Phonograph Reproducer

Masco Intercommunication Equipment: Master-to-Remote and Master-to-Master 6 and 12 position

Masco MAP-15 True-Tonal Musical Instrument Amplifying System

Masco De Luxe High-Fidelity Amplifier: For Records, FM and Television

Ask your jobber about these illustrated items of MASCO SOUND EQUIPMENT reprinted from our recent ads

MASCO MARK SIMPSON MANUFACTURING CO.
186-194 West Fourth Street, New York 14, N.Y.

SOUND SYSTEMS and Accessories

Telephone CHelsea 2-7112-3-4

✓✓✓✓ from **START to FINISH** insures **AEROVOX**
PAPER-CAPACITOR *Craftsmanship*



To determine suitability of aluminum foil for capacitor use, every lot is tested for thickness, unit weight and electro-chemical characteristics.

Uncased paper sections are checked prior to impregnation. Completed units are tested for capacitance, power factor, insulation resistance, terminal-to-terminal and terminal-to-can, as well as for dielectric strength and tightness of seal.



The porosity of paper dielectric is important. This porosity test is made on each roll of paper.

● A paper capacitor can be no better than its several layers of paper dielectric, the quality of the impregnant, and the thoroughness of the impregnation and sealing.

That is why there are so many routine check-ups in Aerovox paper capacitor production. Paper tissues, metal foils, oils and sealing compounds, are critically checked. Sections are checked before impregnation and casing. Completed units are subjected to a final check-up and inspection.

"Individually-tested" is no idle boast as applied to Aerovox capacitors. It means precisely what it says. And to the capacitor user, it is a guarantee of dependable and long-lasting and economical service for the smallest and cheapest quite as well as the largest and costliest of types that bear the Aerovox label.

● Ask your Aerovox jobber for the new Aerovox Catalog—or write us direct.



Production control of impregnating materials. Electrical test is preceded by careful checking of temperature of oils.



FOR RADIO-ELECTRONIC AND INDUSTRIAL APPLICATIONS

AEROVOX CORPORATION, NEW BEDFORD, MASS., U.S.A.

SALES OFFICES IN ALL PRINCIPAL CITIES • Export: 13 E. 40th St., New York 16, N. Y.

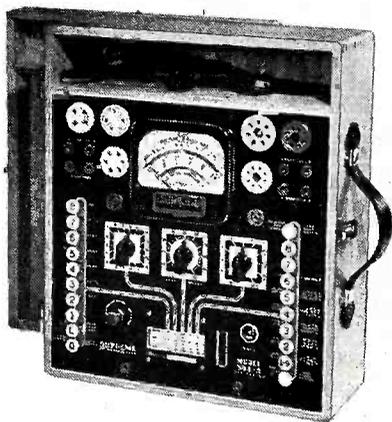
Canada: 'ARLAB' • In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.

SUPREME

TESTING INSTRUMENTS

AFTER A GREAT
WAR RECORD

BACK AGAIN!



SUPREME MODEL 504-A TUBE AND SET TESTER

SUPREME regrets that war necessitated an interruption of service to its customers and friends. We are genuinely glad to get back into peacetime production—production for YOU.

MANY SUPREME INSTRUMENTS NOW AVAILABLE

—But not enough to take care of all orders at one time. Demand for accurate, dependable SUPREME equipment is such that we suggest you make arrangements for your needed new SUPREME models without delay.

SEE YOUR NEAREST SUPREME
JOBBER NOW!

SUPREME

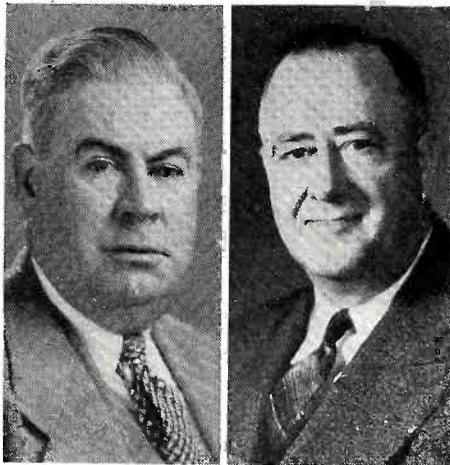
SUPREME INSTRUMENTS CORP.
GREENWOOD, MISS.
U. S. A.

Export Department:
THE AMERICAN STEEL EXPORT CO., Inc.
374 Madison Ave., New York 17, N. Y.

Appliance Ind. Expands Facilities and Personnel

Appliance Industries of America, Chicago, Ill., manufacturer of electrical appliances, has named Capt. Martin D. Danford to be in charge of production, and Major Alvin Feder as chief engineer. The firm has also instituted a program of national advertising. Several distributor franchises are still open. The company purchased a 2½ acre tract of land containing three buildings, which have been fully equipped with machinery and conveyor belt assembly methods.

Domestic Co. Executives



Lance E. Hull, left, and W. H. Koehler, who have been named district managers by the Domestic Sewing Machine Co., Inc., Cleveland, O.

Free GE Booklet

A new eight-page booklet, "Electronics for Education", has been prepared by the transmitter division of the General Electric Co.'s Electronics Department.

GE Electric Clock Display

A new "back-in-business" electric clock display is now being made available to General Electric retailers, R. O. Fickes, manager of the company's clock division, has announced. A miniature "clock-shop" valued at \$4.50, the blue and red display merchandiser is being sold through G-E distributors for \$2.25. An assortment of six electric alarm clocks must be purchased at the same time.

Painted two shades of blue and a bright red, the display is 22¼" high and occupies a space 18" by 5⅞".

Astatic Appointee

The Astatic Corp. has announced the appointment of J. K. Poff, formerly of the USNR, as service engineer of its jobber sales division. Mr. Poff has had a number of years' experience as a radio service engineer, and served during the war as a chief naval inspector of electronic equipment.

His new duties will bring him in frequent communication and contact with Astatic jobbers, to whom he will supply technical information and otherwise assist in the servicing and sale of the firm's products. He will be located at the main plant at Conneaut, Ohio.

Legal Aspects of Store Modernization

If you still have old-fashioned display fixtures such as glass show-cases and old-style high wall cases there is not much question but what you should have either local carpenters or equipment manufacturers supply you with the new kinds of store fixtures that are now available. The extent to which you should commit yourself, however, for major store changes at any time is a matter for most careful consideration.

You, of course, want your store to be as attractive as possible. Perhaps you have been in the electrical appliance business for some years and do not realize that store decoration has been growing in importance during the past few decades. If this is the case, you need to take a fresh look at your store interior.

But unless you are the owner of your store building you must first think of your legal position with your landlord. Do not assume blindly that if you move out upon the expiration of your lease you will be permitted to remove any improvements or fixtures which you may install in his store. The owner may be able to claim these installations as his property.

Unless you are prepared to lose the entire amount of any remodeling or installation, consult a lawyer to learn how to protect your equity and then see if your landlord will sign any releases that your lawyer finds necessary.

Apex Names Thomson

Mark L. Thomson has been appointed manager of contract sales for the Apex Electrical Manufacturing Co., Cleveland, O., manufacturers of vacuum cleaners, washers, and ironers; it was announced by A. C. Scott, vice-president in charge of sales.

Mr. Thomson has had extensive experience in the advertising and sale of heavy appliances, having served in various capacities in this branch of Sears Roebuck.

Appointed by ECA



Sol Predeger, who has been named purchasing agent by Electronic Corp. of America, N. Y.

What you see here is the Lear advertisement that is appearing in the national magazines this month. It's another in the series that is keeping the name Lear, together with Lear Radios and the Lear Recorder, right up in the public eye.

Lear advertising appears in America's big circulation magazines and in the specialized trade press. Its appealing story is bringing an active response for Lear Dealers.

This, plus the unusual qualities of Lear Radios themselves, makes the Lear Franchise a very valuable property. You

should get all the details. Write today to: LEAR, Incorporated, Home Radio Sales and Merchandising Division, 110 Ionia Avenue, N. W., Grand Rapids 2, Michigan.

LEAR
RADIO



ENCORE! As many as you like
on "The Tape
that Remembers"

Put your own little sweetheart into this picture. Music was never as nice! You'll recall it time and time again as years pass.

You can even do better than that. Today you can snap a switch and record that tune — then hear it again and again over a lifetime. Besides, you can take down your own good times — or even brawl.

With Lear SOUND ON TAPE, such recordings can be minutes or over an hour long. They can be heard again immediately — not even the lapse of rewinding a wire.

And if there's anything you don't want to keep, off it goes just by recording something else on the tape.

SOUND ON TAPE is only one of the advanced features you find on Lear Radios. They'll have television, short wave and an entirely new remote tuning control.

Watch for Lear Radios at your dealer's. When you see them you'll say, "That's for me."

LEAR, Incorporated, Home Radio Sales and Merchandising Division, 110 Ionia Avenue, N. W., Grand Rapids 2, Michigan.

LEAR
RADIO



Easy Plans for Future

The Easy Washing Machine Corp., Syracuse, N. Y., is featuring its new Easy Spindrier, similar in appearance to a model of pre-war days. The "miracle" washer, Easy officials feel, is still in the engineering laboratories, and in order to achieve maximum production in the shortest time possible, Easy returned to the market with its time-tested washer.

As production increases and consumer demand levels off, the company plans to broaden its line of related home laundry products. Easy promises the consumer public a full speed ahead course in the production of new ironers, clothes driers, wringer-type and small portable washers, as well as automatic washers.

Announce "Pigeon Whistle"

Electronic Engineering, Inc., So. 175 Wall St., Spokane, Wash., is readying for production a whistle device to keep pigeons and other birds, as well as cats and dogs away from premises where they are not wanted. The "Pigeon Whistle" is expected to retail for about \$50.

Electro Sales Reps

The Electro division of the Schauer Machine Co., 2060 Reading Road, Cincinnati, Ohio, announces the appointment of following sales representatives: M. E. Foster, Minneapolis; Kay Sales Company, Kansas City; G. E. Tanner, Pittsburgh, and Arthur S. Detsch, Portland.

Community Interest Draws Profit and Prestige

Dealers throughout the country are finding that it pays off in cash and good-will to be active in the affairs of the community. Many radio and electrical appliance retailers report that taking an interest in their neighbors' affairs, has brought profits and prestige. In addition, participation in local activities has given these "independents" the edge over "chain" competition.

One radio-music merchant in Iowa takes a keen interest in the musical affairs of his community. By organizing bands and concerts, this dealer has built a fine reputation, and upped his sales volume.

A Connecticut radio retailer has made himself popular with the youngsters in his area by sponsoring and helping to organize basketball, softball and baseball teams. He has won much valuable free publicity as a result of these activities.

A Pennsylvania merchant sponsors kiddie shows which perform on the air, in schools and theatres. In the summer he arranges outdoor concerts. He has become well known as a result of his efforts.

An Ohio dealer cooperates with the local school authorities by training promising students sent to him in radio theory and maintenance.

According to one radio-appliance retailer, "Among the 'independent's' ace merchandising cards is personal, friendly customer relations. By being on close terms with the members of the community, he makes friends, and builds a solid business."

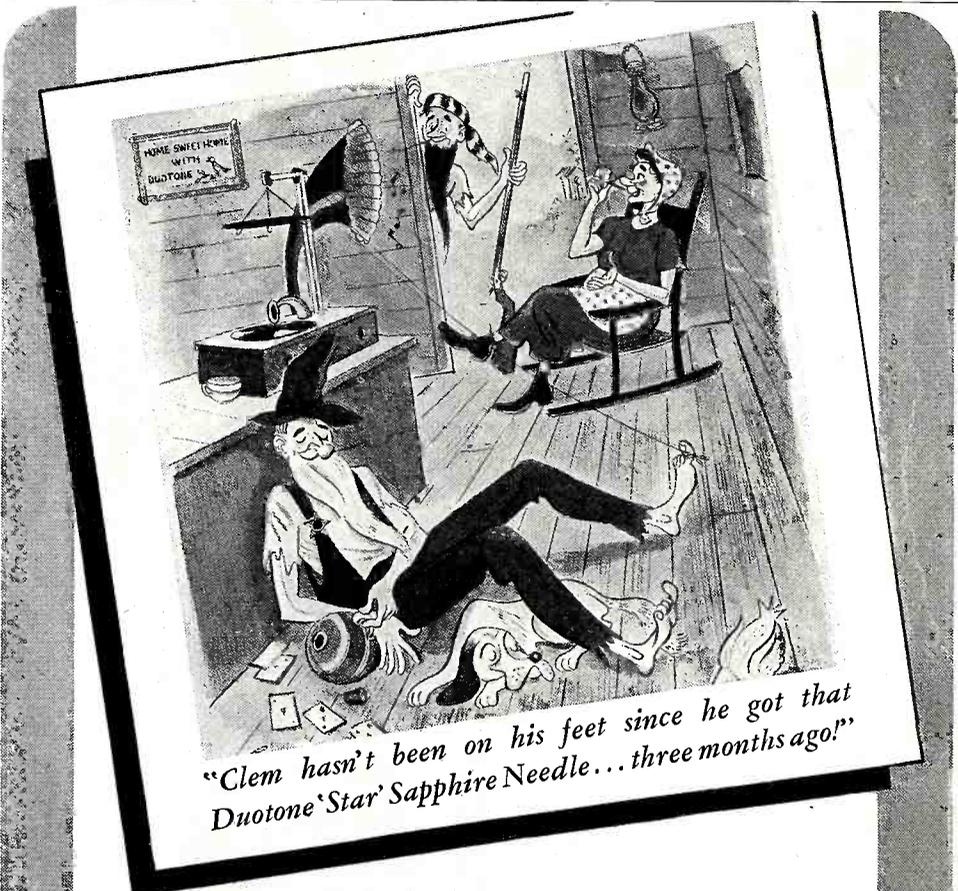
New Westinghouse Booklet

Westinghouse Electric Supply Co. has made available a booklet entitled "Manual of Better Home Wiring", which outlines wiring requirements for radio wiring systems, switch outlets, special purpose outlets, etc. A free copy can be obtained by requesting booklet B-3506A the firm at Box 25, Wall St. Station, New York 5, N. Y.

Sylvania Vice-President



Don G. Mitchell, elected executive vice-president of the Sylvania Electric Products, Inc.



"Clem hasn't been on his feet since he got that Duotone 'Star' Sapphire Needle... three months ago!"

★ Repeat sales mean *increased profits!*

DUOTONE offers you the most complete line of recording accessories in the industry.

Each Duotone product is designed and tested to guarantee satisfaction—insuring *repeat sales*.

Get acquainted with the Duotone line. Led by the famous "Star" Sapphire, the Duotone family of quality-tested phonograph needles, DUODISCS and cutting needles offers dealers complete coverage of the recording accessory field.



DUOTONE

DUOTONE COMPANY
799 Broadway, New York 3, N. Y.

5-TUBE AC-DC

including rectifier and 2 dual-purpose tubes

MOLDED PLASTIC CABINET

ivory or walnut

BUILT-IN LOOP

with external antenna connection

5-INCH SPEAKER

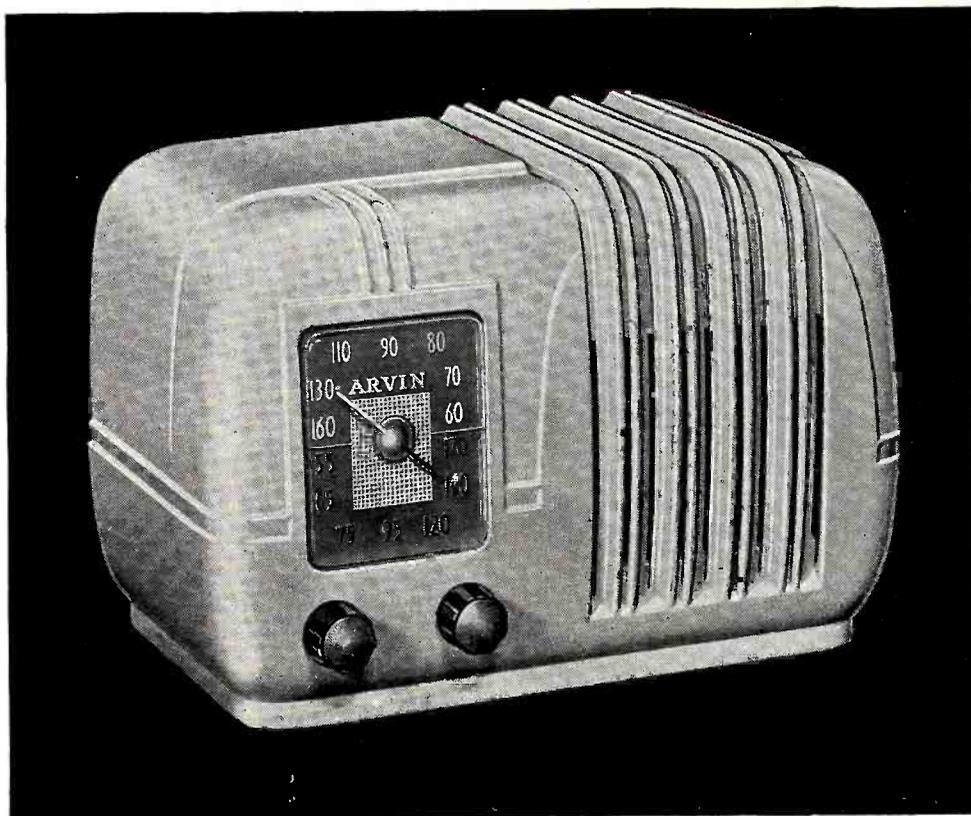
permanent magnet type

ILLUMINATED DIAL

large, attractive, easy-to-read

ALL \$15⁶⁵*
for
ONLY **15** **LIST**

ARVIN *Top Flight* RADIO



MODEL 544A is a typical Arvin Top Flight value. With its many features, at a price so low, customers will be buying three and four at a time!

It's a fine chair-side companion in the living room, essential equipment to keep the cook in the kitchen, and a basic necessity in every bedroom... good buying reasons that build multiple sales.

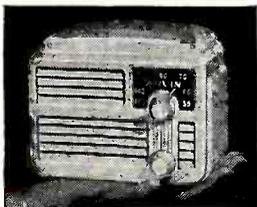
To see it is to want it. To hear it is to buy it... for every room and everyone in the family. *You'll write high-dollar sales tickets on this and other Arvins.*

*Model 544—in walnut finish lists at only \$15.40. All prices include federal tax—slightly higher in far west.

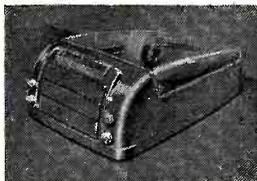
The Complete ARVIN Line Includes 19 Models

FROM THE *Tiniest* TO THE *Finest*

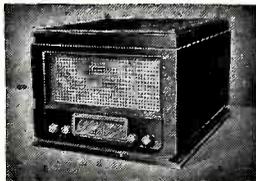
At Prices Your Customers Can Afford



THE TINIEST ARVIN—one of seven table radios in a variety of styles and sizes including two battery models—with top flight value in every price bracket.



UNUSUAL radio record player in small, distinctive, durable, easy-to-carry case. There'll be a big demand for this combination.



ONE OF A GROUP of beautiful table combinations with many new radio, record-player and automatic record-changer developments.



THE FINEST ARVIN with FM-AM, automatic record-changer, and all the newest radio-phonograph features. Also three other floor models.

ARVIN is the Name on Many Fine Products of **NOBLITT-SPARKS INDUSTRIES, INC., Columbus, Ind.**

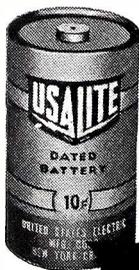
Radios • Electric Heaters, Electric Irons and Appliances • Outdoor Metal Furniture • Metal Chrome Dinette Sets • Laundry Tubs • Car Heaters



**ALL SET
FOR Delivery**

There's a great demand today for USALITE "A" and "B" Batteries and "A-B" Paks for portable radios. And USALITE is all set now to meet that demand with regular deliveries. Order from your jobber today.

USALITE Radio Batteries come in the same old familiar brown and yellow carton. But inside you'll find better quality and performance than ever... reflecting not only our many years in battery manufacture, but all the added "know-how" built up in the course of our war-time experience.



NO. 75
HEAVY.
DUTY CELL
FRESH
DATED!



"A" & "B" Batteries for Portable Radios

Made by the makers of famous
USALITE Flashlights and Batteries

UNITED STATES ELECTRIC MFG. CORP. Factory and
Exec. Off.: New York 11, N. Y. Branch Off.: Chicago 7, Ill.

Presteline Distributors Named by Raysson

Sixteen distributors have been appointed to sell Presteline major household appliances, A. Raysson, general sales manager, Domestic Appliance Division of Pressed Steel Car Co., Inc., announced. The distributors franchised to include:

Edward Joy Co., Syracuse, New York; Supplee-Biddle Co., Philadelphia, Pa.; Midland Electric Co., Cleveland, Ohio; Sacks Electrical Supply Co., Akron, Ohio; RCA Victor Distributing Co., Chicago-Detroit; Suttle Equipment Co., Lawrenceville, Ill.; Schneiderhahn's Inc., Des Moines, Iowa; Associated Distributors, Indianapolis, Indiana; Albany Hardware and Iron Co., Albany, New York; John W. Walter, Long Island City, New York; Clinton Radio & Appliance Co., Newark, New Jersey; Moto Radio & Distributing Co., Pittsburgh, Pa.; Clark Supply Co., Milwaukee, Wis.; Kinney Brothers, Los Angeles, Cal.; Pacific Coast Heating & Appliance Co., Seattle, Wash.; Edward F. Hale Co., San Francisco, Cal.

The first item being produced by the Pressed Steel Car Company, Inc., Domestic Appliance Division is its electric range that features three different arrangements of heating elements on the top of the range as well as other developments and exclusive features.

NAMM Dealer Help

National Assn. of Music Merchants has made available to dealers a booklet entitled "Making Music Fun". Space is provided on the leaflet for an imprint of the retailer's own name. The booklet discusses the question, "The proper age for children to begin music lessons." Prices for these leaflets, which are well adapted for envelope stuffers, are (including the dealer's name and address in red): 500 at 2 cents each, 1,000 at 1½ cents each, 2,000 at 1 cent each. Write the organization at 28 East Jackson Blvd., Chicago 4, Ill.

Electrical Assn. Launches Lamp Sales Campaign

The Electrical Assn. of Philadelphia, is formulating sales promotion activities in the interests of various groups in its membership. A lamp campaign held recently, directed at the entire market, featured the products of four lamp companies: lamp department of GE; lighting products division of Sylvania Electric Products, Inc.; Wabash Appliance Corp., and Westinghouse lamp division of Westinghouse Electric Corp.

The purpose of the campaign was to increase materially the sale of lamps, and to provide a means through which lamp distributors and their agents could resume aggressive promotion of better lighting, and maintain public interest. Prize awards to lamp agents totaled \$1,020, while \$600 went to distributor salesmen.

Millen Co. Appointee

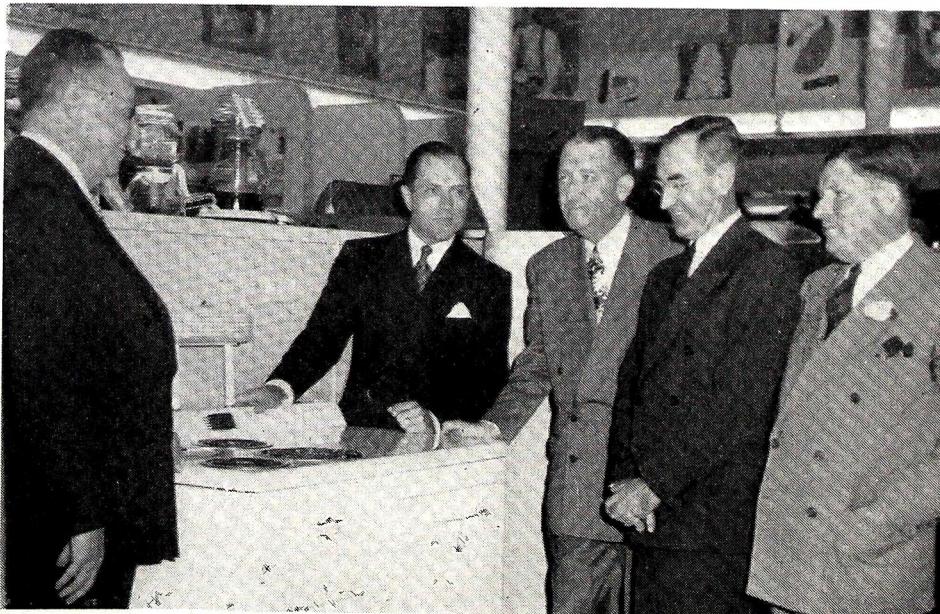
E. Eugene Williams has been appointed general sales manager of the James Millen Mfg. Co., Malden, Mass., according to an announcement by James Millen, president of the company.

Mr. Williams brings to his new position many years' experience in the electronic field, having been with the General Electric Co. in various engineering and sales positions since 1928. Most recently he was sales manager of laboratory and measurement equipment for the Electronic Department of GE.

Universal Sales Reps

B. C. Neece, vice-president and general sales manager of Landers, Frary & Clark, New Britain, Conn., announces the appointments as sales representatives of Frank T. Barmore, L. Paul Gallivan, and H. R. Christman. Mr. Neece also made public the naming of William I. Meyers, III as division manager.

Open New Associated Store in Florida



Present at opening in St. Petersburg were, l. to r., George Patterson, Mayor, Welburn Guernsey, president of Associated Stores, Tampa, Fla., H. A. Brennan, vice-president, William Davenport, manager of local chamber of commerce, and Richard H. Wanner, manager of new establishment.



LONG SCALE, WIDE RANGE VOLT-OHM-MILLIAMMETER

DOUBLE SENSITIVITY

D. C. VOLT RANGES

0-1.25-5-25-125-500-2500 Volts,
at 20,000 ohms per volt for greater accuracy on
Television and other high resistance D.C. circuits.

0-2.5-10-50-250-1000-5000 Volts,
at 10,000 ohms per volt.

A. C. VOLT RANGES

0-2.5-10-50-250-1000-5000 Volts,
at 10,000 ohms per volt.

OHM-MEGOHMS

0-400 ohms (60 ohms center scale)
0-50,000 ohms (300 ohms center scale)
0-10 megohms (60,000 ohms center scale)

DIRECT READING OUTPUT LEVEL DECIBEL RANGES

-30 to +3, +15, +29, +43, +55, +69 DB

TEMPERATURE COMPENSATED CIRCUIT FOR ALL CURRENT RANGES D.C. MICROAMPERES

0-50 Microamperes, at 250 M.V.

D. C. MILLIAMPERES

0-1-10-100-1000 Milliampere, at 250 M.V.

D. C. AMPERES

0-10 Amperes, at 250 M.V.

OUTPUT READINGS

Condenser in series with A.C. Volts for output readings.

ATTRACTIVE COMPACT CASE

Size: 2½" x 5½" x 6". A readily portable, completely insulated, black, molded case, with strap handle. A suitable black, leather carrying case (No. 629) also available, with strap handle.

LONG 5" SCALE ARC

For greater reading accuracy on the Triplet RED • DOT Lifetime Guaranteed meter.

SIMPLIFIED SWITCHING CIRCUIT

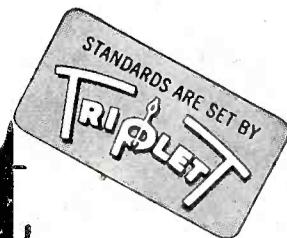
Greater ease in changing ranges.

Write for descriptive folder giving full technical details



Triplet

ELECTRICAL INSTRUMENT CO. BLUFFTON, OHIO



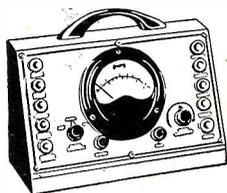
IMMEDIATE DELIVERY

on the best in

TEST EQUIPMENT

All types and makes of test equipment available on our easy payment plan. Place your orders now for preferred delivery. Write for prices and terms.

Exclusive WRL MULTITESTER



- Sturdy Steel Case
- 30-60 Degree Angle
- Stand It Up or Lay It Down

Model MT-100
Catalog No. 16-491

\$18.75

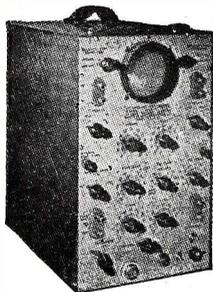
Less Leads

Handles AC DC Voltmeter, DC Milliammeter, high and low range Ohmmeter. 3" meter with sturdy D'Aronsvall movement. Size 5½x8x3¼.

3" Expanded Range OSCILLOGRAPH

Cat. No. 16-1103 **\$245.00**

Permits study of signals of frequencies far beyond the range of usual standard oscillographs; terminal on panel couples into grid of cathode-ray tube for intensity modulation. This instrument is housed for severe service out in the field as well as in the laboratory or plant. 115 V. 40-60 cycles.



Free!

NEW 52 PAGE FLYER

Jammed with values in radio, electronics, and general merchandise. It's Free for the asking. Write for your copy today.

- Send for these exclusive items:
- Tube and Circuit Book 10c
 - Giant Radio Reference Map (size 3½"x4½') 15c
 - Handy Tube-Base Calculator ... 25c



We invite industrial inquiries for electronic equipment and devices of all kinds.

- **ANTENNA LOOPS** for midgets and portables. Replaces antenna coils; good pickup and selectivity, each 39c
- **RESISTOR KITS** Top quality merchandise. Many uses. 100 to Kit, each \$1.15
- **MICA CONDENSER KITS**—Handy kits of best quality that will find a multitude of uses around the shop. 100 to box, each 98c

Leo also carries a complete line of tools, replacement parts, intercom and P.A. systems everything for the progressive service dealer.

QUICK SERVICE FROM LEO
"same day" delivery service
from the heart of the nation
. . . . on anything in radio.

EASY TERMS
always the lowest in the country,
to help you get that much needed merchandise
NOW! Write Leo today.
Address Dept. RT-3
Council Bluffs, Iowa



Wholesale
RADIO LABORATORIES

Premier District Manager

D. M. Oglesby has been appointed Atlanta district sales manager of the Premier Vacuum Cleaner Division, General Electric Co. R. B. Wilson, manager of the Premier Division, announced the appointment.

Serving six southeastern states, Mr. Oglesby will operate a Premier service station in connection with the sales district office in Atlanta, offering both parts and service for all vacuum cleaners.

ECA Ships Radio-Phonos

Electronic Corp. of America, New York, has shipped radio-phonograph combinations to its franchised dealers throughout the country.

The model, No. 104, is a 5-tube radio-phonograph, manually operated and housed in a hand-rubbed walnut finish wood cabinet. The set carries an OPA approved price of \$54.95.

Hallicrafters Wins Award

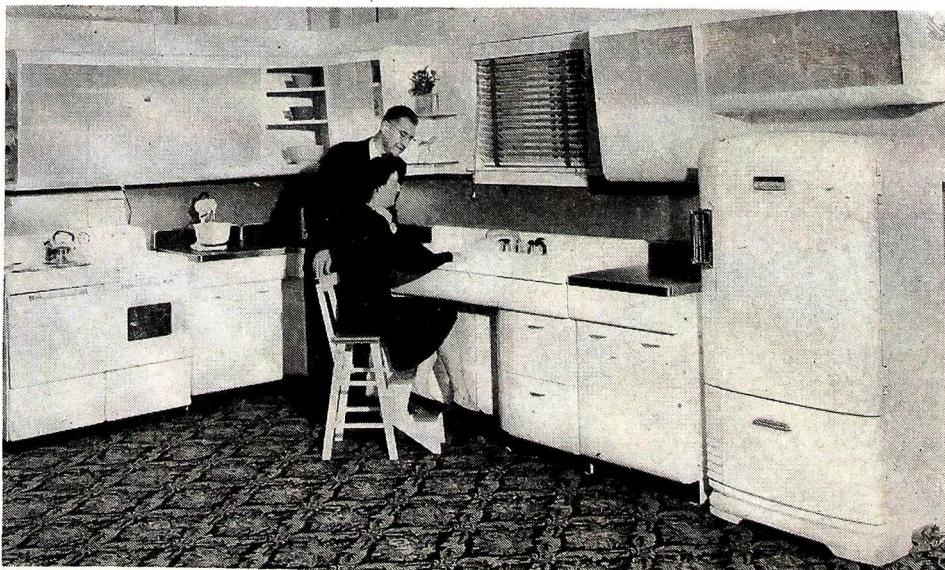
"The Hallicrafters Tuner", official house organ of the Hallicrafters Co., producers of high frequency radio equipment, has been selected as the most humorous house organ in the Chicago area for 1945.

In making the announcement of the award at the second annual meeting of the Industrial Editors Assn., Laura K. Briggs of the Commonwealth Edison Co., contest chairman, announced that nearly 850 entries were received.

Brush Magnetic Recorder

The Brush Development Co., Cleveland, Ohio, recently held a demonstration in New York of its new home magnetic recorder. This device utilizes mechanically coated paper tape as the recording medium. According to the firm, paper tape records give high fidelity at low cost per minute of recording. The company also states that the tape can be replayed at least 1,000 times without noticeable loss of quality.

Crosley Appliances in Model Kitchen



Mrs. Selma M. Andrews, director of home economics, The Crosley Corp., is shown with E. A. Bonneville, manager of the kitchen equipment section, Crosley sales division, in complete kitchen.

NAMM Plans Dealer Helps

At a meeting of a National Assn. of Music Merchants group held in New York, William A. Mills, executive secretary, stated that in the field of store operation, the NAMM will stress sales training, store modernization, selling techniques, etc., in order to prepare for future competition.

The organization, Mr. Mills, declared, will issue dealer helps among other things, in order to stimulate interest in music.

Grigsby Radio Parts

Radio switches in a completely new design will be manufactured by the Grigsby-Allison Co., Inc., makers of radio and electrical devices, Arlington Heights, Ill. The initial production will be concentrated on rotary switches, to be followed immediately by push-button switches, tuners, and other electrical and mechanical goods.

Calls on Astatic Jobbers

J. K. Poff, service engineer of the Astatic Corp., recently called on jobbers in Chicago and Milwaukee. While in Chicago, Mr. Poff attended the organization meeting of the new amateur radio activity section of the RMA parts division.

Paul Miles, the Chicago representative, accompanied Mr. Poff to Milwaukee, to attend the tenth anniversary open house of the Marsh Radio Supply Co., where Astatic products were on display.

New District Manager

Appointment of Ralph E. Lovdal as manager of the northern district of the Westinghouse Electric Supply Co. with headquarters in Milwaukee, Wis., has been announced by David M. Salsbury, vice-president and general manager. The new manager succeeds Roy L. Brown who has been transferred to New York City as manager of the eastern district.

**RADIO & Television
RETAILING**

Presents

“**MAYTIME**”

OR, “**FAME & FORTUNE THROUGH PRODUCT PROMOTION**”
if you advertise in our **MAY SHOW NUMBER**

BACK AGAIN
By Popular Demand
After 5 Years

**DEADLINE
FOR COPY
APRIL 5**

**1946 CHICAGO
RADIO SHOW**

HOTEL STEVENS — MAY 13 - 16

For the first time since prewar the radio industry will hold its all-important trade show. Conditions will be turning again to normal, we feel, and full-scale production will once again be the welcome news for the entire industry.

The May issue will be more than a Maytime frolic, however. Manufacturers, distributors, dealers will be settling down in earnest for heavy selling all through 1946 right up to Christmas. The way to really sell is through this trade's dominant publication. Use color, inserts, spreads—sell and tell your market in the “MAYTIME” Show Number of RADIO & Television RETAILING. There's nothing like it.

27,000 COPIES



ILG Reps Meet

Launching a drive for postwar business, representatives from 19 Eastern branches of the ILG Electric Ventilating Co., Chicago, met in New York to discuss markets, products, and new selling plans. P. D. Briggs, vice-president and general sales manager, presided over the two-day conferences, with keynote address made by J. M. Frank, president. Individuals leading discussion groups on various subjects included B. G. Silberstein, Harry Lagodzinski, C. W. Dexter, W. G. Thomas, W. G. Burbo, D. A. Ferguson, C. H. Schneider, B. L. Casey, and G. L. Kane of Howard H. Monk and Associates, ILG agency. Many sales promotional devices were previewed. The latest methods in merchandising were discussed.

New Garrard Brochure

A new brochure heralds the return of Garrard automatic record changers to the domestic scene. Distributors are now being appointed. Bulletin No. 45 is available from Garrard Sales Corp., 401 Broadway, New York 13, N. Y.

Representing AmerTran

American Transformer Co., of Newark, N. J., announces the appointment of Cooper-Di Blasi, 259 West 14th St., New York, as AmerTran representatives for metropolitan New York and lower New York State.

C. B. Cooper and John Di Blasi is a partnership of two old-time radio men. They have been in the trade since 1930.

Eureka Appoints Loveland Regional Manager

L. E. Loveland, who has been associated with the vacuum cleaner industry for 20 years, has been named Cleveland regional manager for the Eureka Vacuum Cleaner Co., it is announced by George H. Wilkens, sales manager of the Eastern division.

Loveland has been with Eureka for the last six years, during which he served in various capacities. In this new post he will be in charge of the company's sales activities in the state of Ohio, western Pennsylvania and western New York. Loveland will make his home office in Cleveland, where Eureka maintains a factory branch.

He will be assisted in his new duties by Ben Fleetwood of the Cleveland office; John Scurlie, who makes his headquarters in Columbus, Ohio; E. Hill, who manages the Cincinnati office, and Deane Lynch, who makes his headquarters in Pittsburgh, Pa.

A PHONO - P. A. SCOOP — by BELL

LOOK AT THE
FEATURES
THIS 25-WATT
UNIT OFFERS

- Heavy-duty Dual-Speed Motor and Turntable (78-33 $\frac{1}{3}$ R. P. M.) for 16-inch transcriptions.
- Professional type crystal tone arm.
- 25-watt hum-free, undistorted output.
- Complete with matched tubes.
- Two individually controlled microphone inputs.
- Phono volume control.
- Bass tone control.
- Treble tone control.
- Heavy-duty 12-inch P. M. speaker.
- Adjustable impedance line transformer.
- 25 feet of speaker cable with connector.
- Crystal Microphone with desk stand.
- 15-foot shielded microphone cable with connector.



*A Complete, All-Purpose
Transcription Player!*

MODEL 2078

You have the right answer to practically every need for high-quality public-address and music coverage in this all-new BELL Phono-P.A. System. Every feature adds to its wide range, full service heavy-duty utility and fine performance! Its rugged, handsome, Keratol-covered case, measuring only 13" x 19" x 20", is uniquely designed for servicing ease. Your BELL distributor has full details; see him today—or write us for his name!

BELL SOUND SYSTEMS, INC.

1186 Essex Avenue • Columbus 3, Ohio

Export Office: 4900 Euclid Ave., Cleveland 3, Ohio

Miniature Projector For PA Replacements

Radiomen handling outdoor PA repairs sometimes run into PM speakers installed in poorly-weatherproofed baffles or bells.



Atlas HU-15 with driver unit and bracket.

Originally used for music reproduction or because of low amplifier power, newer speaker developments render them obsolete.

Customers are easily sold on changing to miniature PM booster projectors, such as the new Atlas HU-15, manufactured by Atlas Sound Corp., 1443-39 St., Brooklyn 18, N. Y. Pictured above, this re-entrant projector with 12-watt driver unit measures 8 $\frac{1}{2}$ inches in both depth and diameter, and is completely weatherproofed.

Gets Philco Post

Appointment of William E. Bradley as director of research of the Philco Corp., is announced by John Ballantyne, president. He succeeds David B. Smith, who was recently named vice-president in charge of engineering.

McGEE'S CLASSIFIED BARGAINS

In the following classifications you are offered the opportunity to buy many high quality war surplus and post war items at prices you may never see again. ORDER DIRECT FROM THIS SHEET.

AUTO AERIALS

Standard side cowl 66" chrome brass. 36" lead unshielded. A real value\$1.49
Same as above, with 36" shielded lead\$1.79
Top Cowl, Single hole mounting, similar to 41 and 42 original equip. 36" shield lead.....\$1.59

BATTERIES

"Red Hot Special on Farm Packs" 1,000 Hr. 1 1/2 90V. pack. 12 A cell construction by leading Mfr. Fresh stock, while they last \$3.89 Less 20¢ per Batt. freight allowance.
Portable B's Complete stock. Specify manufacturers number. Special, any size.....99¢
Standard B's for Home Radios.....\$1.19
Heavy Duty 45V. B's.....\$1.64
All sizes Portable A's, regular net. Give mfrs' number.

CONDENSERS. Our Leader line of Tubular By-Passes. Oil Filled, Finest Construction. GUARANTEED.
.001 600V 06¢ .02 600V 06¢ .25 600V 12¢
.005 600V 06¢ .05 600V 07¢ .5 600V 15¢
.01 600V 06¢ .1 600V 08¢

TUBULAR ELECTROLYTICS. All Guaranteed 1 Year.
16 mfd 150 V. .24¢ 40-30mfd 150 V. .49¢
30 mfd 150 V. .29¢ 8 Mfd 450V. .28¢
40 mfd 150 V. .35¢ 16 Mfd 450 .49¢
20-20mfd 150 V. .39¢ 8-8 Mfd 450 .49¢

WAR SURPLUS VALUES

In finest "F. P." Banks 30-30-10 mfd 450V, 20 mfd 150V. Upright can 1 1/2 by 4" Net each.....79¢
40-15 mfd 450V, 15 mfd 150V, .25 mfd 25V. Can 1 1/2" Dia. by 4" long Net.....79¢
15-10 mfd 350 V. 25 mfd 25V. 1" by 2 1/2".....49¢
40-40-10 mfd 250V. 1" by 4".....79¢
10-10-10-10-mfd 400V. 1 1/2" by 2 1/2".....79¢
20-20 mfd 150V. 1" by 2 1/2".....39¢
50 mfd 350V. 1" by 2 1/2".....39¢

OPPORTUNITIES FOR THE HAM

In highest quality Xmitting Condensers.
4 Mfd. 600V Oil Filled Paper Condenser in Std. single nut mount 1 1/2" Dia. 4" long.....89¢
2-4 Mfd. 600V Oil filled in can 1" x 2" x 5".....89¢
2 Mfd. 1000 Oil filled uprite can.....89¢
8-8 Mfd. 600V Oil Filled, Mounts on Std. 4 Prg. plug. Can size 2" x 3 1/2" x 4".....\$1.49
G. E. Pyranol 10 Mfd. 600V. with mounting tabs and porcelain stand off terminals 1 1/2" x 4" x 5".....\$1.49
G. E. Pyranol 8 Mfd. 1,000V. Size 1 1/2" x 4" x 4" With mounting tabs and Proc. terminals.....\$1.95
G. E. Pyranol 1 Mfd. 3,000V. Can size 2 1/2" x 4" x 4" with mounting tabs and Proc. stand off Term.....\$1.95
3 Mfd. 3000V. Can size 4 1/2" x 4" x 6" Porcelain stand-off terminals. Only.....\$3.95
3 Mfd. 4,000V. Can size 4 1/2" x 4" x 8" Porcelain stand-off terminals. Never again at.....\$4.95

COILS. Antenna & R. F. Coils High Gain unshielded latest production. Ea. 29¢. Per Set.....58¢
Osc. Coils Small 456, Specify 3 or 4 lug.....Ea. 24¢
I.F. Transformers. Small High Gain Standard mounting metal shield cans. 456¢. 49¢ 262-175 KC.....39¢

IGNITION FILTERS

Generator Cond. Stand. make .5 mfd 200V. Special. .15¢
Plug and Distributor Suppressors......12¢

SPEAKER BARGAINS

Plenty of Dynamic's and P. M.'s in stock but no more at these prices when these are gone.
3 1/2" 450 Ohm. \$1.49 4" 2 1/2 Oz P.M.....\$1.39
4" 450 Ohm. 1.49 5" 2 1/2 Oz P.M.....1.49
5" 450 Ohm. 1.59 4" 4 Oz P.M.....1.59
5" 1800 Ohm. 1.59 5" 4 Oz P.M.....1.79
5" 3000 Ohm. 1.59 6" 2 1/2 Oz P.M.....1.69
6" 450 Ohm. 1.79
4" 6 volt & Trans.....\$1.49
6 1/2" 1000 Ohm & Trans. 2.79 6 1/2" 8 oz. 2.49
6 1/2" 1800 Ohm & Trans. 2.79 6 1/2" 12 oz. 2.95
8" 1000 Ohm & Trans. 3.19 8" 8 oz. 2.95
8" 2500 Ohm & Trans. 3.19 12" 12 oz. 3.95
10" 1000 Ohm & Trans. 4.95 12" 20 oz. 4.95
10" 2500 Ohm & Trans. 4.95 12" 32 oz. 6.95
12" 1000 Ohm & Trans. 5.95
12" 2500 Ohm & Trans. 5.95

EXTRA SPECIAL, 5" P. M. with new ALNICO #5 with very small pot for mounting in small space. Equal to 5 oz conventional P. M. Real buy.....\$1.79

TUBES

Cartoned and out of carton NEW TUBES. Spec. 39¢
6SN7 6N7GT 53 55 4S 2S 89 6F8G 6B8 6B7
2E5 6C8G 6V6 6L7 6SJ7

EXPERIMENTERS TUBES

9003-9002 SPECIAL.....99¢
SPECIAL 6L6G & GA'S JAN. ARMY TUBES, Sylvania, Ken-Rad R. C. A. Special.....79¢
7F7 & 7N7 Locktal Sylvania.....69¢
ARMY 5U4G Cartoned.....49¢
ARMY 6K7M-6K7G Ken-Rad, R.C.A.....49¢
6J5 Army R C A Special.....39¢
6H6 Army R C A Special.....49¢
6L7M Army R C A Special.....74¢

EXPERIMENTERS TUBES (Continued)

6C 5M Army R C A Special.....49¢
6F 6M Army R C A Special.....49¢
6S 7M 6SK7M 6SQ 7M Special.....44¢
6B4 SPECIAL.....59¢
6SQ7 6SH7 6SD7 Metal R C A Ken-Rad.....49¢
12A6 Army, Best Substitute for 50L6.....74¢
305 Army Special.....84¢
R.C.A. 12K8 Best Replacement 12A8.....89¢

LOCKTAL TUBE SPECIALS

Latest Sylvania Production. 14Q7 14B6.....79¢
14A7.....84¢ 35Y4.....62¢
Better Hurry, Limited quantity. Send in order. O. P. A. quantity discount prices.

TUBES AND ADAPTERS TO REPLACE NUMBERS STILL SCARCE AT ABOUT PRICE OF TUBES

1R5 & Adapter to 1A7.99¢ 1L4 & Adapter to 1A5.69¢
1S5 & Adapter to 1H5.69¢ 3S4 & Adapter to 3Q5.69¢
1T4 & Adapter to 1N5.69¢ 3S4 & Adapter to 1Q5.69¢

GOOD SUBSTITUTES FOR THOSE IMPOSSIBLE 2V TUBES

3A4 & Adapter for 33.69¢ 1S5 & Adapter for 1H6.69¢
3A4 & Adapter for 1G5.69¢ 1S5 & Adapter for 1B5.69¢
3A4 & Adapter for 1F4.69¢ 1T4 & Adapter for 30.69¢
A34 & Adapter for 1F5.69¢ 1R5 & Adapter for 1C7.99¢
1T4 & Adapter for 1D5 1E5.....69¢

We have sold many thousand of these adapters and Service-icent report that in most cases the substitution is as good or better than original.

PHONE PLUGS & JACKS

L55 Army Phone plugs, 2 Circuit.....19¢
Metal Phone plug, Nickel Plated.....49¢
Phone Jack, Chassis mount, open circuit.....19¢
Phone Jack Chassis mount, closed Circ.....19¢
Mike Connectors, Amphenol Female cord.....29¢
Amphenol Male Cord Connectors.....24¢
Amphenol Male Chassis Connectors.....19¢
Red & Black Plastic Tip Jacks & Plugs Ea.....09¢

SOLDERING IRONS

80 watt with standard 3/8 removable tips.....\$1.98
100 watt heavy duty iron best type construction.....\$2.49

CONDENSER GANGS

5 gang as used in communication sets.....\$1.49
3 gang.....\$1.49

VOLUME CONTROL. Latest construction 500,000 ohm with switch and 3" shaft.....59¢

U S ARMY 5" SCOPE

5" scope made by Western Electric in OD army metal case complete with 5" scope tube.....\$49.95

VOLT OHM METER. Robson Burgess 1 mill movement has ohms and volt scales ideal for the radio serviceman in metal case.....\$17.95
test leads.....69¢
0-1 mill meter, 3", 0-20V scale, built-in 20,000 ohm multiplier, guaranteed new, perfect.....\$3.95

RECORDING BLANKS—first quality

6" alum.....15¢ 12" alum.....36¢ 10" Glass.....47¢
8" alum.....21¢ 8" Glass.....35¢ 12" Glass.....59¢
10" alum.....27¢

TUBE SOCKETS

Octal ceramic 1 1/2" mountings each.....7¢
Amphenol miniature sockets bakelite.....7¢
Octal bakelite sockets clip in.....6¢
Octal bakelite socket metal rim 1 1/2".....6¢
same as above only 15/16" mtg.....6¢
Wafer socket octal 1 1/2".....4¢
same as above only 15/16" mtg.....4¢
4, 5, 6, or 7 prong wafer.....3¢

MICA CONDENSERS

Small sizes for radio use .00005 .0001 .00025 .0005
.00075 .001 .002 .005.....6¢ each, 100 for \$4.95

WAR SURPLUS. Bath tub by passes as used in Army, Navy receivers, metal cased
3 x .05 600 volt.....15¢ 1 mfd 600 volt.....19¢
3 x .1 600 volt.....19¢

TRANSMITTING TUBE. Triode similar to 203A used but guaranteed G E type no VT-4C.....net \$1.95

WAR SURPLUS. Motor generator size 7" x 6" x 6" 12 volt DC input output 500 volts at 50 mills and 275 volts at 110 mills cost 30.00 to build.....net \$4.95

MOTOR GENERATOR. 9 volt input output 400 volts at 100 mills small in size a bargain at.....\$3.95

ARMY FM TRANSCIEVERS

FM Mobile transceiver made for trucks and mobile forward units, is operated from 6 or 12 volts, contains vibrator power supply has 19 1 1/2 volt tubes and 6 spares wired and complete size 10 x 10 x 5 has ant mounting phone connection and mike connections. Shipped without bottom and top plate, has spare vib. worth our price.....\$29.50

TUBULAR CONDENSERS

Government spec. 5600 volt oil filled, worth 40¢ special at 15¢. 100 for.....\$12.95
.05 600 volt oil filled tubulars all aluminum construction size 3/8 x 1 3/4 a hot buy 11¢. 100 for.....\$8.95
1 600 volt oil filled condenser best insulation will stand 2000 volt surge 12¢. 100 for.....\$9.95
4 ft. exten. cord, headset or mike, fitting both ends.....49¢

KNOBBS. Assortment of 50 latest type set screw knobs—special.....\$3.29

POWER TRANSFORMERS. Latest fully shielded construction. Upright mounting. Best values in the country.
40 mill 6.3.....\$1.79 125 mill 6.3.....\$3.19
50 mill 6.3.....1.99 200 mill 6.3.....3.95
60 mill 6.3.....2.19 50 mill 2.5.....2.19
75 mill 6.3.....2.39 75 mill 2.5.....2.49
90 mill 6.3.....2.79 120 mill 2.5.....3.29

INPUT TRANSFORMERS

Standard strap mounting for replacement use.
Small size class A single Plate to PP grids.....99¢
Same as above only class B for Battery sets.....99¢
Medium size inputs class A.....\$1.19

OUTPUT TRANSFORMERS

Universal type matches any pp or single plate to any voice coil standard strap mounting. Small size.....99¢
Medium size.....\$1.19 Large size.....\$1.39
Pushpull 6V6 shielded to 6 or 8 ohm voice coil.....99¢

VIBRATORS

Standard 4 prong.....\$1.49
Delco off set 4 prong.....1.59
Standard 6 prong sync. Made by Mallory—a very popular type at a ridiculous price.....\$1.98
Midget sync. vibrator made by Radiart can size 1 1/8" x 2 1/8". Small enough to fit in most any original case, the vibrator with a hundred uses, no buffers.....\$1.49
General Electric 2 volt vibrator and transformer as used in the G E self charging portable.....\$1.98

CHOKES. 50 mill for AC DC small 200 ohm.....49¢
120 mill 8 henry 350 ohm.....\$1.19
SMALL original equipment clamp on type output transformers, 2, 5 and 10M ohms to VC special.....54¢

CRYSTAL MIKE best quality, with 7 ft. cord, standard fitting.....\$4.95
CRYSTAL DESK MIKE, standard fitting, 20 ft. best quality cable #1, amphenol screw on connector.....\$7.95

PHONES

U S Army head sets best available. Sponge rubber cushions per pair.....\$1.95
Army head set and dynamic hand mike combination mike alone worth much more.....\$4.95
Army carbon button hand mike and cord and plug.....\$1.95
Telegraph Key bakelite base, all chrom parts.....79¢

PHONO PICK UPS

Astatic crystal pick up straight arm SL8.....\$2.90
Astatic crystal pick up off set arm D9.....2.90
Astatic curved arm crystal pick up.....2.90
Astatic 0-7 crystal pick up 6.50 list.....3.90
Webster AJ-1 1-oz pressure with permanent needle very special.....3.90

REPLACEMENT CARTRIDGES

We have a complete line of crystal cartridges order by no.
1-26A L-40A N-2 C-2 C-3 each.....\$2.35
B-2 M-2 each.....\$2.90 LP-6 each.....\$4.70

RESISTORS

100 assorted 1/4 watt popular sizes—special.....99¢
100 assorted 1/2 and 1 watt all below 100 ohms.....99¢
100 assorted 1 watt resistors popular sizes.....\$1.49
Insulated ceramic resistors any size, 1/2 watt.....each 3¢
same as above only 1 watt.....each 6¢
Wire wound 10 watt.....19¢ Wire wound 20 watt.....29¢

WIRE

Parallel AC line cord No. 18 rubber covered brown or black. 250 ft. spool.....\$3.25
Iron cord No. 18, best grade—per ft.....3¢
100 ft.....\$2.75 500 ft.....\$12.45
Antenna Wire, 50 ft., No. 26, 7 strand copper.....22¢
50 ft. lead-in wire No. 16, tinned, heavy rubber ins.....19¢
Antenna Wire, solid, No. 12, tinned—100 ft.....59¢
Push Back wire #20 solid, easy push back, cotton and rayon covered, tinned—100 ft.....59¢ 1000 ft.....\$4.95
Shielded wire No. 18 rayon insulation very best quality 100 ft.....\$1.95
Tinned Braided Shielding
1/4 copper tinned.....per ft. 1 1/2¢
3/8 copper tinned.....per ft. 2¢
1/2 copper tinned.....per ft. 2 1/2¢
AC DC Line Cord. Make your own line cords 30 or 60 ohms per ft.....per ft. 4¢
Mike Cable. Best grade of heavy stranded single conductor rubber covered.....per ft. 5¢
Bell Wire. 2 conductor vinlon coated No. 20 solid tinned 100 ft.....79¢
Dial Cable. 42 strand phosphor bronze best quality 100 ft.....99¢
Line Cord. Stand. rub. cov. 6 1/2' ac plug.....16¢
AC DC Line Cords. All sizes—135, 160, 180, 200, 220, 250, 300, 360 ohms.....each 39¢
560 or 960 ohm cords and Universal line cords.....59¢
Ballasts K49B, K55B, K42B, K49C, K55C, K42C—each.....39¢

TERMS: All prices shown are net. All items subject to prior sale. Please do not make remittance for total amount of order. If check is sent, mark it not good for more than amount of order and we will fill in the correct amount. This eliminates necessity of making refund if we are unable to completely fill order. C. O. D. shipments made if 10% remittance accompanies order.

McGEE RADIO & ELECTRIC CO., 1225 McGee St., Kansas City, Mo.

LAKE'S

RADIO CABINETS & PARTS

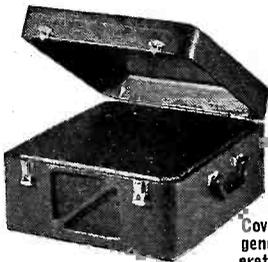


Now Available!

Postwar 2 Post RECORD- CHANGER

In luxurious brown leatherette portable case, 15" L x 15" W x 10" D. Latest electronic developments make this modern

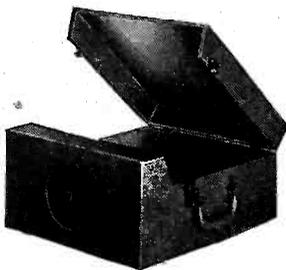
record-changer the finest on the market today! List price—\$49.95 Dealer's net—\$29.97



De Luxe PHONO CABINET

Covered in luxurious, genuine brown leatherette, has deluxe brass hardware throughout, made completely of plywood with brown plastic handle, has padded top and bottom. Motor board 14" x 14 1/2". Overall dimensions 16" L x 15" W x 8" H.

Your special net price\$8.95



Portable Phonograph case in brown leatherette covering. Inside dimensions 17 1/2" long, 13" wide, 7 1/2" high. Has blank motor board and opening for speaker. As illustrated at left, specially priced at..

\$7.95

Also blank table cabinets of walnut veneer in the following sizes, with speaker opening on left front side: (*Note: *7 has center speaker grille)

#1	— 8 1/4"	L x 5 1/4"	H x 4"	D \$1.95
#2	— 10 1/4"	L x 6 1/4"	H x 5"	D \$2.75
#3	— 13 1/4"	L x 7 1/4"	H x 6 1/4"	D \$3.25
#7*	— 10 1/4"	L x 7"	H x 5 1/2"	D \$2.50

*Speaker Opening in center of front side.

All types of radio cabinets and parts are available at Lake's Lower prices. A large stock is listed in our catalog.



SERVICEMEN—RETAILERS
Join our customer list today.

Dept. B

Write for our NEW 12 page, illustrated, elaborate catalog!
Order from Lake!
You'll make no mistake!

Lake Radio Sales Co.

615 W. Randolph Street
Chicago 6, Ill.

E-L Names Barnett ElecToy Sales Manager

I. W. (Red) Barnett has been named sales manager of the expanding ElecToy division of the Electronic Laboratories, Inc., of Indianapolis.

At the same time, William W. Garstang, president of the firm, announced that Samuel W. Simpson of Indianapolis, will serve as Barnett's assistant with the title of manager of the division.

The ElecToy division is responsible for the sales and distribution of the new electronic toys, recently introduced by the firm, which include an electric game, the Buzz-Ball; a black light painting kit with fluorescent paints; the Utiliphone, a toy inter-communications system based on the walkie-talkie principle, and an electric cannon which can lob a wooden pellet a distance of thirty feet.

Mid-West Dealers See New Zenith Radio Line

"When Zenith said during the war that peace would bring Zenith radios brand new clear through, the company made a promise on which it can now deliver," E. C. Bonfig, Zenith vice-president in charge of household radio, told 300 Kansas City dealers when he presented the 1946 line there recently as guest of the Columbian Electrical Co., sponsor of the sales meeting.

In addition to Bonfig, W. B. Satterlee and Walter Blue, owners of the Columbian Electrical Co., addressed the dealers, pointing up the tremendous future in the retail radio field. Harry Warde, sales manager for Columbian, and Jim Henry, Zenith district manager in the Kansas City territory, presented the advertising-sales promotion story to the dealers.

Farnsworth Branch Moves

The Chicago distributing branch of the Farnsworth Television & Radio Corp. has moved from 540 N. Michigan Ave. to its new office and showrooms in suite 535-B of The American Furniture Mart, 666 Lake Shore Drive, Chicago 11, according to E. J. (Joe) Hendrickson, branch manager.

Test Minerva Radio



Murray Daniels, left, plant manager, and Sydney R. Berens, president Minerva Corp. of America, board plane to test firm's radio.

Eureka Williams Corp. to Be New Name

H. W. Burritt, president, announced the change of the Eureka Vacuum Cleaner Company's corporate name to the Eureka Williams Corp. "The new name more properly represents the combined operations of the company's Eureka and Williams division which were established following merger of Williams Oil-O-Matic Heating Corp. with Eureka last year," Burritt declared. George T. Stevens, vice-president, is manager of the Eureka division, and W. A. Matheson, vice-president, is manager of the Williams division.

Duncan J. Tutt has been named southwest regional manager, it was announced. He will be responsible for sales throughout key trading areas in the southwest states.

Sizing Up Salesmen

A good salesman is characterized by his sociable nature and capacity for making friends. To gauge a man in sales ability learn who his friends are, how many they are, and where they are. If he has made many good friends in the past, he will probably continue to make new friends in the future.

Howard Distributors Meet in Chicago



Among those present at a party given for jobbers of the Howard Radio Co. were, l. to r., Joseph M. Muniz, vice-president and general sales manager of Howard; Paul Hichborn and Joseph Reguerla, of Gulf Appliance Distributors, Tampa, Fla.; Rodney Young, Rodney Young Co., Cincinnati, Ohio.

Announce Jobbers for Iceberg Freezer Units

Iceberg Refrigerated Locker Systems, N. Y. C., manufacturers of Iceberg frozen food storage units, announced the following distributor appointments:

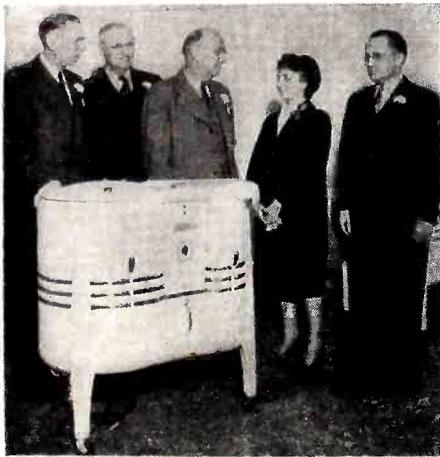
Goddard-Hottel Corp., Washington 5, D. C.; H. D. Smith Sales Co., Bluefield, W. Va.; D'Elia Electric Company, Inc., Bridgeport 5, Conn.; Victor Shaw Co., Charlotte, N. C.; Iceberg Equipment Sales Co., Chicago 3, Ill.; Brooking Refrigeration Sales Co., Cleveland, Ohio; Cate-McLaurin Co., Columbia, S. C.; General Appliance Co., Denver 7, Colo.; Appliance & Equipment Dept., 555, Inc., Little Rock, Ark.; Tennessee Valley Appliances, Inc., Memphis 3, Tenn.; Sunset Electric Co., Portland 9, Ore.; Sunset Electric Co., Seattle 14, Wash.; Columbia Electric & Manufacturing Co., Spokane 8, Wash.; Goddard-Hottel Corp., Washington 5, D. C.; Ridgewood Fruit Industries, Inc., Winchester, Va.

Westinghouse Appointment

Henry Czech, manager of the northwestern district of the Westinghouse Electric Supply Co., has announced the appointment of Clarence G. Ward as manager of the Peoria, Ill., branch.

Easy Spindrier Award at Dealer's Store Opening

At the opening of the new appliance store by Krueger Electric Co., Norfolk, Neb., Mrs. Mary J. Butterfield was awarded a new 1946 Easy Spindrier washer. One of ten winners in Easy's



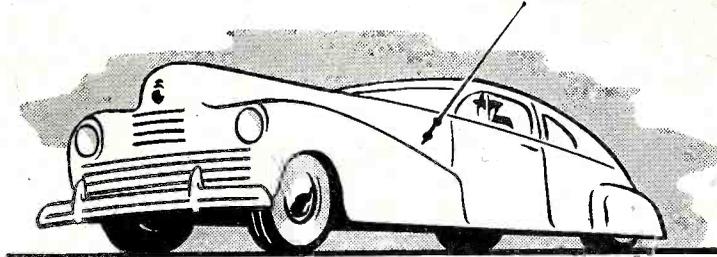
Attending the presentation of the award, were: (l. to r.): C. A. Lindevall, sales mgr., K. K. Co., Inc.; Louis Segrist, sales mgr., Krueger Electric Co.; Mayor R. W. Breyer, mayor of Norfolk; Mrs. Mary J. Butterfield; R. J. Krueger.

nationwide Spindrier contest, Mrs. Butterfield was officially presented with her prize at the Krueger store. The combination of the grand opening, and the prize presentation, drew considerable traffic to the store, owned by R. J. Krueger. A Spindrier demonstration also obtained many on-the-spot orders. Also participating was C. A. Lindevall, sales manager of K.K. Co., Inc., distributors, Omaha, Neb.

Where lasting appearance counts . . .

SNYDER

Antennas



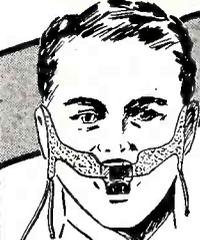
SNYDER

MANUFACTURING COMPANY

PHILADELPHIA

MANUFACTURERS . . . START TO FINISH

MICROPHONES



ATTENTION DEALERS
Order these Microphones for re-sale to amateurs and experimenters. We have a large quantity of both now, but when these are sold, no more will be available.

Just received at **OLSON RADIO WAREHOUSE**: a large shipment of Government-released Single Button Carbon Microphones with headstraps and connecting wires. Noise-cancelling, designed for use in Army Tanks. Straps on the head, with mike above the lips. These lip microphones are **NEW**, direct from factory on a contract termination. Cost the Government much more than our price. Can be used with any low gain amplifier, or connected to any radio and used as a home microphone. Can be used with only a battery and headphones for inter-office telephone work, with no amplifier. Microphone current, 50 mills; resistance, 50-100 ohms. Excellent frequency response from 200-4,000 CPS; not affected by variation in position. Immersion proof. **ORDER NOW!**

Reg. Retail Price, \$12.50
YOUR PRICE— \$1.05
POST PAID



EXTRA SPECIAL! Same Microphone without straps or wires. Can be used as above, and also as a contact or guitar mike. The package of 12 is a super-bargain!

50¢ EACH

Regular Retail Price, \$8.00 ea.

PACKAGE OF TWELVE, \$5.00

This offer good only in U. S. A. Send for our **FREE Monthly Bargain Catalogs**

MAIL TODAY OLSON RADIO WAREHOUSE

73 E. Mill St., Dept. 16, Akron, Ohio

Send me Lip Microphones with Straps and Connecting Wires, @ \$1.05.
Send me Lip Microphones only, @ 50c. Send me pack of 12 Lip Microphones for \$5.00. I enclose \$_____.

NAME

ADDRESS

NEW SOLDERING GUN

THE SPEED IRON*



Patent Applied For

100 Watts 115 Volts 60 Cycles

Soldering Heat in 5 Seconds

Wherever you have a soldered joint in radio, electrical or electronic repair and service work, the Speed Iron will do the job faster and better.

The transformer principle gives high heat—in 5 seconds—after you press the trigger switch. Convenient to hold with a pistol grip handle, the compact dimensions of this new soldering tool permit you to get close to the

*T.M. Reg. U. S. Pat. Off.

joint. The copper loop soldering tip permits working in tight spots. The heat is produced by the high current flowing through the soldering tip—permitting direct and fast transfer to the soldered connection.

If you want to save time on soldering jobs with a tool that is ready to use in 5 seconds, get a Speed Iron today. See your radio parts distributor or write direct.

WELLER MFG. CO.

516 NORTHAMPTON ST. • EASTON, PA.

AMPLICALL

A stand-out name in
— Intercommunication
— Paging
— PA Systems

RAULAND distributors from coast to coast are enthusiastic about the way business executives are going for AMPLICALL Systems. During the war most of these businesses had to do without plant or office communications. Now they realize they can't afford to be without AMPLICALL, the stand-out System, which offers them so many advanced features for increasing overall efficiency. AMPLICALL's design-flexibility, multiple uses, clear tone quality, day-in-and-day-out dependability and trouble-free operation are just a few reasons for its remarkable performance record.



AMPLICALL Weatherproof Speaker



AMPLICALL Paging Control Unit



AMPLICALL Audio Amplifier unit for laboratory, test equipment and general applications



AMPLICALL Intercommunication unit, available for two-way communication between multiple stations

Electroneering is our business

RADIO · RADAR
SOUND

Rauland

COMMUNICATIONS
TELEVISION

THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS

20 Years Ago

From the January, 1926, Issue
of Radio Retailing

"RADIO, OUR NEWEST UTILITY"
—The Time Is Coming When No Home Will Be Without Its Radio Set, Any More Than It Would Be Without Its Daily Newspaper.

"TO DUPLICATE AN AVERAGE 'RADIO EVENING' WOULD COST \$140 FOR PHONOGRAPH RECORDS" — Figure the cash value of entertainment, is advice given to dealers.

A RADIO DEMONSTRATION PROPERLY MADE IS A SALE PRACTICALLY CLOSED — Headline.

"THE FOUR HORSEMEN"—The degree of control over expenses of occupancy, selling, publicity, and administration, determine the success or failure of a retail operation.

TRAINING THE STORE SALESMAN—Teach salesman to: Match the set to the customer's purse; concentrate on one instrument; tell the truth; eliminate technical discussion, and sell on performance, reliability, and appearance of the receiver.

BENJAMIN FRANKLIN'S ADVICE ON RADIO—"Never be the first to pick up a new thing, nor the last to drop an old one."

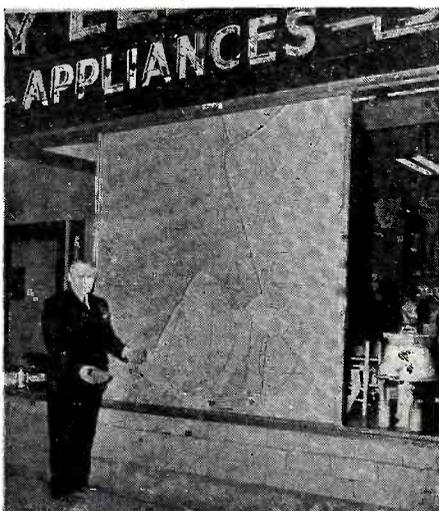
WHAT'S NEW—A crystal receiver contained in head set; gold plated aerial wire; a long reach adjustable radio wrench.

Tells Stromberg Plans for FM and Television

Dr. Ray H. Manson, president of the Stromberg-Carlson Co., made what has become his annual talk before a capacity luncheon meeting of the Rochester Engineering Society recently.

Featured in his talk was the role that the company he heads will play in frequency modulation broadcasting and television in 1946 and the years to come. According to Dr. Manson, wartime experience in new research and manufacturing techniques will probably expedite considerably the advent of television when some of the clamps are removed.

Wanted Radio Badly!



An attractive display of a new radio prompted a thief to throw brick through window of Casey Electric Co., Louisville, Ky., and steal set. Owner J. J. Casey is shown holding brick.

New G. C. Display Rack

General Cement Mfg. Co., Rockford, Ill., announces its new G-C dial belt display-merchandiser. Individually packed dial belts are prominently displayed in a counter rack and provide instant selection of any of the 96 various types. For the service man who is in doubt about the exact type of dial belt he requires, a handy reference locator is furnished, which quickly gives the information.

The G-C dial belt merchandiser is sufficiently large to hold the jobber's entire stock, but yet compact enough to fit into a small space. Each belt type has its own compartment, which makes taking inventory and reordering a quick and easy procedure. Printed on the front of the display is a convenient price list.

GE Appoints Fritschel



E. H. Fritschel, manager of sales of General Electric's Tube Division, Electronics Dept.

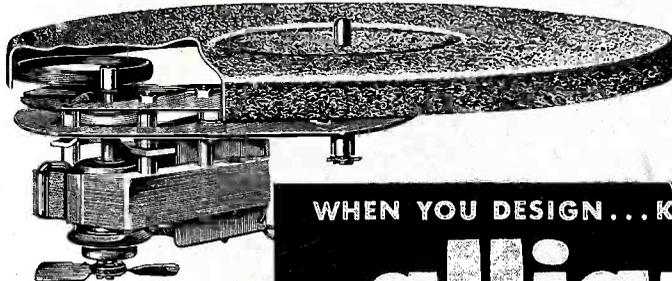
MOTORS

Millions OF 'EM!

Yes . . . we've made millions of Alliance phonomotors for the radio industry! They drive turntables, record changers and radio tuning mechanisms. And we want retailers, jobbers, service shops and manufacturers to know that we'll make millions more! The famous Model 80 is rolling off our high speed lines in ever increasing quantity. But . . . that isn't all! We'll build thousands of Alliance Powr-Pakt motors at the same low unit cost to actuate all kinds of moving parts and controls! They'll start, stop, reverse, and can be furnished in quantity with design variations to meet the demands of specific jobs.

New uses for the Powr-Pakt line!

Electronic and electric controls, time, temperature, pressure and humidity controls, coin operated phonographs, drink and merchandise dispensers, fans, valves and blowers, door openers, signals, motion displays, movie projectors and scores of industrial applications.



The new Model 80. "Even-speed" phonomotor — Smooth, quiet and cool-running.

WHEN YOU DESIGN . . . KEEP

alliance

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO
Alliance Tool and Motor Ltd., Toronto 14 Canada

Attention: RADIO SERVICEMEN

Here is the new, Jensen Phonograph Needle Saleskit designed especially for the Radio Serviceman. It's colorful, compact and convenient—just the thing for slipping into the pocket and taking on service calls . . . a definite aid in demonstrating fine phonograph needles . . . the first real saleshelp ever offered exclusively to servicemen.

Now available at your jobber. WRITE TODAY for complete details and our better than usual discount to servicemen.

Contains 3 Jensen Concert Needles retailing at \$1 each and 3 Jensen Genuine Sapphire Needles at \$2.50 each. Install the needle that augments your work, assures full clear tone of the instruments you repair.

JENSEN INDUSTRIES, INC., 329 S. WOOD STREET, CHICAGO 12, ILL.

AMERICAN CAPACITORS

DRY ELECTROLYTIC &

PAPER DIELECTRIC



SPECIFICATION
SHEETS ON
REQUEST

ALL STANDARD TYPES • PRECISION
ENGINEERED FOR DEPENDABILITY

AMERICAN CONDENSER CO.

4410 NO. RAVENSWOOD AVE. • CHICAGO 40, ILL.



RESISTORS CAN BE A JOY . . .

. . . OR A HEADACHE

When quality resistors are used in service work, they are a double joy . . . they pay bigger profits because of higher sales prices and they eliminate those frequent unpaid-for return calls to make good because of resistor failures. If, however, radios fail, due to poor resistors, customers forget about the few pennies saved and only remember that service jobs were not satisfactory. Send for Ward Leonard Resistor Bulletin D-2. Ward Leonard Resistors are quality Resistors.

WARD LEONARD RELAYS • RESISTORS • RHEOSTATS

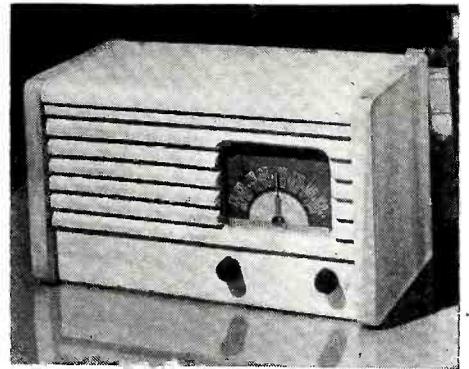
Radio and Electronic Distributor Division

WARD LEONARD ELECTRIC COMPANY

Electric Control Devices since 1892

53C WEST JACKSON BLVD., CHICAGO, ILL.

New Medco Radio



Six-tube ac-dc set made by Medco Mfg. Co., New York, has built-in antenna. Encased in walnut, mahogany, blonde maple. OPA price \$32.95. Set designed by Henry Schein.

Cosmo Records Active

Cosmopolitan Records, Inc., New York, announces the appointment of Eddie Heller, just returned from the armed services, as head of sales and distribution, and Herb Hendler, as director of artists and repertoire, both formerly with RCA's Victor division.

In line with its plant expansion at Massapequa, N. Y., and additional pressing facilities obtained in Los Angeles, Cosmo is looking forward to increased production. Its "Tubby the Tuba" album for children (grown-ups like it, too!) is proving extremely popular, with sales hitting new highs.

Solar Promotes Wolin

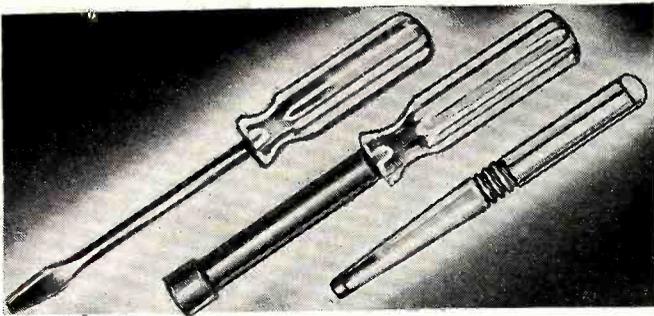
Elevation of Sylvan A. Wolin, formerly sales manager of the Solar Capacitor Sales Corp., New York, to the post of sales promotion manager of both the Solar Mfg.



Sylvan A. Wolin.

Corp., the parent company, and the Solar Capacitor Sales Corp., has been announced by Wickham C. Harter, vice-president in charge of sales.

Named to succeed Mr. Wolin as sales manager was George Jephson, formerly assistant sales manager. Both Wolin and Jephson have been associated with the firm which has manufactured condensers and filters for a number of years.

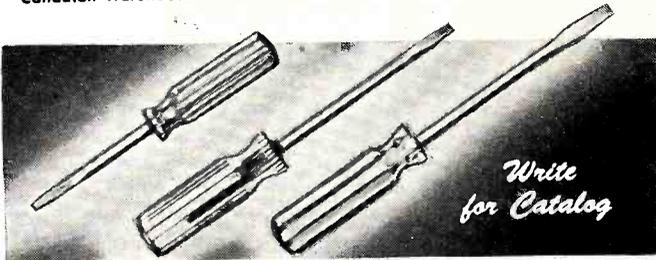


For every production line need . . . for factory maintenance . . . to speed repairs . . . to satisfy every employee requirement in a host of industries . . . there's a

VACO Shock-Proof, Break-Proof
AMBERYL HANDLE SCREW DRIVER. 173 TYPES.

VACO
PRODUCTS CO.

317 E. ONTARIO ST. • CHICAGO II, ILL.
Canadian Warehouse: 560 KING STREET, WEST • TORONTO 2, ONTARIO



*Write
for Catalog*

MONEY-SAVING SPECIALS

Send us your orders, not only for these specials, but for other items you need . . . speakers, switches, cords, wires, knobs, resistors, etc. If anyone can fill your order LIFETIME can.

BALLAST TUBES

J.F.D. Ballast Tubes — K49B, K49C, K55B,
K55C, L49B, L49C, L55B, L55C48¢
100-77, 100-7058¢
NEW TYPE Aircooled Ballast Tubes88¢

TUBES WITH ADAPTERS

Use these combinations to replace tubes that can't be bought now.

To Replace	Use Tube & Adapter	List Price	Your Cost Tube & Adapter
1A5	1T4 & Adapter.....	\$3.10	\$1.51
1N5	1T4 & Adapter.....	3.10	1.51
1H5	1S5 & Adapter.....	3.10	1.51
3Q5	3S4 & Adapter.....	3.10	1.51
1Q5	3S4 & Adapter.....	3.10	1.51
1T5	1T4 & Adapter.....	3.10	1.51
45	3A4 & Adapter.....	2.95	1.43

Write for Bulletin Listing Hundreds of Items

Lifetime
SOUND EQUIP. CO., Dept. TV-X
911-913 JEFFERSON AVE., TOLEDO 2, OHIO

ELECTRO
ELECTRICAL AND RADIO EQUIPMENT

BATTERY ELIMINATORS



FEATURING! OUR NEW MODEL "Q"

For use anywhere beyond high line connections. The better eliminator every farmer, camper, sportsman, trailer or boat owner, etc., has been waiting for. Lifts battery radio reception to new heights of satisfaction for isolated listeners. For auto service will save three-quarters of normal battery drain.

OPERATES ANY 1.4 VOLT—4, 5 OR 6 TUBE RADIO FROM 6 VOLT STORAGE OR DRY BATTERY OR WINCHARGER

Costs but a few cents per hundred hours of operation. Sturdily constructed—no liquids or moving parts—operates in any position. Completely filtered—hum free—silent and efficient in operation. Universal plugs and sockets to fit any radio. Weight packed—only 3½ lbs.

FOR 2-VOLT RADIO FROM STORAGE BATTERY SOURCE—
SELL OUR MODEL "R"

NOTE: Due to critical material shortages at this time, our production is necessarily limited and deliveries can be made only through our present established jobbers. Canadian representative, Atlas Radio Corp., Toronto, Canada.

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators
549 WEST RANDOLPH STREET CHICAGO 6, ILL.

"Columbia" is a reliable source

Everything in WIRE!

for the

Radio and Electronic Trade

3 SPECIALS

priced to move from stock

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#16 (same as above) 8.50
#14 (same as above)11.95
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No. 3 2 conductor plastic parallel rip cord #20 Ga. black, brown or white
2500 ft. reels\$10.95
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10-12 tube power transformer 6.3 V. winding 100 Ma. ...	3.69
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New 6L6 metal tubes in original cartons89
Headphones, Signal Corps, 8000 ohms, List \$10.00 ..	2.95
Telegraph keys with cutout switch95
2500 mfd. 3 volt F.P. condensers69
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15 mfd. 450 W.V.42
20 mfd. 150 W.V.32
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50-30 mfd. 450 W.V.73
Tubular bypass condensers	
600 W.V.	
.01 and .0207
.0508
.110
.25 mfd.15
.5 mfd.22

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Write for our illustrated literature featuring all types of radio parts. . . . Order from your jobber or write direct:

Dept. B
ARROW RADIO CO.
2205 W. Division Street
Chicago 22, Ill.

RECORD ACES

(Continued from page 47)

ing thrushes, the Pied Pipers, and others.

Musicraft introduces Gordon MacRae of radio fame, and many others from the Guild label, recently purchased by this firm.

Cosmopolitan is stressing well-knowns and has just signed band-leaders Tony Pastor and Hal McIntyre, formerly with Victor. Pastor's first for Cosmo: "Sioux City Sue" and "Loop De Loo"; Hal McIntyre's first waxing is "Patience and Fortitude", with flipover "There's No One But You".

Cosmo will cut fewer artists and concentrate on leaders and increased production. Expects to reach the million mark in pressings on McIntyre, alone.

Aligning Superhets

(Continued from page 83)

A number of preliminary adjustments may be necessary before starting alignment. First, examine all control settings. The volume control of the receiver should be at maximum, or in the "fully on" position throughout the alignment procedure. If push-buttons are present, they should be in "off" positions, with the "manual" button alone pushed in. The tone control should be on "speech" or "treble" setting. If a phono-radio switch is present, it should, of course, be on "radio". The band-switch should be set at "broadcast" when broadcast frequencies are to be aligned, and on "short-wave" for short-wave alignment.

Preliminary Checks

Several cautions may be given at this point: Don't use a metal workbench to align sets on. When working on a set with a built-in loop antenna, make sure that no metal is near the loop. Allow receiver and signal generator to heat up for several minutes, before beginning alignment.

The receiver's dial calibration should be checked, to see whether it tracks properly with the ganged tuning capacitor. If it doesn't, close the tuning capacitor and set the dial pointer on the first mark at the left edge, or low frequency end, of the broadcast scale.

In the article to follow, we will continue our discussion of alignment, going into the details of alignment procedures.

Electricity

Models range from 350 to 35,000 watts. A. C. types from 115 to 650 volts, 50, 60, 180 cycles, single or three-phase and 400, 500 and 800 cycles, single phase. D. C. types from 6 to 4000 volts. Also available in dual voltage and special frequency types.



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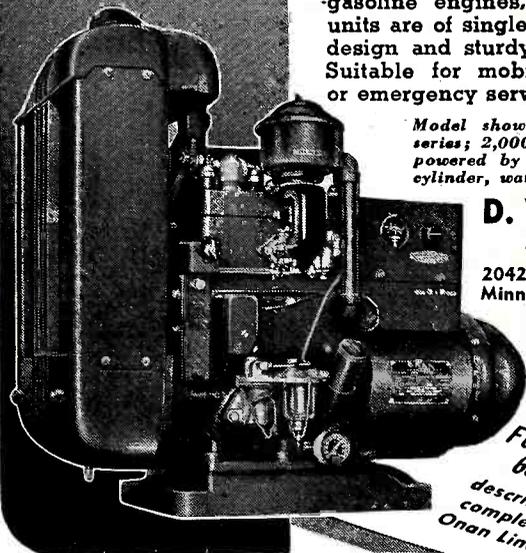
• ONAN ELECTRIC GENERATING PLANTS supply reliable, economical electrical service for electronics and television applications as well as for scores of general uses.

Driven by Onan-built, 4-cycle gasoline engines, these power units are of single-unit, compact design and sturdy construction. Suitable for mobile, stationary or emergency service.

Model shown is from W2C series; 2,000 to 3,500 watts; powered by Onan-built, two-cylinder, water-cooled engine.

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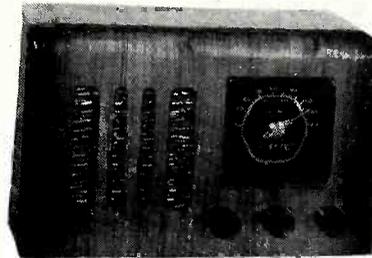
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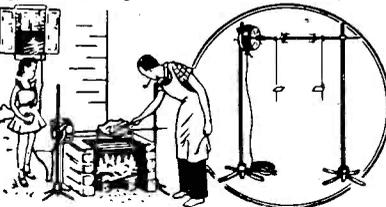
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Distributors for
**BELL SOUND EQUIPMENT
and
TEMPLE RADIOS**

Write for our list of tubes

ST. LOUIS 3, MO.

Steady Volume

(Continued from page 44)

Featured on these programs will be record patter, and pick-ups from the listening booths where fans are trying out the newest disc releases. The store's owner feels that this method of advertising may be a good way to stimulate sales.

A boon for radio-phonograph combination shoppers is the 8' by 10' listening room. This specially-designed sales room is for the convenience of patrons with a penchant for leisurely examining the new models free from the hubbub of the rest of the store.

Radio-Phono Sales

Sales of radio-phono combinations will account for a large part of his business, Schultz asserts. He feels he can stimulate this volume through giving "exclusive" demonstrations, and by concentrating on promoting the sale of records.

A high volume of appliance selling is on the firm's merchandising program. To push the sale of electrical goods, appliances are attractively displayed in seventy-five feet of space against a modern background. A model kitchen can be seen from any part of the store. The store makes it a must to display modern goods in modern settings.

In addition to making a hit with customers, the store is also arranged to speed the handling of merchandise. For example, stock rooms, boasting drive-in facilities, are at the back of the establishment.

The organization's service department has been expanded with an eye towards keeping customers satisfied after purchases have been made. The maintenance section represents a marked improvement in equipment and roominess as compared with the previous quarters. Three technicians attend to the radio service trade.

Ready for Competition

The firm has come a long way since it was first established 14 years ago. And it hopes to make much further progress in the boom merchandising days ahead. Despite competition, which will be very keen, according to this dealer, the store is preparing for an all-time high profit from the sale of records, sets and appliances.

In his community, Schultz asserts, as in many areas throughout the country, competition in the future will become tough. To illustrate what he means, he says that many drug stores, gas station operators, etc., have expressed an intent to sell radios and electrical appliances.

One method which he will use to keep business coming his way will be the offering of topflight maintenance work. That, in addition to carrying leading lines of merchandise sold in sales-getting surroundings, is assurance that the firm has nothing to fear from non-radio stores selling sets and electrical appliances.

A large backlog of good-will has been built up by the store during the war years by giving friendly and expert service. This reputation is the firm's key to more profits in the future.

Conventions, Shows for Radio-Apppliance Dealers

- Mar. 16-23: Milwaukee Home Show, Milwaukee, Wis.
- Mar. 27-31: Frozen Food Institute, Fifth Annual Convention, Park Avenue Armory, New York City.
- Apr. 2-4: Edison Electric Institute, Annual Sales Conference, Edgewater Beach Hotel, Chicago, Ill.
- Apr. 6-13: New England New Products Show, Mechanics Bldg., Boston Mass.
- Apr. 8: Nat'l. Elec. Mfrs. Assn. (NEMA) meetings, Palmer House, Chicago.
- Apr. 11-26: International Patent Exhibitions, Chicago Arena, Chicago
- Apr. 2-25: Nat'l. Elec. Wholesalers Assn., (NEWA) 37th Annual Convention, Stevens Hotel, Chicago
- Apr. 22: Spring Furniture Show, Mechanics Bldg., Boston
- Apr. 25-30: International Lighting Exposition, Stevens Hotel, Chicago
- Apr. 26-May 2: Electrical Home Appliances Show, Will Rogers Memorial Coliseum, Ft. Worth, Tex.
- Apr. 27-May 18: Products of Tomorrow Exposition, Coliseum, Chicago
- May 4-11: New York New Products Show, Madison Square Garden, New York City
- May 4-11: Nat'l. Modern Homes Exposition, Grand Central Palace, New York City.
- May 12-May 17: Housewares Show, Atlantic City Auditorium, Atlantic City
- May 13-16: Radio Parts & Elec. Equipment Show, Stevens Hotel, Chicago
- July 8-20: Summer Furniture Show, American Furniture Market, Chicago
- July 14-18: Music Merchants (NAMM) Trade Show, Palmer House Chicago
- July 22: N. Y. Lamp Show, Hotel New Yorker, N. Y.
- Oct. 28-Nov. 1: Refrigerator Equip. Mfrs., All-Industry Show, Public Auditorium, Cleveland.
- Jan. 6-18: Winter Furniture Show, Furniture Mart, Chicago

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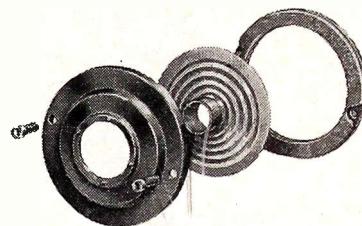
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speaker life
with

Adjust-a-Cone



Makes it possible
to correct a rubbing
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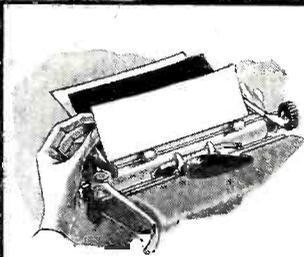
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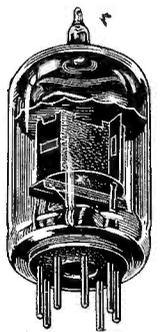
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more efficient
...in miniature



ACTUAL SIZE

The smaller and lighter parts make possible a rigid construction that is more impervious to the effects of shock and vibration. The size of the Miniature makes it a factor in reducing the overall size of radio equipment.

Many new sets are beginning to appear with TUNG-SOL Miniatures as standard equipment. Many more are coming. This means greatly increased business for TUNG-SOL Jobbers and Dealers. The TUNG-SOL Line not only features Miniatures but includes G-Gt's—metal and large glass tubes for serving every type of equipment.

Many oldsters still remember the old letter copying press and long hours spent in dim light after other office workers had gone to their homes. While carbon paper was indeed an emancipator of office boys, it is but another example of the trend to greater efficiency in miniature.

And so it is with TUNG-SOL Miniature Electronic Tubes. The large type tube did do a job. But today, especially in high frequency circuits, TUNG-SOL Miniatures do a more efficient job. The shorter leads on the Miniature make for low lead inductance, low inter-element capacities, and high mutual conductance.

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Always Reliable - All Ways!



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MINIMUM FRICTION • SILENT • CONSTANT SPEED
LONG LIFE • TROUBLE-FREE OPERATION

RELIABILITY of operation is the prime requisite of a good record changer. New and more efficient features have been added to the complete line of SEEBURG RECORD CHANGERS . . . but only after these features were given exhaustive laboratory and field tests . . . for RELIABILITY is the quality that is built into all SEEBURG RECORD CHANGERS. Years of trouble-free operation in actual use is the best proof that SEEBURG RECORD CHANGERS are Always Reliable—All Ways!

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An Electronic Engineering Achievement



The SEEBURG WIRE RECORDER is a revolutionary new recording and reproducing instrument. The versatility of the SEEBURG WIRE RECORDER readily lends itself to practical uses in the commercial, legal and entertainment fields. One simple control knob operates the SEEBURG WIRE RECORDER to record and reproduce speeches, plays, meetings, music, radio programs, etc. There are no needles or discs used.

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for radio manufacturers to make provisions
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WIRE RECORDER. We therefore invite prompt
inquiries from interested radio manufacturers.

Seeburg

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DEPENDABLE MECHANISMS

1946

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THERE'S A SONG OF PROFITS IN

Motorola
AUTO Radio

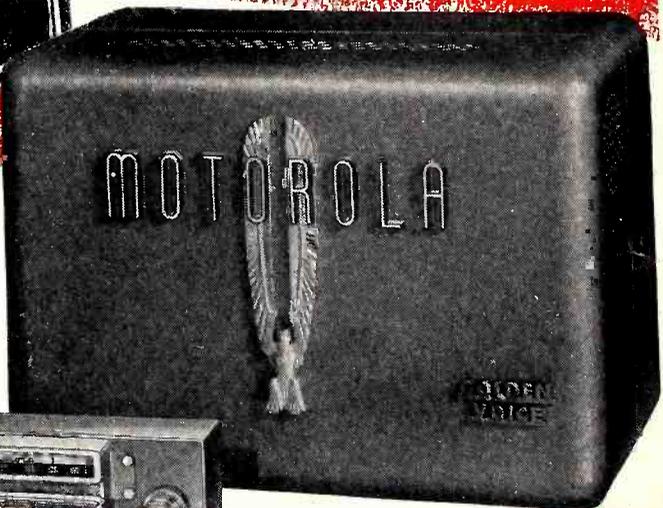


You'll hear sweet music from your cash register when you feature Motorola!

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It will pay you to feature the Finest
— MOTOROLA AUTO RADIO



There's a Control Head and dashboard Speaker to exactly fit and match your customer's car—no matter what make or model he's driving!

GALVIN Mfg. Corporation • Chicago 51, Illinois

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