

# RADIO *& Television* RETAILING

Including  
**ELECTRICAL  
APPLIANCES**  
Pages 51-67

CALDWELL-CLEMENTS, INC.

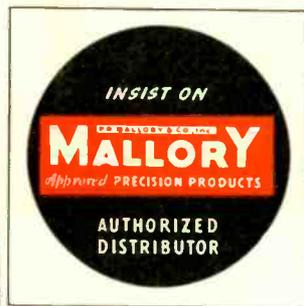


JUNE 1946

**CUSTOMER or  
PROSPECT?**



**For New Radios, FM, Records,  
Appliances, Service**

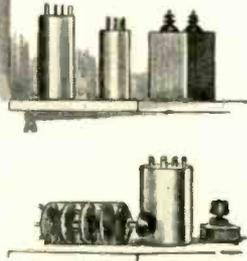


Where you see

**THIS SIGN**

You can count on

**SERVICE**



**Y**OUR distributor wouldn't have the Mallory franchise if he were *merely* a distributor of Mallory parts. He was selected because he has a thorough knowledge of the business . . . because he has the *ability* to be of real help . . . because there is no question about his *willingness* to give it.

That's why your Mallory distributor is a good man to know and do business with. Call on him for *any* help within his province—from problems of procurement to problems of management—and you'll find him glad to respond. He's the right man, in the right place, with the right kind of service to save you time and money.

## Here's What Your MALLORY Distributor Will Do For You:

1

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

2

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

3

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

4

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

5

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

6

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

**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



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IN THIS ISSUE

JUNE, 1946

## ★ Radio, Television and Records

COVER: Customer or Prospect?

HOLD YOUR CUSTOMERS OR YOU'LL BE HOLDING THE BAG.....	25
RADIO, ELECTRICAL APPLIANCES, RECORDS AND TELEVISION TODAY.....	26
KNOW YOUR OWN COSTS AND TRY TO REDUCE THEM.....	28
SHUTTLE SERVICE FOR RADIO CUSTOMERS.....	30
SQUARED OFF FOR MORE PROFITS.....	32
NEW TRENDS IN STORE MODERNIZATION.....	34
NEW RECEIVERS CLAIM RETAILERS' ATTENTION.....	36
HOW SERVICING POINTS TO PROFIT.....	42
IMPROVED MERCHANDISING OF RECORDS.....	44
MONEY FOR RETAILERS IN RECORD SALES.....	46

## ★ Electrical Appliances

COVER: Are YOU in This Picture?

COMING BATTLE FOR NEW HOUSE BUSINESS.....	53
SALES TRAINING NOW FOR GREATER SALES TOMORROW.....	54
MERGING RADIOS AND ELECTRICAL APPLIANCES.....	56
NEW ELECTRICAL APPLIANCES ITEMS.....	58
FLOOR PLAN FOR PROFITS.....	66
PORTABLES FOR SUMMERTIME SALES.....	68

## ★ Service and Sound

SERVICE SAVVY BECOMES ACE SALES HELP.....	73
FINDS GOOD MONEY HUNTING NOISE.....	74
CIRCUIT POINTS ON NEW RADIOS.....	76
TRACING THOSE PESKY HUM-BUGS.....	78
PROFIT POINTERS IN SERVICING.....	42
OUTDOOR INTERCOMS OPEN BIG PA FIELD.....	80
NEW SERVICE AIDS.....	82
MAINTENANCE TIPS.....	84
GET READY FOR COMPETITION.....	88
TELEVISION VIEWS.....	96
DISTRIBUTOR ACTIVITIES.....	102
NEWS OF THE INDUSTRY.....	92-138



**27,000 COPIES  
THIS ISSUE**

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



more efficient  
...in miniature

Flickering firebrands of burning fagots, smoking pine knots and pitch soaked moss lacked the convenience and effectiveness of the modern flash light. It took the same type of imagination, backed by science, to develop efficient miniature mobile lighting as it did to develop miniature Electron Tubes.

Due to their inherent improved characteristics, TUNG-SOL Miniatures are found in high frequency circuits in which the use of the larger type tubes would be impractical. In other circuits TUNG-SOL Miniatures are also more satisfactory. They are more rugged and more resistant to vibration. Because they are smaller, and lighter, TUNG-SOL

Miniatures make possible the production of smaller and lighter equipment. This is the trend of today.

The many new sets on the market that are equipped with TUNG-SOL Tubes make it essential to have these tubes available for service. TUNG-SOL Jobbers and Dealers are in position to offer Miniatures as well as G-G's-metal and large glass tubes for servicing every type of equipment.



ACTUAL SIZE

# TUNG - SOL

*vibration-tested*

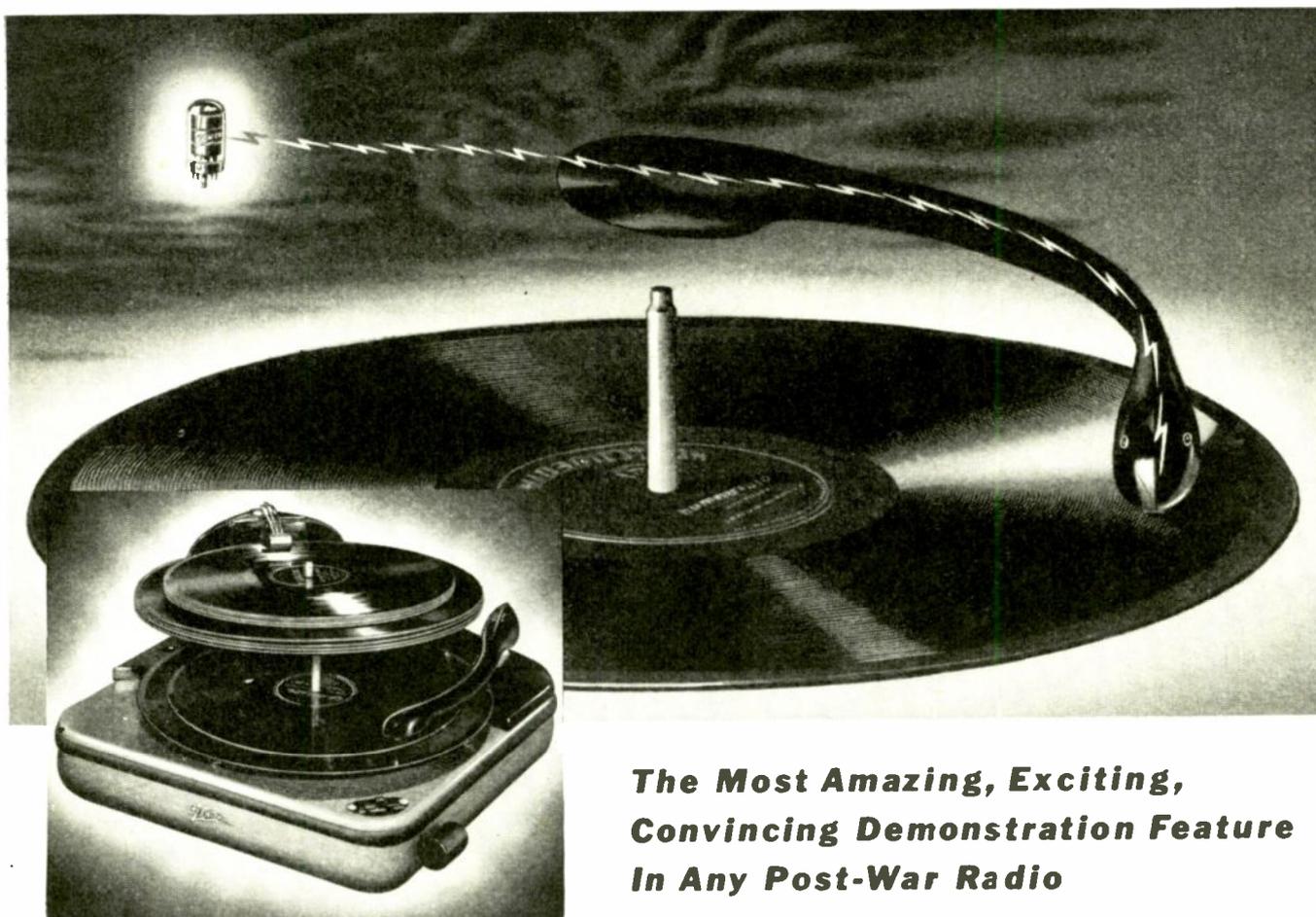
**ELECTRONIC TUBES**

**TUNG-SOL LAMP WORKS, INC., NEWARK 4, NEW JERSEY**  
Sales Offices: Atlanta • Chicago • Dallas • Denver • Detroit • Los Angeles • New York  
Also Manufacturers of Miniature Incandescent Lamps, All-Glass Sealed Beam Headlight Lamps and Current Intermittors

# The One and Only

**SENSATIONAL NEW WAY TO PLAY RECORDS**

WITH THE **ZENITH** **COBRA** TONE ARM



**The Most Amazing, Exciting,  
Convincing Demonstration Feature  
In Any Post-War Radio**

★ The 30th Anniversary Zenith Radios have given Zenith dealers plenty to talk about. The line is complete—cabinets are beautiful—every model is brand new, clear through, with new circuits and features that make these Zeniths better, more *saleable* than ever.

But the real sensation is *Zenith's New Way To Play Records*. Zenith has gone far beyond just a new tone arm or new changer. Zenith has done much more than merely add a record-playing unit to a radio. Zenith has developed an *entirely new* method of record reproduction, based on new principles, to give you radiophonographs engineered and built as complete musical instruments.

Real *Radionic* record reproduction, with the COBRA Tone Arm, actually brings you all the musical beauty captured in the record grooves—reproduces every glorious note, free from annoying

needle noise or scratch. Here is a tone arm so damage-proof it can be dropped on a record without harm—so gentle in pressure that records played with it sound like new 1000% longer. The Zenith-designed and built Silent-Speed record changer is amazingly easy to load and operate—it changes records so quickly, so quietly that there is virtually an unbroken flow of music.

Yes, Zenith dealers and their competitors are well aware that the *Sensational New Way To Play Records*, with the COBRA Tone Arm and the Silent-Speed Record Changer, is the greatest, most amazing, most convincing demonstration feature in the industry—and ONLY ZENITH HAS THIS!

ZENITH RADIO CORPORATION  
6001 WEST DICKENS AVENUE, CHICAGO 39, ILLINOIS

**Backed by 30 Years of Know-How In Radionics Exclusively**

**MERIT**  
CVC  
Since 1924  
FINE  
RADIO  
PARTS

**MERIT  
TRANSFORMERS**

*Ask for Our  
New  
Catalog*

**MERIT COIL & TRANSFORMER CORP.**  
TELEPHONE  
4427 North Clark St. Long Beach 6311 CHICAGO 40, ILL.

***A Statement from the  
Publishers on the Big  
Four in Merchandising***

In a recent analysis of some of our thousands of new and renewal subscribers, we had reaffirmed for us a trend that has been increasingly evident in our editorial pages and in reports from our field correspondents. More and more independent merchants, who are really preparing for big-time selling, are departmentalizing their store operations.

Each year brings fewer exclusive radio dealers. To really serve their trade, to widen their contact with the home and to have stronger pillars on which to build, our dealers are using modern merchandising methods to establish a four-phase retailing business which is becoming known widely as the Big Four. As a result consumers are finding departments for radios, for appliances, for records, phonographs and accessories, and for complete servicing—often including sound.

These four are the natural combination in radio-appliance independent retailing. It was inevitable that radio and appliance sales should be handled by the same types of retailers. Servicing the products sold has always been a function of the independent merchant; today it is more than ever a necessary part of merchandising. And the sale of records, phonographs and accessories, which helped so many retailers stay in business during the war shortages, is another fast growing activity showing the increasing importance of the Big Four.

Parallel with this trend has been the editorial function of our own publishing company. Not only is Caldwell-Clements' RADIO & Television RETAILING serving the complete needs of independent retailers for their departmentalized store operation, but circulation premiums like the 1946 PROFIT MANUAL have served to implement this service. You cannot very well operate a 1946 store without knowing the information contained in both. That so many thousands of subscribers are using both, augurs well for the health of the trade. In inexorable competition, retailers of all types who are unwilling or unable to follow these methods may soon find themselves on the outside looking in.

*The Publishers*



**THE  
EAR  
SAYS  
"BUY"**

**WHEN YOU HEAR A TEMPLE**



TEMPLE MODEL E-511  
Radio-Phonograph Combination.  
In walnut or mahogany veneers.

**TEMPLETONE RADIO MFG. CORP., New London, Conn.**  
Executive Offices — 220 East 42nd St., New York, N. Y.

**"FM that also means Finest Made"**

# CHICAGO



THE CHICAGO AREA . . .  
containing more business  
than 13 states combined.

## *Volume Sales*

If you want to get *double duty* out of your first year's factory output, then you will want to start now to build your operation in the rich Chicago market. Well defined by consumer habits and merchandising practice, it offers enough business to take the entire output of many manufacturers. Here, using your percent of industry as the basis of your planning, you can enjoy immediate volume sales and at the same time get set solidly for a continuing, profitable operation when the first easy selling conditions pass and the competition gets tough.

## *Quick Distribution*

No matter whether your production is large or small, the \$4,496,734,000 Chicago market assures enough business to absorb all or the major part of your output. It is easily accessible to factory shipments and salesmen alike. Sales potentials for autos, washing machines, radios, home heating units, refrigerators and "big unit" products generally are tremendous. This market has repeatedly broken factory and branch sales records.

## *Productive Coverage*

You can get started fast in this major market with a single powerful 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. Only the Tribune gives you a choice of monoroto, coloroto, comicolor, newsprint color or black and white printing at milline rates among the lowest in the country.

## KEY MARKET

## IN WHICH YOU CAN GEAR

## ADVERTISING WITH SELLING

## WITH

# A single MEDIUM



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. To get these pertinent facts, address: C. S. Benham, Manager, National Advertising, Chicago Tribune, Tribune Tower, Chicago 11, Illinois.

# CHICAGO TRIBUNE

*The World's Greatest Newspaper*

April average net paid total circulation: Daily, over 1,045,000; Sunday, over 1,450,000.

# KEN-RAD RADIO TUBES

**SELL!**



**USE!**

## Promotion Aids Like These, Spell P-R-O-F-I-T-S for You as a Ken-Rad Tube Dealer

Ken-Rad doesn't expect you to "go it alone." Ken-Rad *helps you help yourself*—to a generous slice of the local market for radio tubes! For the asking, you can have colorful Ken-Rad display material that will stop tube buyers in stride, causing them to enter your store to *buy*. The large window-card and other pieces at the right are typical of the wide display selection. . . . Ken-Rad also makes it possible for you to keep in touch *by mail* with the hundreds of radio owners in your neighborhood who buy tubes. Imprinted blotters, letter-head and envelopes, other postage-borne items with your name, address, and message on them—these will work for you as canvassers who are never rebuffed. . . . The Ken-Rad franchise is powered for volume sales, to a market which Ken-Rad guides straight to your door. Increase your profits *the easy way* by handling Ken-Rad radio tubes!

178-ES-8850

● For pictures and descriptions of the Ken-Rad complete group of dealer aids, write for "Sales Helps" Folder ETR-4. It's free!

# KEN-RAD

DIVISION OF GENERAL ELECTRIC COMPANY  
OWENSBORO, KENTUCKY



Display card, 21" by 32"



Well Plaque



Decalcamania



Personalized blotters



Personalized stationery



Tube Characteristics book

All of the pieces shown above are in pleasing, effective colors. There also are numerous other Ken-Rad display and promotion items.



*Important!*

All products of the Thordarson and Meissner Divisions of Maguire Industries, Inc., and the Radiart Corporation are sold from a single source by a single sales force. Located strategically throughout the country, these men are trained to give competent sales-engineering advice and to render reliable, speedy service. For complete information, write to the address below . . . today.

**THORDARSON**

TRANSFORMERS  
TRU-FIDELITY AMPLIFIERS



THORDARSON  
TRU-FIDELITY AMPLIFIERS

*Thordarson Transformers are precision-built for all requirements . . . replacement, communications, sound amplifier, industrial, experimental and amateur.*

*Thordarson Tru-Fidelity Amplifiers feature advanced tone compensation, conservative ratings, ample ventilation, low hum level, multiple input channels and maximum flexibility of controls.*

**ELECTRONIC DISTRIBUTOR AND INDUSTRIAL SALES DEPARTMENT**



## MEISSNER

COMPONENTS  
SERVICE INSTRUMENTS



MEISSNER ANALYST

*Meissner Components*, all high quality, include antenna, R. F. and oscillator coils; standard, plastic and Ferrocart transformers; windings, coils, chokes and accessories. *Meissner Service Instruments* include the famous

*Meissner Analyst*, a complete servicing instrument and the *Meissner Signal Calibrator*... a portable, self-contained unit for accurate and instant checking.

## RADIART

VIBRATORS  
VIBRATOR POWER PACKS  
RUST-PROOF AERIALS



RADIART VIBRATORS

*Radiart Vibrators* are individually engineered, exact duplicate vibrators. Designed for long life, minimum R. F. interference, low noise level and proper starting. *Radiart Power Packs* are designed to provide efficient, economical and dependable plate power for operating all types of portable equipment where AC power is unavailable. *Radiart Rust-Proof Aerials* are newly designed to fit all cars; cowl, hood and under hood types. Made of finest materials with many exclusive features.

# MAGUIRE INDUSTRIES, INC.

936 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

# The Town Nobody But Boston Knows



**W**HAT is your idea of Boston? A city of tradition? A town of famous names like Beacon Street, Brookline, Symphony Hall? Of historic places like Bunker Hill, Faneuil Hall, Old South Church?

Or do you know Boston as it really is today—the earning, spending, consuming hub of New England? Here in a tightly packed mosaic of communities live nearly *three million* people constituting the richest market for its size in America—a profit region for those who understand its people and its potential.

It's in situations like this that the Hearst Advertising Service can

be of most help to sales and advertising executives. For the H-A-S man is primarily a *newspaperman* with a knowledge of local habits and local thinking that only a newspaperman can have.

Behind him is a vast storehouse of marketing information constantly being added to by “reporters with a nose for sales”—men whose meat and drink are the facts underlying buying power—the habits and reactions of a great and teeming market—the intimate, local angles so hard to dig out, but so very important in effective sales planning.

Why not call in the H-A-S man now?

## CALL THE H-A-S MAN



# HEARST ADVERTISING SERVICE

HERBERT W. BEYEA, General 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



# "WAKE-UP-TO-MUSIC" CLOCK-RADIO

THE AMAZING NEW G-E RADIO  
*that remembers!*

**AUTOMATICALLY TURNS ON RADIO PROGRAMS ANYTIME!** Goodbye to sleep-shattering alarm clocks—now you and your customers can start each day with a smile. This new G-E Clock-Radio wakens you to music, pleasantly. After five minutes, if you're still in bed, it sounds an insistent resonator... it won't let you cheat. And all day long it gives friendly service, remembering favorite programs—telling the correct time.

**SMARTEST LITTLE SET OF THE YEAR**

In gem-like ivory plastic or rosewood brown plastic, it's an excellent performer with plenty of power and tone quality equal to many larger sets. It's equipped with a smartly styled General Electric clock.

**A NATURAL FOR MULTIPLE SET SALES**

The G-E Clock-Radio has dozens of uses. Everybody in the family will want one. It's just the item to add to the sale of a larger radio. Order from your G-E Radio Distributor—today!



**BACKED BY A GREAT CONSUMER CAMPAIGN**

July issues of Life, Look, Saturday Evening Post and Collier's will carry full page, full color ads on the G-E Clock-Radio. Three weekly broadcasts on the G-E House Party radio program. And there'll be full color folders, window streamers and counter displays to help you make sales. Don't delay, order G-E Clock-Radios and promotional material from your G-E Distributor—today!



Radio "G-E House Party"



Full color folder



Full color window streamer



Full color counter display



Full color ads in teaching magazines

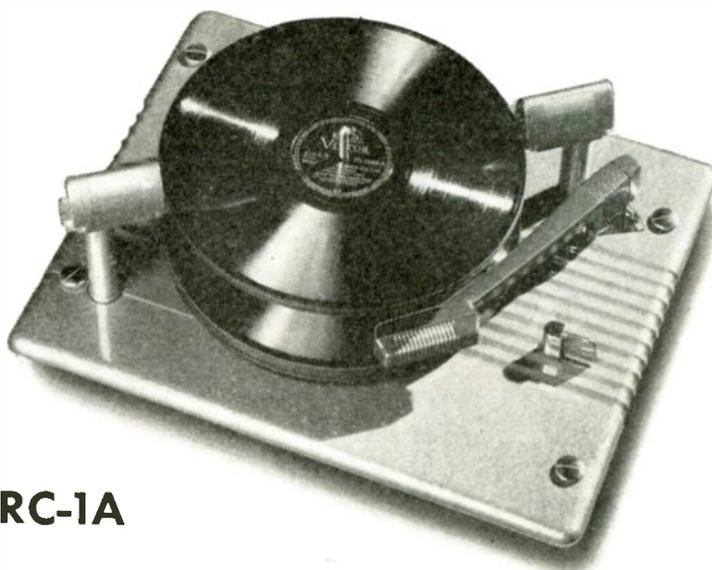
THE FIRST AND GREATEST NAME IN ELECTRONICS

# GENERAL ELECTRIC

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

PRECISION DESIGN ★ RUGGED CONSTRUCTION ★ DEPENDABILITY

*Presenting—*



## THE *Maguire* ARC-1A RECORD CHANGER

Here is a changer that is precision designed for long, trouble-free performance. Simply operated, one control governs both manual and automatic play. Four second change cycle during which changer may be stopped at any point without damage. Plays 12 ten-inch or 10 twelve-inch records automatically. Automatic shut-off functions on both manual and automatic play. Patented velocity trip. One ounce featherweight needle pressure cannot damage records or pick-up. Changer constructed of flat steel stampings and shock-mounted to minimize acoustical feedback, etc. Removable cover plates permit easy access to all parts of interior from top. Your distributor can make immediate delivery.

*Featuring—*

- ① Four Second Change Cycle
- ② Single Knob Control
- ③ Automatic Shut-off
- ④ 1 oz. Needle Pressure
- ⑤ No Pre-Tripping

### SPECIFICATIONS

#### MOTOR

Power input • 110 volts, 60 cycle AC  
Lead length • 12 inches

#### PICK-UP

Type • Astatic MLP-1 Permanent Point,  
high impedance crystal.  
Lead length • 16 inches

#### TURNTABLE

Size • 9 $\frac{1}{4}$  inches  
Drive • Rim driven  
Speed • 78 RPM

CAPACITY • 12 ten-inch or 10 twelve-inch records.

CHANGE CYCLE • Approximately four seconds

LUBRICATION • Permanently lubricated at factory

#### FINISH

Cover plates • Baked brown Hammertone  
Tone arm • Baked brown enamel  
Turntable • Heavy brown flocking  
Cover plate screws • Chromium  
Reject knob • Chromium

DIMENSIONS • 16 $\frac{1}{4}$ "x13" (3" below plate, 5  $\frac{5}{16}$ " above plate)

**MAGUIRE INDUSTRIES, INCORPORATED**  
936 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS



# FADA

# TOPS

**in consumer acceptance**

Mother and Dad remember FADA from the very early days—from the very beginning of radio broadcasting. For more than a generation, the name FADA has stood for the finest in radio reception.

And—brother and sister know the name, too. We don't let them forget. No matter where they go or where they live, every family sees the FADA name again and again and again in magazines, newspapers, billboards . . . even in the heart of Times Square. That's why you can always place your faith in FADA. That's why you will find FADA radio receivers one of your fastest selling lines for this year, next year and many years to come.

PLACE YOUR FAITH IN THE

# FADA

*Radio*

*Famous Since Broadcasting Began!*



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

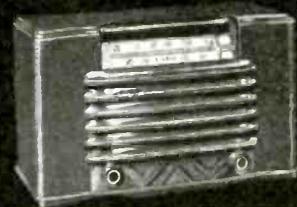
The  
**RADIO**  
of  
**TO-MORROW**  
**TO-DAY!**



MODEL 605W - 5 TUBES

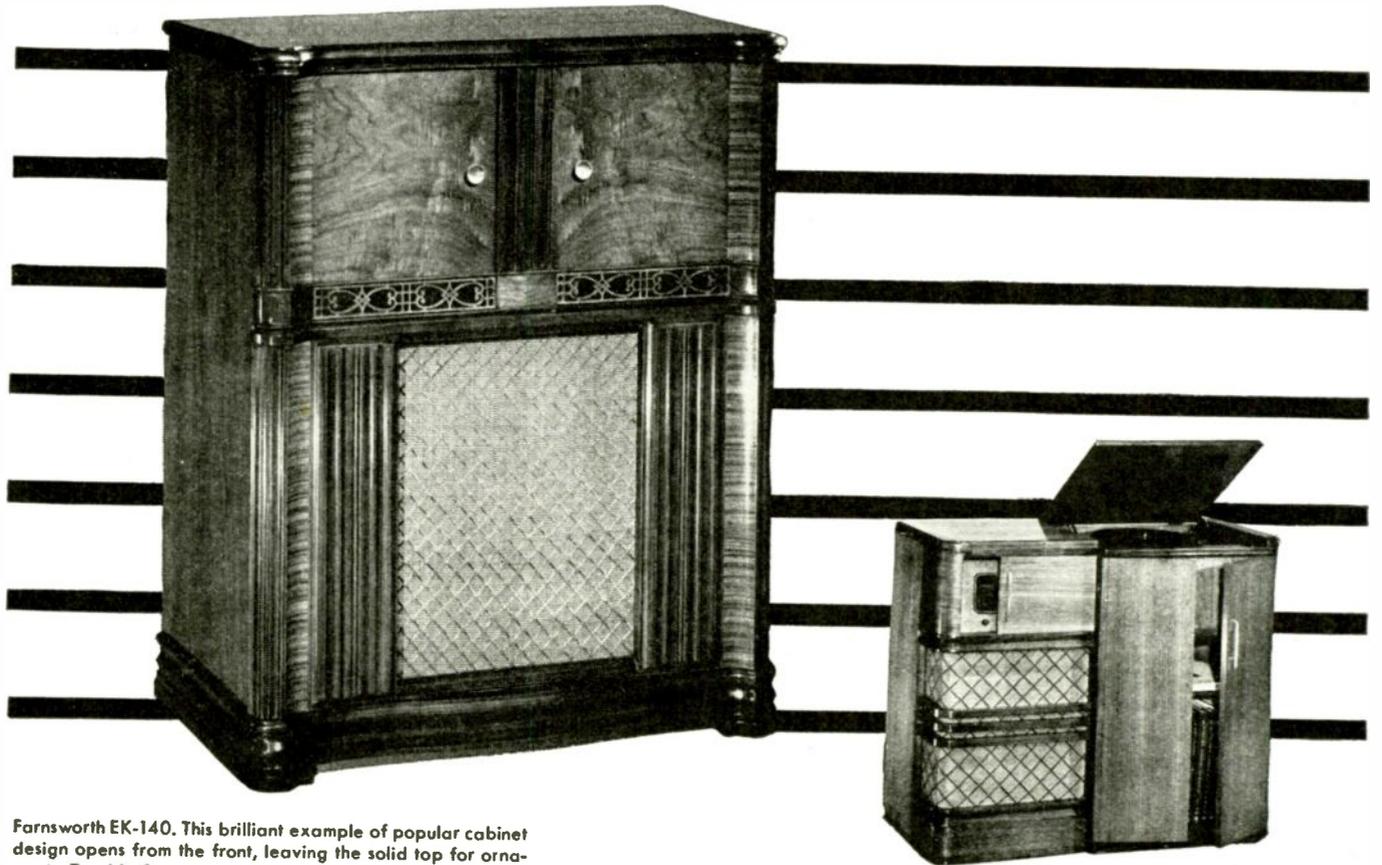


MODEL 1000 - 6 TUBES



MODEL 1001 - 6 TUBES

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



Farnsworth EK-140. This brilliant example of popular cabinet design opens from the front, leaving the solid top for ornaments. Trouble-free record changer—no pull-out—is placed in brightly lighted, readily-accessible compartment. 14-tube (including rectifier), AM-FM chassis with all the true tonal qualities of FM reflected in the phonograph circuit.

Farnsworth EK-142. Distinctively modern cabinet with partial lid opening. Same 14-tube AM-FM chassis and automatic record changer as EK-140 at left. Another example of Farnsworth's originality in designing for every class of customer.

## They'll Stop! They'll Look! They'll Listen!

... to **Farnsworth's NEW FM Combinations!**

- Farnsworth *Beauty* will stop them! Farnsworth *Quality* will sell them!
- *Beauty of Cabinet* . . . each design a masterpiece of its type . . . made to endure . . . by skilled craftsmen . . . to Farnsworth's rigid quality requirements!
- *Beauty of Tone* . . . created through a totally new tonal system capable of interpreting the best in AM . . . the full clarity and fidelity of FM, in both radio and phonograph reproduction.
- *Quality of Manufacture* . . . nineteen years of pioneering electronic research, plus Farnsworth's complete and modern engineering and productive facilities result in quality standards that have been . . . *and will continue to be* . . . maintained at the highest level.
- *Quality and Beauty* . . . that's why the public will Stop, Look and Listen . . . will want a new Farnsworth.
- That's why Farnsworth dealers so highly value the Selected Dealer Franchise.

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

# Recordio STORES...



When a quality-conscious public knows the line you carry is top-notch, you're busy from dawn to dusk... and that's what a RECORDIO franchise means. It's a proven, sound investment in fun, in excellence of performance, in simplicity of operation. Anyone, six-year-olds or great grandma, can operate the recorder-radio-phonograph in all its magnificently performed functions. *Sell all-family fun and you sell a winner.*

The new aluminum base RECORDIO DISCS, your customers will recognize instantly as finer, and RECORDIO-POINTS, both cutting and playback, they'll ask for time and again... for such is RECORDIO quality.

**DEALERS—MAIL THIS TODAY!**

WILCOX-GAY CORPORATION  
Charlotte, Michigan

Gentlemen: Tell me if a RECORDIO opportunity is still open in my territory.

Store Name.....

Address.....

City..... Zone... State.....

R&TR-646

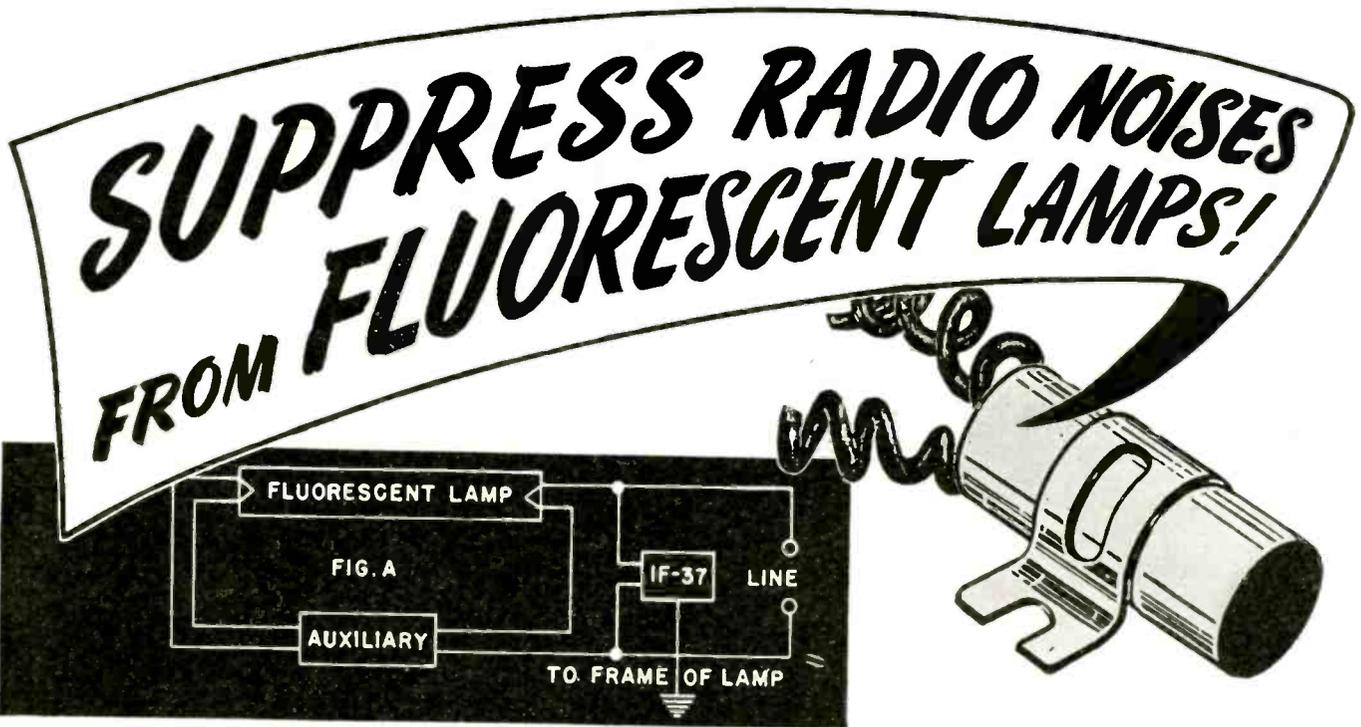
# Recordio

T.M. REG. U.S. PAT. OFF.

RECORDING INSTRUMENTS FOR HOME,  
COMMERCIAL AND PROFESSIONAL USE

by WILCOX-GAY CORPORATION • CHARLOTTE, MICH.

139-25



**EASILY INSTALLED — HIGHLY EFFECTIVE**

The most serious radio interference from fluorescent lamps is that which is conducted down the power line to receivers at remote points. Such interference cannot be avoided merely by placing the lamp at a safe distance from the radio antenna circuit. Nor can it be avoided by using shielded lead-in wire, as in cases where interference is caused, either by direct radiation from the lamp bulb itself or by radiation to the radio antenna circuit from the electric supply lines.

Yet interference conducted down the power line to remote receivers should, and CAN, be reduced.

The really effective method is to connect Sprague IF-37 Filters directly to each fixture as indicated in the above diagram. These filters are

specifically designed for fluorescent lamp interference suppression. They are recommended for single lamp fixtures, connected as shown in figure "A". One filter is required for each auxiliary.

Type IF-37 Filters are EASY to install. Inexpensive, too—only \$1.11 each, net.

**RADIO DEALERS!  
REMOVE INTERFERENCE IN  
YOUR OWN STORE**

The use of Type IF-37 Filters in your own store will help you sell more radios through better demonstration. Your sets may be perfect, but if your own fluorescent lamps interfere with reception your customers may assume the radio is at fault.

*Don't let noise spoil  
your sales!*



**WRITE**

for your copy of the new Sprague Catalog No. C-306. It's the first Sprague Catalog in five years devoted to civilian radio service. In it you'll find new capacitor types and outstanding resistor improvements. Write for your new catalog today!

**SPRAGUE PRODUCTS CO.**  
NORTH ADAMS, MASS.  
Jobbing Distributing Organization for Products of the Sprague Electric Co.

# THORENS

MADE IN SWITZERLAND

## LEADS AGAIN



Starts and stops automatically



**HINGED**  
TONE ARM

**REJECTS** RECORD  
IF DESIRED

**REPEATS** WHOLE OR PART  
OF RECORD

**PAUSES** BETWEEN RECORDS IF DESIRED

**RECORD CHANGER**  
**CD40**

**PLAYS 10" and 12" RECORDS MIXED**

PLAYS MIXED 10 OR 12 IN. RECORDS in any order (8 records continuously). REJECTS any record if desired, and goes on to next. REPEATS PART OR WHOLE RECORD AT ANY DESIRED POINT. PAUSES BETWEEN RECORDS IF DESIRED. No interference from

vibration, or with radio reception. Crystal pick-up. 15" x 12". Height 5". Tone-arm is hinged for greatest convenience in changing needles. AC motors 100 to 250 volts, 50 to 60 cycles. Also will be available with motor for both AC and DC.

**REXON, INC.,** GENERAL DISTRIBUTORS, 295 FIFTH AVENUE, NEW YORK 16, N. Y.  
SERVICE DEPARTMENT AND WAREHOUSE, REXON, INC., 122 FIFTH AVENUE, NEW YORK 11, N. Y.

PATENTS APPLIED FOR IN ALL PRINCIPAL COUNTRIES

# And Now! Full Pages in LIFE

Starting June 10

*Sweeter than ...*



*bread and jam*

Stirring as a prairie fire, light as a wisp of smoke, starting as the dawn, soft as the twilight—yet rhythmically bold and brilliant.

—the recorded music of THE THREE SUNS



*Like the down beat*



*of rain on the roof*

Exciting as a diving, spinning ride on a roller coaster, with a free-swinging beat that takes you to the edge of something dangerously enjoyable.

—the recorded hits of LOUIS PRIMA



*Smooth as the*



*flight of a bird*

Appealing as a mountain's rugged beauty, delicate as its purple shadows, individual as its profile, clear as a rippling stream, intimate as a hidden trail.

—the recorded songs of JACK SMITH



Majestic Radio-Phonograph Model 85473 with Record Changer



**Captivating musical exclusives  
now on Majestic records**

For the tunes you like to hear—listen to Majestic Records. Hear the songs that will set your heart to singing wherever you are! Hear the sweet, "swing-out-and-dance" tunes of your favorite orchestras. Hear new musical interpretations smooth as a pat of butter, spirited as a circus parade. Hear them all on clear-toned Majestic Records by exclusive Majestic artists.

Whether it's on records or on the air, you'll like to hear it on Majestic! For Majestic—Mighty Monarch of the Air—has gathered the skills and arts of reproducing music and voice, combined with this the experience and talents of electronic engineers, to bring you the great fidelity and great quality you always find in Majestic Records and Majestic Radio-Phonographs.

Ask your Majestic Dealer for the new THREE SUNS Album—"Twilight Time"

**Majestic**  
MIGHTY MONARCH OF THE AIR

**RECORDS . . . RADIO-PHONOGRAPHS**  
MAJESTIC RADIO & TELEVISION CORPORATION, ELGIN, ILLINOIS

© 1944 MAJESTIC RADIO & TELEVISION CORPORATION

**Further Proof that...  
Majestic Means Business—and lots of it!**



ANOTHER NEW

# Jensen

*Coaxial*

The most significant postwar loud speaker development yet announced is the new Jensen family of Type H Articulated Coaxial Speakers. The latest member is Model HNP-51, an all *ALNICO 5* design - in which low-frequency and high-frequency speakers are employed coaxially in an articulated assembly. The 15-inch l-f cone acts as an extension of the h-f speaker horn. The two loud speakers are electrically and acoustically coordinated into a system achieving brilliant and natural response through the entire useful frequency range (l-f performance depends upon the baffle or enclosure used). Frequency-dividing network has variable control in range above 4,000 cycles.

HNP-51 is recommended for FM receivers, high quality phonograph reproduction, television, review rooms, monitoring and home and public entertainment generally.

Coaxial Models HNP-50 and HNF-50 (for manufacturers) and HNF-51 (for general use), are now nearing quantity production. All Type J Jensen Coaxials (3 models) are now in production. Write for complete information.



JENSEN RADIO MANUFACTURING CO., 6625 S. Laramie Ave., Chicago 38, Ill.  
In Canada: Copper Wire Products, Ltd., 137 Oxford Street, Guelph, Ontario

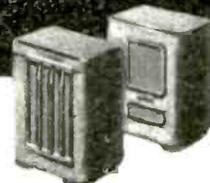
*Specialists in Design and Manufacture of Fine Acoustic Equipment*

## TYPE H SPECIFICATIONS

**MODEL HNP-51** (15-inch) with *ALNICO 5* in both l-f and h-f units. Power rating, 25 watts maximum in speech and music systems. Input impedance, 500 ohms. List price approximately \$125.

**MODEL HNF-50** (15-inch) *ALNICO 5* design h-f unit, field coil in l-f unit; otherwise same as HNP-51. List price approximately \$115.

**COMPLETE REPRODUCERS.** Model HNP-51 Speaker is offered in 2 cabinet models to form complete reproducers. Model "CR" Reproducer employs beautiful Jensen Imperial Walnut cabinet. Model "RA" Reproducer employs attractively finished general utility cabinet.



# WHICH?

- Philco?
- Emerson?
- RCA-Victor?
- General Electric?
- Stromberg-Carlson?
- Zenith?
- Capehart?
- Pilot?
- Du Mont?
- Magnavox?
- Stewart-Warner?
- Admiral?
- Motorola?
- Majestic?
- Fada?
- Westinghouse?
- Ansley?
- Farnsworth?
- Olympic?
- Lear?
- Bendix?
- Arvin?
- Sonora?
- Electronic Corporation of America?
- Freed-Eisemann?
- Scott?
- Templetone?
- Andrea?
- Clarion?



## NEXT RADIO WANTED Herald Tribune Families

MODEL	1944 % of families who will buy*	SPECIAL FEATURES	1944 % of families who will buy*
<b>FAMILIES WANTING**</b>		<b>FAMILIES WANTING**</b>	
• CONSOLES . . . . .	64.8%	• RECORD PLAYER . . . . .	75.1%
• TABLE MODELS . . . . .	29.5	• FM . . . . .	53.7
• PORTABLES . . . . .	17.5	• TELEVISION . . . . .	30.1

MAKES PREFERRED CONSOLE		TABLE MODEL		PORTABLE	
Rank—First 6 mentioned	% of makes	Rank—First 6 mentioned	% of makes	Rank—First 6 mentioned	% of makes
1. PHILCO . . . . .	19.0%	1. PHILCO . . . . .	27.0%	1. PHILCO . . . . .	30.4%
2. RCA-VICTOR . . . . .	18.8	2. EMERSON . . . . .	17.7	2. EMERSON . . . . .	27.4
3. STR.-CARLSON . . . . .	16.6	3. RCA-VICTOR . . . . .	16.4	3. RCA-VICTOR . . . . .	12.1
4. GEN. ELECTRIC . . . . .	9.7	4. GEN. ELECTRIC . . . . .	11.6	4. GEN. ELECTRIC . . . . .	8.9
5. CAPEHART . . . . .	6.7	5. STR.-CARLSON . . . . .	4.8	5. ZENITH . . . . .	8.9
6. ZENITH . . . . .	4.5	6. ZENITH . . . . .	4.8	6. PILOT . . . . .	3.2
OTHERS . . . . .	24.7	OTHERS . . . . .	17.7	OTHERS . . . . .	8.9
	100.0		100.0		100.0

\* 59.5% of Herald Tribune families are planning to buy radios in the first year of normal production.  
 \*\* Models and special features wanted total more than 100% as some families indicated more than one.

Are most radio buying plans dream puffs which won't stand the winds of reality? You need solid background facts to judge. We have them for the New York Herald Tribune part of the market packed into the Continuing Home Study. Our readers' earning, spending, working and living habits, possessions and plans are all here. So accurately that for years, advertising allocations by New York's top retailers have been based on them.

In the fourth edition, 60% of our families intend to buy one or more radios within the first year of normal production—two-thirds of them consoles. We know that's no dream because nearly every family in our readership owns at least one radio and 40% have 3 or more for an average of 2.5 sets per family. What's more, one-third have radios in bad condition calling for replacement.

You see, there is not much question that Herald Tribune families will buy radios according to plan. The question is which makes will they buy? You can plan your influence on the answer by studying the



*You're talking prospects' language  
when you Talk...*

# Bendix Radio

**"What will I do with  
all my records?"**

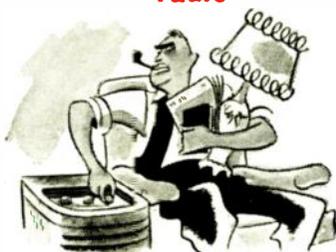


**LOOK!** Even the **SPACE-SAVER  
CONSOLETTA** holds over 100 records

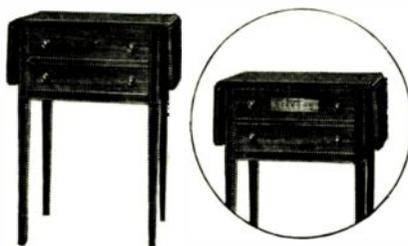


Storage space for more than 10 solid hours of record entertainment! Full automatic changer and Bendix Aviation Quality Chassis. There's an easy to sell, ready-made market for Consolettes.

**"I'd give plenty for a  
practical chair-side  
radio"**



**LOOK!** Here's the perfect answer  
the **INVISIBLE RADIO** with the  
*PHANTOM DIAL*



Radio's most talked-of single feature turns demonstrations into sales in a mere matter of seconds—a complete demonstration at the flick-of-a-switch! A beautiful drop leaf Sheraton end table conceals this magic radio.

**"Why doesn't some one  
build a really portable  
table radio?"**



**LOOK!** Here's the handiest  
Table Model ever built



A companion for any room of the house—built-in concealed handle makes it a truly room-to-room portable. All-round one-piece plastic cabinet. A Bendix beauty that makes over-the-counter selling easy!



Bendix Aviation Quality Chassis in cabinets of utility, compactness and beauty . . . demonstrable features that sell prospects . . . superlative performance from radio or records . . . backed by big time advertising . . . it all adds up—that for *prestige, profit and permanence* you *Build Best With Bendix!*



Bendix Radio Division • Bendix Aviation Corporation • Baltimore 4, Md.

**Be sure to visit the new Bendix Radio Exhibit during the Summer Market—5th floor American Furniture Mart, Chicago**

**Collier's** *The Connecting Link*  
**...for Action**

*People who think ahead read Collier's*

Besides being the world's smartest and most progressive home purchasing agents, the husbands and wives of America know their magazines. They like the way Collier's editors handle domestic problems that have real news interest. They like Collier's modern, never-dull fiction . . . and they like, too, the way it's balanced with serious, informative articles on world affairs by noted authorities. No wonder, then, that these forward-looking folks turn to the advertising pages of Collier's for buying ideas, whether they're thinking of clothes, cosmetics or cars. That dream home they're going to have some day may be an ivy-bordered cottage in the suburbs, or a house by the sea. The fact remains that new and better things—new furniture and rugs, new kitchenware and work-saving appliances, new and finer possessions of every kind, are all a part of the picture.





## *Advertisers who think ahead use Collier's*

Through the regular use of Collier's, many advertisers automatically direct their sales messages to a selected market, reaching with a minimum of waste circulation the modern, progressive men and women who represent the thinking millions of America . . . whose tastes and habits influence the rest of the buying public as a whole. Collier's readers are definitely at the "age of acquirement"—intelligent, prosperous, substantial families who know what they want and have the money to pay their way. Yesterday is a dead issue with them—they are thinking of the good things of the future, and the advertiser who uses Collier's to think ahead with them will find one of the world's richest markets!

### **MILESTONES IN MAGAZINE HISTORY** Collier's Introduced Detective Fiction to Millions of Americans

Collier's introduced Sir Arthur Conan Doyle to the American magazine field before the turn of the century. His first Collier's stories were his famous Sherlock Holmes series. For many years after, he was a frequent Collier's contributor. Today, more alert than ever, Collier's retains its place as a leader in progressive American reading.

# **Collier's** *Thinks Ahead*

# Stromberg-Carlson announces the Vagabond!

## It will be ready for your summer business!

Very soon, now, Stromberg-Carlson dealers will be able to offer their most particular customers the sort of *portable* they've always wanted. A *portable* that in tone, sensitivity and appearance fully meets the most exacting standards.

When you hear and see this newest Stromberg-Carlson, "The Vagabond," you'll agree that it asks no favors—that, even when subjected to searching and critical analysis, it is true Stromberg-Carlson quality through and through.

Six tubes, including rectifier, three-gang tuned radio frequency, a built-in loop antenna, a powerful Alnico 5 permanent-mag-

net speaker, and acoustically correct cabinet design all join to assure excellent tone and ample volume.

Light, compact, and operating anywhere on AC, DC, or battery, this new Stromberg-Carlson portable is an instrument you can—and will—feature with the same pride you have always taken in the rest of the Stromberg-Carlson line.

## STROMBERG-CARLSON

ROCHESTER 3, NEW YORK

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



MODEL NO. 1105—THE VAGABOND



# RADIO & Television RETAILING

Including Radio and Television Today

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

## **Hold Your Customers or You'll Be Holding the Bag!**

Now is the time for all good retailers to come to the aid of their business!

Now is the time to hold customer good-will and to convert "prospects" and "suspects" into regular patrons. Because competition is right around the corner, waiting to re-enter the retail selling field.

To "sell" himself on the necessity for such business conduct, the merchant should think of today's actions in terms of *yesterday* and *tomorrow*. Thoughts along such lines will help to reveal the correct strategy to employ in dealing with the public today.

Yesterday's market saw *plenty* of radios and appliances, *plenty* of competition but *not enough* money and customers to "go around".

In yesterday's market, no dealer laughed at a customer's request for a delivery date. A person with money to spend was a much sought-after individual; not a bore to be alibied out of the store. Every inducement and every tool of salesmanship was used in an effort to convert a shopper into a buyer. Remarks such as, "When will you get the refrigerator, Lady? Don't make me laugh", would have been extremely disastrous.

Tomorrow's market; now almost at hand, will be somewhat different in its early stages. There will be slews of things to sell and there will be newer and stiffer competition. While it is true that there will be more money and more customers, it is equally true that there will be more sales outlets bidding for the business. Once full-scale production gets under way, customers will again become shoppers—able to pick and choose at will.

The would-be customer who today submits to condescending and indifferent treatment feels the way a certain GI did about doing kitchen police work. "They can make me do it", he said, "but they can't make me like it!"

Just as the potato-peeling soldier looks forward to the day when he'll be out of the army, so does the customer look to the period when merchants will be bidding for his patronage—when selection of goods and the *selection* of stores to buy from will be in his hands.

Let's get back in that genuine selling groove and stay in there, pitching!

It's profitable to *hold the customer!*

It's fatal to *hold the bag.*

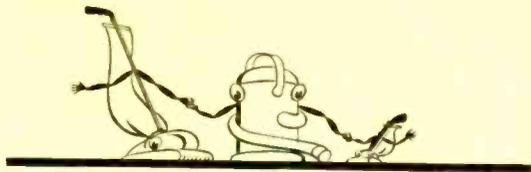
# RADIO, Electrical Appliances,

**SET PRICES UP**—Some relief felt by radio, when OPA announced 8% price increases for manufacturers and 4 to 5% boost at consumer levels. Dealers and distributors got the general go-ahead to pass dollar increases on to buyers, but approximate dealer discounts moved from 34 to 38% down to 31 to 36%.

**MORE SPEED AHEAD**—Now that 115 days of walk-out are finished at Westinghouse, production at this critical spot spins back into gear. Full-scale resumption takes time; traffic appliances first.

**LOOK FOR "DOGS" TO BE DUMPED** at cut prices as soon as known-brand radios and appliances hit market in sufficient quantities. Warning—don't overstock.

**"SAMPLE" DISPLAYS OF FAMOUS MAKES**, shown alongside unfamiliar brands offered for "immediate delivery," serving to put customers in "I'll wait" attitudes. Fact that many of the unknowns are priced higher than comparable models by well-known makers, plus remembrances of the "\$9.95 days", also help folk make up their minds to hold off buying until they can get the "best" for their money.



**WATCH VACUUM CLEANERS GO TO TOWN!** Once they start rolling into retail stores, tank types, revolving brush models and hand cleaners will dish up some real profits to dealers. The new buying trend will be the purchase of more than one cleaner by many a householder, sold on the respective features of each type—and, with money to buy them in the hands of the customers.

**SMART NEW-COMERS MAKING NAMES KNOWN** through advertising directed toward consumers and retailers. Merchants advise that prospective buyers are willing to accept new brands whose names have been intelligently and consistently publicized.

**BUYING PLANS**—Free and frank survey among 1,200 returning vets asked them about plans for buying home furnishings. They said, in effect, that "We'll spend from \$800 to \$940 on them, and 40% of us will pay cash in full." Sampling was sponsored by National Retail Furniture Assn. and included major appliances.

**MORE ABSORPTION BY DEALERS AND JOBBERS** is provided by OPA directive increasing radio tube prices. Of the dollars-and-cents tube price increases, dealers are required to absorb about four-fifths and distributors, about one-fifth. Each new absorption decree raises the question: how much can the radio and appliance dealer absorb without blotting up all his legitimate profits?

**SHORT-WAVE BAND HOME SETS** may or may not be big sellers. Manufacturers are frankly puzzled over the sales possibilities. Official of one of the largest manufacturers of home sets says that he believes that our country's "nearness" to foreign affairs, together with the interest in doings abroad on the part of returned service people will assure a great and continuing demand for multi-band receivers.

**A TREND TOWARD COMPLETE MANUFACTURING** rather than assembling has been observed by RTR in several appliance factories. New machinery is being installed which will largely eliminate the need for sub-contracting. The result will be larger production than before the war.

**PRICE CEILINGS INCHED UP** on several types of electrical products. For example, manufacturers received an 8% increase on refrigerators, 6.8% raise on washing and ironing machines and 13% on electric conduit. Other increases are in the making. Even where the retailer is not required to absorb part of the dollars-and-cents increase, each fresh increase is a reduction in his percentage of gross margin.

**AN AID IN SELECTING NEW STORE LOCATIONS** is offered free by the Office of Small Business of the Department of Commerce. It is a manual, "Metropolitan District Data Sheets," which lists for the 87 areas of more than 100,000 population such basic data as population, housing, manufacturing, agricultural and trade factors.

**NEW LINE**—Lewyt Corp., 60 Broadway, Brooklyn 11, N. Y., the outfit which previously made only private brand sets and phonographs, will shortly hit the market with a full line of sets and phonographs under the Lewyt name. Table models, consoles and combinations will be followed by FM and television. Lewyt's "hat box" phono will be among the first to debut.

**THE STORY OF RADIO** from its pioneer beginnings to its glittering climax today, will be told in a new musical movie now being produced in Hollywood. Among other things, it ought to be a dramatic and popular explanation of how U. S. retailers of radio happened to end up with the world's most miraculous merchandise on their floors. The picture is titled "Magic in the Air" and head man in the filming is Jerrold Brandt. The names of the key men who conducted the industry through its astonishing progress will be spotlighted in the production. Not all of them can be included; a poll of radio editors will decide which ones. Research experts of the networks are co-operating and every effort is being made to make the show accurate and authentic.

**"PLENTY OF PARKING SPACE"** is theme featured in group advertising by a dozen side-street dealers in Morristown, N. J. They pooled their ads in the local newspaper to build up their district as a shopping center.

# Records, and Television, **TODAY**

**FIRST POSTWAR SUPPLIES OF MAHOGANY LOGS** will probably start moving into the country from the Philippines sometime this summer, if present plans materialize. It will then take a few weeks to process any substantial quantities into mahogany plywood for console and table radio cabinets.

**THE FOUR HORSEMEN OF NON-PRODUCTION** continue to ride throughout the electrical appliance industry. They are strikes, pricing problems, lack of component parts and shortages of raw materials. Ravages are greatest among the producers of electric motors, non-ferrous metals and iron and steel castings, but the result is to slow down the factory shipments of finished appliances.

**UNABLE TO START STORE MODERNIZATION PLANNED**, many unhappy radio and electrical appliance dealers have added this to the things for which they are waiting. Government officials have promised that the CPA limitation order restricting renovations to \$1,000 per job in stores, will be lifted "as materials become available." This is not likely for many months.

**NEW APPLIANCE ENAMEL**, announced by Naugatuck Chemical div. of U. S. Rubber, said to be non-chipping and non-yellowing. The finish is made of synthetic resin, and is said to be ideal for appliances subjected to severe heat as well as for refrigerators.

**SAYS CBS**—"Of the 36,780,000 families in the United States, about 33,100,000 own a total of some 59,000,000 radio sets. The average family uses its radio(s) upwards of four hours per day. Serving these families are more than 900 independent radio stations. Of these stations, more than 700 draw upon one or another of the nation-wide networks for a part of their daily program offerings. On a typical CBS affiliated station, about half of the day's programs is originated by the network; the other half originates in the individual station. In a typical week, more than 1300 different individual network programs are broadcast."

**DE-ICER FOR STOCK TROUGHS** contains electric heater in sealed can. This floats at top of trough, keeping clear space of ice-free water even in temperatures of 22 deg. below zero. Thermostat inside float turns on electric heat only as needed.

**4,000-MC COLOR TELE**—Some television researchers who are looking far ahead in color video, see color eventually (if not soon) going not to the 500 mc band, but on up to the 4,000-mc region where plenty of lebensraum is to be found for video. Conclusions regarding television merits of this region are based on special radar experience during war.

**HERE IT COMES**—Telephone companies again make radio news with their motorist-to-home-or-office communications services. In San Francisco, seven relay stations are going up, and there are extensive experiments in St. Louis and in Detroit. These are initial steps toward the much-heralded postwar developments in mobile radio communications.

**WHERE TO GET CREDIT** is described in a booklet issued by the U. S. Dept. of Commerce, entitled "Credit Sources for Small Business." It is for sale by the Supt. of Documents, U. S. Govt. Printing Office, Washington 15, D. C., at a price of 15c.



**KANSAS MARKET**—Picked up from radio dealers in Topeka, Wichita, Hutchinson and other towns in the Jayhawk state is a slight million-dollar trend having to do with phono records on RFD. The younger farm folk are yelling for combos and discs. Behind the demand are several factors: many youths remember their war-plant work and the swing shift dances; meanwhile there's a new juke box in the local drug store. Besides, there's more folding money among farmers and general agricultural modernization afoot. Also a movie house, showing a lot of musicals, in even the smallest town.

**TELE ON WHEELS**—Dr. T. T. Goldsmith of Allen B. DuMont Laboratories, Passaic, N. J., has equipped his 5-passenger sedan with a television set mounted in the rear seat, affording interesting data on interference, standing waves, and other 50-90 mc phenomena as he spins around Jersey. If he travels radially from the New York transmitters, the picture brightens and vanishes at fixed wavelength intervals; when moving tangentially this phenomenon disappears. Tele-set on wheels has also revealed critical nature of antenna location; moving car a few inches or feet gives surprising difference between excellent and poor picture reception.

**THOUSANDS OF TRAILERS**—The makers of those freshly designed trailer coaches are equipped to build 100,000 of them, they say, to help solve the veterans' housing problems. New models have wall plug-ins for radios, lamps, clocks, and other electrical appliances; fluorescent lighting and automatic oil heat are also among the features.

In This Issue—**THREE MAGAZINES IN ONE**, covering **RADIO; ELECTRICAL APPLIANCES; SERVICE Latest Radio Merchandise**, pages 36 to 41

**New Things for Service and Sound**, page 82

**Newest Electrical Appliances**, pages 58 to 64

# Know Your Own Costs

## and Try to Reduce Them

### **Budget Your Operations to Insure Future Profits in Spite of Smaller Trade Discounts on Radios and Electrical Appliances**

● Dealer margins are lower. This is the one great, stark fact which confronts radio and electrical appliance dealers today.

Profit is shorter than ever before in this field. Trade discounts have been reduced to approximately 35%.

Margins have shrunk more on some products than on others. Perhaps the margin is not even 35% for the typical store as a whole.

#### **Margins Lower**

Ordinarily the key radio dealer makes his profit partly on his ability to buy radios and electrical appliances in quantity. Today he must buy nearly everything on a single-unit price basis.

Nor is it clear that greater volume can compensate for these lower discounts. During the first few months of 1946, dealers have not received major merchandise fast enough to absorb operating costs. Most dealers report they have done little more than break even.

The period of "waiting" was a costly one to many retailers who were geared up for large-scale selling in the postwar market.

#### **Budget Costs**

Today you may be receiving merchandise in somewhat greater quantities. But this does not change the basic facts.

You face actual or potential competition from other dealers in your area. You no doubt have discovered that the people on your wait-

ing lists are on other dealers' lists as well.

This, then, is the situation you face. Your margin has shrunk. Your backlog is evaporating.

If you are to end this year, *and next year as well*, with a substan-

tial profit, your expenses must be reduced. The shift that has taken place in your level of operations has changed all the rules of the game.

Think of your gross margin as a melon. It is a smaller one than

### **HOW EXPENSES MIGHT VARY**

	Main Street Location	Side Street Location
Owner's salary	10%	10%
Employes' wages	5	10
Occupancy	5	3
Advertising & promotion	4	1
Bad debts & interest	1	1
All other expenses	5	5
Net profit	<u>5</u>	<u>5</u>
Gross margin	35%	35%

What your expenses should be depend on many factors. One of these is the location of your store. Another is the types of merchandise you handle. The figures presented here are not intended to be considered "typical" figures. Instead, they merely illustrate that no matter what kind of retail business you operate, you should develop your own cost ratios and budget your expenditures accordingly so as to be sure of having a net profit left for yourself.

before the war.

That melon represents the amount you can spend. You cut off a slice of it for each type of expense. If any part is left, that represents your profit.

### **Expenses Vary**

There is only one way to insure that there will be a slice left for yourself. That is to budget every cost of operation in your store.

You may need to take several steps to achieve this end. First you will need to install a completely new set of books if you have not already done this.

month, estimate your dollar volume of expected sales. Then apply against this figure the percentages which you can afford to spend for each kind of cost in your store.

These ratios will vary according to the type of store you operate. On Main Street, for example, you must pay more for rent and advertising. On a side street your selling cost will be higher.

### **Cost Ratios**

If you sell only electrical appliances in addition to radios, you will have a different cost pattern than as if you handle such other lines as

Or take service costs. As merchandise becomes available, your volume of repairs may fall off. Your service expense will depend partly upon the policy of your store.

### **Use Your Experience**

The ratio you can allow for each expense, therefore, is a matter of using your judgment. As dealers report their costs to central agencies for tabulation, postwar "common figures" of cost ratios will become available. But in the meantime the only guide is common sense.

You know that you must some-



Here is your share of the radio and electrical appliance melon. This melon is considerably smaller than before the war. At the same time, the cost to run your business tends to be larger. This makes the task of slicing up the melon a more difficult one than ever before.

In this period of shifting volume and costs, it is vital to have a monthly profit-and-loss statement. With this, you know where you stand every month.

Reduce your expenses in this operating statement to terms of per cent of your net sales. These are known as your cost ratios.

With these figures at hand, you are ready to set up a budget for the coming months ahead. For each

musical instruments or furniture.

Your delivery costs, for example, may be higher if you handle a large proportion of electrical appliances.

### **A Different Story**

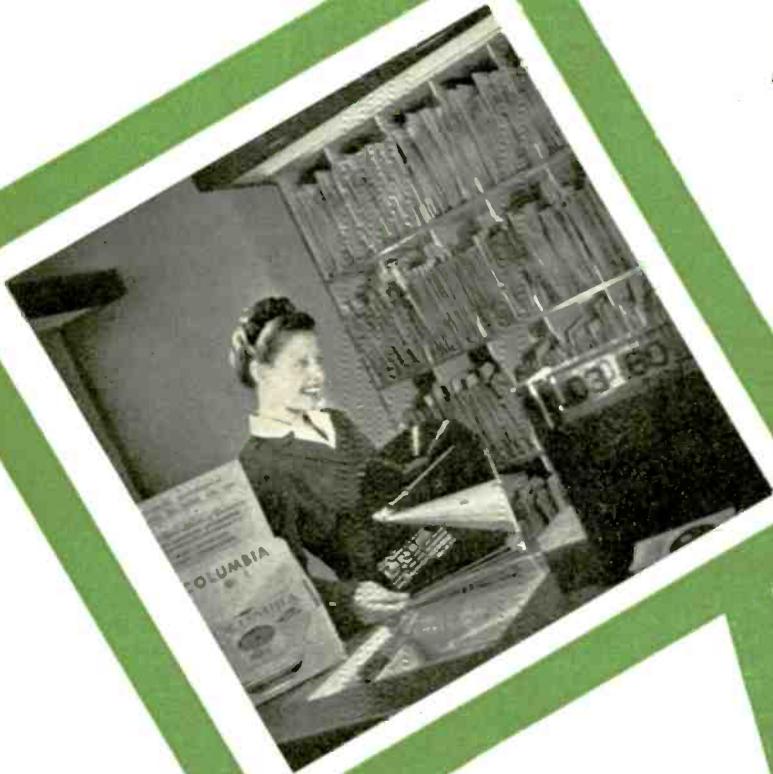
It takes two men to deliver any major piece of equipment. And when you operate a truck today, your costs are much greater than before the war.

how budget your costs so that each percentage ratio, plus the percent of profit you expect, cannot exceed your new lower gross margin.

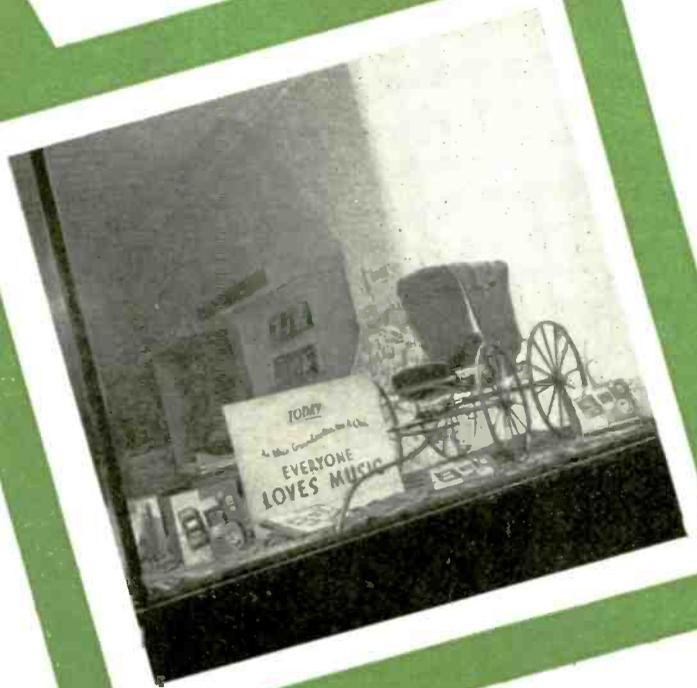
And when you have set up such a budget of costs, your final move will be to take positive steps to reduce expenditures to conform to your budget. In this way, month by month, you can attain more efficient operation, and prepare for continued profits in the future.



## ***Squared Off for More Profits***



Upper left, five long tiers of albums at the Gardner store form "the heart of its record business". Upper right, Bart Gardner gets AI advice from jobber salesman, Art Colville, on store plans. Directly above, a careful counter inspection of all discs before they go out. At right, the store's eye-seizing window display which tied in with local movie of "Gay Nineties" type.



## Common Sense and Personal Resourcefulness Add Up to a Real Success for This Pennsylvania Retailer

● "This is a little business, but I'm going to run it like a big business—with sales quotas, bonuses, contests, and all the trimmings!"

These were the words of Bart Gardner, when he opened his phonograph record store at 636 Washington Road in Mt. Lebanon, Pa., a prosperous suburb of Pittsburgh. And from that day on, the profits at Gardner's have been piling up at a steady clip.

After finding a suitable location Mr. Gardner leased a building and bought supplies of lumber, plywood, paint and nails. The fact that his capital wasn't too plentiful didn't worry him, for he's a hobbyist—and carpentry is his main hobby!

### Checked With Jobber

So he started building listening booths, album display racks, counters and cases. He worked at it in his spare time, and saved money. His distributors were helpful in advising him on the layout and design of the store and fixtures. From the plans, after weeks of diligent work, emerged a smart modern store, employing the best in self-selection technique.

He is full of praise for the help his distributors gave him, because he believes that he sought advice from those best qualified to render it. "If a distributor's representative sees all the modern showrooms in the territory, it just stands to reason that he's the fellow to ask when you want to know what's right in store design."

Album display—and more album display—is the feature of his store layout because: "Albums are the heart of the record business, for you can trade up a 53¢ customer to \$2.63 or more by simple suggestive selling."

### Records Must Be Played

He depends on what he calls "exposure" to interest his customers in albums. But it's demonstration that sells. "I figure it's like selling vacuum cleaners", says Mr. Gardner. "And the more albums we demonstrate, the more we're going to sell. You can't turn over mer-

chandise if you keep it in a glass case."

When a customer inquires for a single record, the sale is made and in addition, similar discs contained in albums are recommended. If the customer shows interest, he is offered the albums and directed to a listening booth. Mr. Gardner's slogan: "Self-Service Supplemented by Selective Suggestive Selling."

Accessory sales are an important part of the business. "I figure that

maintain the store traffic necessary to volume. His total breakage is less than ½%.

Stress is laid on window display. Believing that windows are the eyes of any store, he makes them as attractive as possible, and changes them frequently to interest and invite new customers.

He also attaches great importance to restful lighting effects, and advertizes that customers can *relax* in his record department. This is a proven sales stimulant because weary shoppers become more receptive in a relaxed, restful atmosphere, and are more easily traded up to higher unit sales.

Grey and blue are the predominant colors in his store, and in-

## ELEMENTS OF A GOING CONCERN

- **DEMONSTRATIONS**—Chances for sales increase at a brisk clip because everybody in the store believes that a record is really music rather than a few dull ounces of wax.
- **DISPLAY**—The space in the window is actually small, but these few square feet are dynamite because they get to be a pleasant habit to the folks on the street.
- **ACCESSORIES**—The full list of the things that go with the use and the care of records turned out to have some profit possibilities and popular interest that cannot be overlooked.

accessories should bring in that top 10% that means the difference between just getting by and really making a success in business," says Mr. Gardner, "so our salespeople always suggest needles, record racks, record brushes and the like." He gives bonuses to his employees who successfully merchandise the most profitable accessories.

He believes in a liberal policy on breakage. "If you have business—you have breakage," he maintains, "So let your customers handle the merchandise. If it gets broken replace it with a smile—you'll get dividends in good-will."

He cites the experience of chain grocery supermarkets to support his breakage policy. A community store, he thinks, is particularly dependent on customer good-will to

direct fluorescent lighting serves to carry out the quiet tone he likes to maintain. He believes that this results in better business with a minimum of sales effort.

"I'm going to re-invest 5% of my gross in advertising my business," says Mr. Gardner, "because experience has proved that all successful enterprises must depend on new customers, to expand.

"Every month our customers will receive a new bulletin describing the most recent record releases, and every time they come into the store they'll see something different displayed."

His plan is successful because each month has ended with larger totals rung up in his cash register, and, as he says, "It's only the beginning!"

# New Trends



Here's the unusually colorful main sales room of Emerson Piano House, with a string of 8 demonstration rooms at right. Columns are covered with green marble-design paper of pattern shown in circular inset at left. Top inset is another marble design, used in black on salesmen's table-tops.

## ***The Old Establishment Is Covered with Glory — A Dealer Uses Plenty of Color and Originality in a Remodeling Job of His Own Design***

• Dealers from several states have been visiting the Emerson Piano House, Decatur, Ill., for a look at a \$21,500 remodeling job which "shoots the works". They got plenty of ideas, too, because the Emerson store is a striking display of color combinations, new finishes and ideas in merchandising design.

The concern has been in its present quarters for 30 years. When the store was remodeled this year, W. Curtis Busher, the present owner, drew the entire store plan himself,

and placed the merchandise on it in a miniature scale. Emerson's sell radios, records, refrigerators, washers, ranges and pianos, and have a big service department.

### ***Transformed by Color***

The main floor is now an unusual blend of color and design. The once "too-high" ceiling has been eliminated by dark teal blue color and special newest type fluorescent light fixtures have been installed, with

diffusing glass bottom shading tubes to cast all reflection down rather than toward the ceiling, properly centering attention on the merchandise. Eight hooded ceiling spot lights are also used to spotlight the merchandise. Several spotlights are connected with the window lighting to illuminate special displays in the interior of the store, after the store is closed for the night. The absence of any backing to the windows makes it easier to see the attractively displayed merchandise, and

# in Store Modernization



This is a washable wallpaper, in wood-pattern of bleached walnut. It is used in a modern grey for the walls of Emerson's main floor.

to feel an invitation to come inside the store. The ever ungainly columns extending down the center of the store have become an asset by the simple expedient of striking green "Marbalia" covering.

The walls of the main floor are of photographic DiLon modern grey bleached walnut wallpaper. The impression of real wood is thereby created and the grey color harmonizes perfectly with musical instruments and appliances. It may

be cleaned with soap and water, and will last for years. It adds warmth and feeling to the display room. The Marbalia used on the central columns and cylindrical side-light fixtures is a marble pattern in the modern manner and is made entirely by hand processing.

## Complete New Dress

A green and white scenic mural is used across the front of the main floor, up over the top of the window as you look towards the front of the store. It is a panel 7 feet wide by 40 feet long. The flooring of the window beneath it is covered with sea-foam green sculptured carpet.

The display center on the left side of the front of the store is covered with provincial design wallpaper. There are four centers or "stations" with this background, which are separated by modernistic walls with circular motif in Swedish Red. This paper gives a colorful kitchen wall paper background for refrigerators, ranges, and washing machines, where only one model of each product will be shown. On showing interest in any one pro-

duct, the customer is taken to a large display, where sales help is available.

To the right of this display the salesmen of the organization have been given especial consideration. Sales desks, made on the job, with a 19" opening underneath, and with three small drawers, adjoin one another in a series. By the use of these desks valuable space is conserved and the salesmen are in no way handicapped.

## Spacious Sales Rooms

On the right-hand side of the store is another display of pianos and radios, with grey bleached walnut DiLon as a background, where again one of each of the products is shown. If interest is shown, the prospect is taken back to an individual sales room, spacious in size, where a complete line is on display of the particular make in which the customer is interested.

The names of various products sold by the Emerson Piano House are silhouetted in cut-out modern wooden letters, painted white,

(Continued on page 50)

At the left are two of the store repairmen, in uniforms with the badge "Emerson Piano House." At the right, owner W. Curtis Busher demonstrates the self-designed record cabinet which offers self-service from eight bins. Each bin has ten sections, and titles listed by number on head-board.



# New Receivers Claim

## GE PORTABLES

Model 260, the "De Luxe" shown here is a 6-tube self-charging portable with push button band tuning, 5 short wave bands in addition to standard. Disc-type



charger plugs into ac, charging wet-design battery. Circuit designed without rectifier. Three-gang condenser and 3-way tone control. Long-range built-in antenna, plus a removable loop for convenience in some locations. One-piece chassis design for special rugged construction. Speaker is 5 1/4", of Alnico 5. Metal cabinet available in several colors, scratch-resistant, 14 7/8" wide, 10 7/8" high, 5-13/16" deep. Weighs 20 1/2 lbs. Priced at \$118.50.

Model 250, a 5-tube portable, same as 260 minus push buttons, short wave and extra loop. Weighs 19 3/4 lbs. Priced at \$86.60. General Electric Co., Bridgeport, Conn.—RADIO & Television RETAILING

## Brunswick COMBO

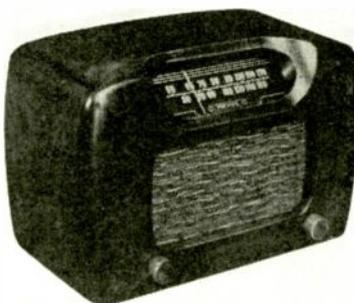


Model BJ-6836 is the "Tuscany" custom designed Sheraton chairside radio-phonograph. One band—AM, 8 tubes, ac, 14 w undistorted output. Automatic volume expansion, separate bass and treble controls. Three-gang con-

denser. Automatic Panatropo record changer, permanent sapphire crystal cartridge, automatic stop. Genuine Old World brown mahogany, hand-rubbed, with crotch door fronts and marquetry inlays. Radio behind two top doors; record changer under lid that slides forward; speaker behind lower front louvres. Hand tooled leather top. Measures 17" wide, 29" high, 29" deep. Brunswick Radio Division, Radio & Television, Inc., 244 Madison Ave., New York, N. Y.—RADIO & Television RETAILING

## Premier RADIO

Model 15 is a 5-tube superhet, ac-dc with Alnico 5 PM dynamic speaker. Edge-lighted, three-dimensional inclined



dial. Solid hardwood cabinet, walnut finish. Premier Crystal Laboratories, Inc., 67 Park Row, New York 7, N. Y.—RADIO & Television RETAILING

## Mason RADIO

Model 45-4, a 6-tube superhet with 5" speaker. Walnut finish cabinet. \$27.50



in Zone 1. Mason Radio Sales Corp., 50 E. 42nd St., New York City—RADIO & Television RETAILING

## Farnsworth RADIO

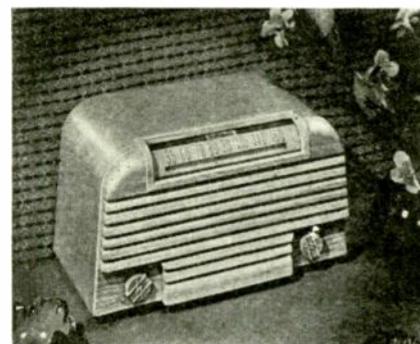
Model ET-65, one-band ac-dc superhet, with 6 tubes, built-in loop antenna, electro-dynamic speaker. Cabinet of ivory plastic; modern weave grille



cloth, with metal emblem. Top mounted logging scale dial; with translucent plastic pointer. Price \$23.75. Farnsworth Television & Radio Corp., Ft. Wayne, Ind.—RADIO & Television RETAILING

## Hoffman RADIO

"Catalina" Model A 302, a 5-tube ac-dc unit, automatic volume control, 5" PM dynamic speaker, self-contained



loop antenna. Large slide rule type dial. Comes in mahogany, walnut or blonde. Overall dimensions are 12 1/8" wide, 6 1/2" deep, 7" high. Price \$29.95. Hoffman Radio Corp., 3430 S. Hill St., Los Angeles, Calif.—RADIO & Television RETAILING

## Bendix RADIO

Model 616-A, with 6-tube ac superhet circuit using two double purpose tubes. Tunes 528 to 1725 kc standard broadcast, plus 5.7 to 12.5 mc for short wave with band spread tuning. Three-gang condenser, tuned r-f amplifier, three-section electrolytic ac hum filter. Automatic volume control, beam power out-

# Retailers' Attention



put, Alnico core oval speaker, built-in antenna. Finished in walnut solids and veneers, 14 $\frac{3}{4}$ " wide, 9 $\frac{1}{4}$ " high, 9 $\frac{1}{8}$ " deep. Bendix Radio Division, Bendix Aviation Corp., Baltimore 4, Md.—RADIO & Television RETAILING

## Clarion RADIO

Model C-106, "The Clipper", is a 6-tube console, ac superhet tuning 540 to 1725 kc. Three-gang condenser, tuned r-f, 8" electro-dynamic speaker.



7 tuned circuits. Loop antenna, 4 controls. Cabinet has end and front panels of matched, sliced American Walnut; Oriental Walnut decorative bands; 35 $\frac{1}{8}$ " high, 31 $\frac{1}{2}$ " wide, 14" deep. Warwick Mfg. Corp., 4640 W. Harrison St., Chicago, Ill.—RADIO & Television RETAILING

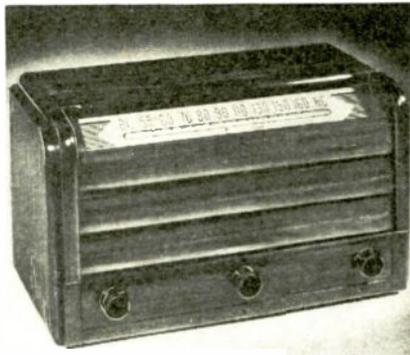
## Recordio RADIO-RECORDER

Model 6B30B table model home recorder, record player and 7-tube radio. Oval speaker, crystal microphone, crystal cutting head, electron eye for tuning or recording level indicator. Records from radio or mike. Crystal playback with permanent needle, 1 $\frac{1}{4}$  oz. needle pressure. Separate recording channel, adjustable shavings collector. All trimmers accessible from chassis



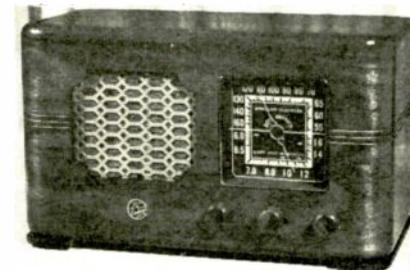
top. Plexiglas dial, cabinet in Hollywood Modern style. Wilcox-Gay Corp., Charlotte, Mich.—RADIO & Television RETAILING

## Minerva RADIO



Model W 710, 6 tube, ac-dc receiver with full range tone compensator, gyro drive tuning control. Heavy duty choke input filter circuit. Hand-rubbed wood cabinet. \$41.95. Minerva Corp. of America, 238 William St., New York 7, N. Y.—RADIO & Television RETAILING

## 20th Century RADIO

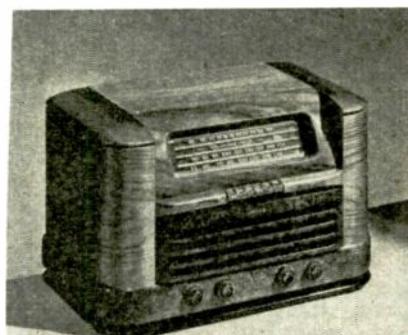


Model 101, a 2-band ac-dc unit with 6 tubes and Alnico 5 speaker. Hand-

rubbed cabinet. Electronic Devices Co., 601 W. 26th St., New York, N. Y.—RADIO & Television RETAILING

## Philco RADIO

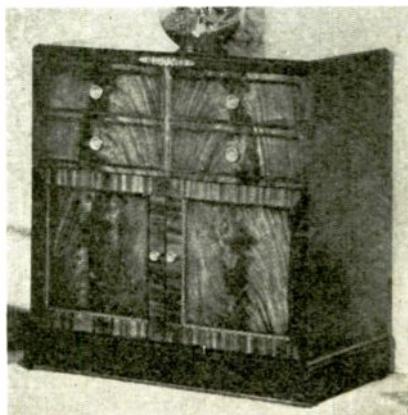
Model 452 is a 7-tube receiver with new FM band, standard and short wave. Pentode audio system, push button tuning 6" electro-dynamic speaker. Bass



compensation and treble control. Walnut cabinet. Philco Corp., Tioga & C Streets, Philadelphia, Pa.—RADIO & Television RETAILING

## Meissner COMBO

"The Regency" is one of 6 cabinet styles for the Meissner AM-FM radio-phonograph. Face veneers of striped



mahogany full length of cabinet. Classical design molding for panels in lower doors. Designed to blend with traditional furniture pieces of 18th or 19th century. Meissner Mfg. Div., Maguire Industries, Mt. Carmel, Ill.—RADIO & Television RETAILING

(Continued on page 38)

# More New Lines for

## Howard COMBO

Model 909-R radio-phonograph combination is the 9-tube "Regency", with two bands. "Acousticolor" tone control, for 5 variations of tonal regulation.



Dual action elliptical dynamic speaker, 7 w undistorted output. Push-pull output with bass boost amplification, one stage of r-f amplification. Automatic record changer with permanent needle on light-weight pick-up. Design provides for roomy record storage space, roll-away drawers for record changer and dial controls. Authentic English Regency cabinet of veneer, solid and crotch mahogany. Howard Radio Co., 1735 Belmont Ave., Chicago 13, Ill.—RADIO & Television RETAILING

## Rembrandt PHONOGRAPH

Model 706 portable phonograph, with 3-tube amplifier, 5" speaker, volume and tone controls. Operates on 115 v.,



60 cycles, ac only. Record-carrying compartment for 10" discs. OPA price \$48.90. Remington Radio Corp., 175 Main St., White Plains, N. Y.—RADIO & Television RETAILING

## Thorens RECORD CHANGER

Model CD 40 automatic changer of Swiss manufacture, will repeat or reject any record, or play back any portion of a disc without removing other



records. Playing can be delayed for a few minutes without turning machine off. Plays both 10" and 12" discs mixed in any order, automatic stop. Spring mounted. Crystal pick-up, hinged tone arm. AC motor, 100 to 250 v, available later in ac-dc. Rexon, Inc., 295 Fifth Ave., New York City—RADIO & Television RETAILING

## Soundview MARINE RADIO

"Sea Mate" model portable marine receiver, tuning 550 to 1700 kc and 2000 to 6600 kc, with 5 lock-in type multiple purpose tubes, powered by two Eve-



ready 762 or equivalent and 8 regular flashlight batteries. Removable corrosion-proof telescopic antenna, (10" to 40") PM dynamic speaker. Full vision slide rule dial. Drip-proof construction, leather handle, all metal cabinet cadmium plated. Navy gray crackle finish with blue escutcheon and knobs. Measures 11 1/2" long, 7" high, 8 1/4" deep. Soundview Radio & Television Corp., 86 Hugh St., Bronx, N. Y.—RADIO & Television RETAILING

## Usalite FLASHLIGHTS

Industrial model flashlight with shatter-proof plastic lens and heavy-walled plastic case and head. Fixed-focused lamp, 3-point switch with flasher button. Heavy ribbing on sides, for firm grip. Model IND-22, two-cell size lists at \$1.45 for case and lamp; IND-32 is 3-cell size, \$1.90. United States Electric Mfg. Corp., 222 W. 14th St., New York City.—RADIO & Television RETAILING

## Fada RADIO

Model 1002, tunes 528 to 1680 kc. An ac-dc superhet with 6 tubes, 6 tuned circuits, noise-reducing r-f stage. Automatic volume control, beam power output, 5" Alnico speaker. Loop antenna, "Golden-Glo" dial. Cabinet



11 1/8" wide, 6 1/2" high, 5 5/8" deep. Weighs 6 3/4 lbs. \$29.95. Fada Radio & Electric Co., Inc., Long Island City, L. I., N. Y.—RADIO & Television RETAILING

## Dearborn RADIO CABINETS

Blank radio cabinets available in three finishes—walnut, mahogany and blonde-wheat. Hardwood veneers, reinforced. Three sizes, 9" wide, 6 1/2" high, 5 1/4" deep—10" by 7" by 5 3/4"—or 14" by 8" by 6 1/2". Other sizes to specifications. Dearborn Industries, 122 W. Hubbard St., Chicago 10, Ill.—RADIO & Television RETAILING

## Lincoln RECORD PLAYER

"Vagabond" Model 311-D, a portable record player with 3 tubes, tone and volume controls, Alnico 5" PM speaker. Light weight crystal pick-up, plays 10" or 12" discs with cover closed. Cabinet of 3-ply veneer, heavy leatherette covering, leather handle and brass fit-

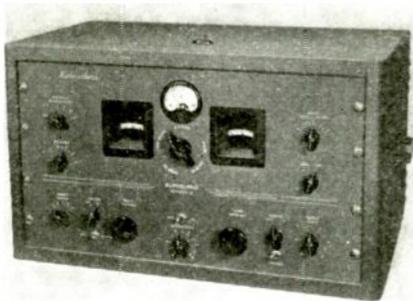


tings. Measures 14 3/4" wide, 16" deep, 8 1/4" high. Price including tax, \$38.95. Lincoln Electronics Corp., 653 Eleventh Ave., New York 19, N. Y.—RADIO & Television RETAILING

# Radio Merchandisers

## Hammarlund COMMUNICATIONS RECEIVER

Model SP-400-X Super-Pro, a 5-band set tuning up to 30 mc. Continuous coverage band spread. Low impedance antenna input, app. 100 ohms. Three-stage i-f amplifier, using variable band width transformers. Six position crystal filter—three for phone reception and two for code reception, plus "off" position. Automatic volume control operates on two r-f and two i-f stages. Improved noise limiter. Separate heavy



duty power supply unit, designed to supply heater, plate and bias voltages for hum free reception. The Hammarlund Mfg. Co., 460 W. 34th St., New York 1, N. Y.—RADIO & Television RETAILING

## Trela RECORD PLAYER



Model RC-100 wired automatic record changer for hook-up to any radio set. Plays twelve 10" records or ten 12" discs. \$28.95 including tax. Sonata Electronics Corp., 624 S. Michigan Ave., Chicago 5, Ill.—RADIO & Television RETAILING

## Filmgraph RECORDER-REPRODUCER

Model HM is sound-on-film recorder-reproducer for office dictating and transcribing. Equipped with electromagnetic head which both records and plays back with a diamond pointed stylus. Recording is done longitudinally on film, with 100 sound tracks indented across its width. Automatic numbered dial locates recording and counter indicates footage. Voice relay starts and



stops machine. Amplifier has sufficient power for play-back through loudspeakers. Instrument can be used as public address system. Cost of recording rated at 5¢ per hour. Cabinet 13 $\frac{3}{4}$ " deep, 14 $\frac{3}{4}$ " wide, 10" high. Miles Reproducer Co., Inc., 812 Broadway, New York 3, N. Y.—RADIO & Television RETAILING

## Phonola PHONOGRAPH



Model S-30, a hand-wound portable record player with disc-carrying compartment. All wood lock-corner case construction, 16 $\frac{7}{8}$ " by 13" by 7". Shipping weight, 15 lbs. Waters Conley Co., Rochester, Minn.—RADIO & Television RETAILING

## Snyder AUTO ANTENNAS

"Cosmopolitan" model designed for fender or top cowl with concealed installation; a 4-section aerial 8" high when closed extending to 55". Self-aligning, with 33' angle adjustment for all body and fender contours. List, \$6.50.

"Hemisphere" model has de luxe angle design, for any fender or cowl contour. A four-section antenna, extending to 66" and closing down to 22". Insulator of stainless steel-capped bakelite all-way construction. List, \$4.95. Snyder Mfg. Co., 22nd and Ontario Streets, Philadelphia, Pa.—RADIO & Television RETAILING

## Lewyt PHONOGRAPH

"Hat Box" model phonograph, a 3-tube unit, with high-luster black plastic



patent cover. Genuine leather trim; saddle stitched. Red morocco lined. Lewyt Corp., 63 Broadway, Brooklyn 11, N. Y.—RADIO & Television RETAILING

## Decca RECORD BRUSH

Improved type record brush for regular and thorough cleaning of discs. Pictures of leading Decca artists reproduced in color design on back; Bing Crosby starts the series. Decca Records, Inc., 50 W. 57th St., New York 19, N. Y. RADIO & Television RETAILING

## Zenith COMBO

Model 12H092R is a radio-phonograph combination with standard, short wave, and FM reception (on both 45 and 100 mc bands). Tuned r-f, 14" speaker, three-gang condenser, rotor Wavemagnet and built-in FM antenna. Nine radio tubes, plus power rectifier, plus 3-purpose phono tube, plus tuning indicator. Cobra tone arm. "Intermix" record changer. Cabinet is authentic 18th Century style, mahogany veneers



and swirl front. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—RADIO & Television RETAILING

(Continued on page 4)

# New Products for

## Emerson RADIO

Model 504, a 5-tube ac-dc superhet with 5" PM speaker. Striped walnut veneer cabinet, waterfall construction,



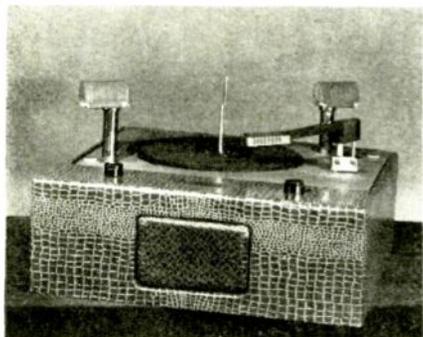
clear plastic grille. Available in mahogany. \$34. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.—RADIO & Television RETAILING

## Ray-Dyne RECORD PLAYER



Model ARC-100, a wired automatic record changer, for playing through any radio. Uses a Maguire disc changer, with "Featherlight" tone arm, 10,000-play needle. Two-post changer, single lever control, automatic shut-off. Hand-rubbed hard-wood base, 17½" long, 14" wide, 8" high. Retail price, including tax, \$35.95. Ray-Dyne Mfg. Corp., 141 W. 24th St., New York 11, N. Y.—RADIO & Television RETAILING

## Duosonic RECORD PLAYERS



Model DA-32, a 3-tube player with 5"

speaker and 1½ w output. Tone control. Price app. \$46.95. Model DA-33 is identical except for 4 w output and price of app. \$53.69. Duosonic Radio Corp., 414 E. Tremont Ave., New York City—RADIO & Television RETAILING

## Webster RECORD CHANGER

Model 70, improved design automatic record changer, to play a 1½" stack of 10" or 12" discs, intermixed. Automatic "disengage" device while not in use, to save rubber drive wheel. Velocity trip,



automatic stop, improved rim drive. Stainless steel spindle has spring cushion mounting to protect center hole of records. Operating mechanism covered, as per design for use on fine furniture combinations. Webster Chicago Corp., 5610 Bloomingdale Ave., Chicago 39, Ill.—RADIO & Television RETAILING

## Burkaw PHONOGRAPHS

Model JEl (shown) "Just-for-Kids" ac phonograph, playing 6" to 12" records. Enclosed "dynabox", electric start-stop



control. UL approved. Blue & red trim cabinet, available in two styles. \$16.50.

Model JM1 is hand-wound, same general construction as JEl, \$16.50. Burkaw Electric Co., 105 E. 29th St., New York 16, N. Y.—RADIO & Television RETAILING

## Rad-El-Co AUTO AERIAL

Model CO-3 "Roto-Lok" auto antenna, universal type for mounting in top cowl or top fender. Special design permits mast swing of 25° in any direction, retaining rigid lock-in in alignment. Top section of spring temper stainless

steel. Tube sections of Admiralty brass construction. Polyethylene used as tubing over annealed copper wire in inner cable, and in outer cover. Aircraft type lead connector. Three section unit, 23" to 57". Comes complete with 48" radar lead cable and bayonet adapter. List, \$5.95. Rad-El-Co Mfg. Co., 6300 Euclid Ave., Cleveland 3, Ohio—RADIO & Television RETAILING

## Ampliphone RECORD PLAYER

Model 10 is a 3-tube portable, with 6" electro-dynamic speaker. One-ounce needle pressure, 1.5 v crystal pick-up. Fan-cooled motor. Cabinet of aircraft plywood, covered with brown leatherette, double flannel base. Measures



21¼" by 14" by 7¾". Eastern Electronics Corp., 41 Chestnut St., New Haven, Conn.—RADIO & Television RETAILING

## GI PHONOGRAPH MOTOR

Model MX, rim drive, self-starting, induction type phonograph motor, 78 RPM, furnished for all commercial ac voltages. Insulation used around motor to cut vibration. Idler device for quiet operation. Turntable shaft revolves with turntable. Available with 9" turntable; automatic stop optional. Dimensions below mounting plate, 3⅜" long, 2¼" wide, 2¼" deep. General Industries Co., Elyria, Ohio—RADIO & Television RETAILING

## Electro BATTERY ELIMINATOR

Model P is a compact battery eliminator, to convert portable and farm radios to ac receiver, in homes, hotels, camps, etc. Operates any 1.4-volt four, five or six tube battery set, from 110 v, 60 c source. Fits the battery compartment of most radios; measures 2⅝" by 3½" by 6¾". Universal plugs and sockets to accommodate any receiver. Finished in blue crystalac. Packed weight, 3½ lbs. Electro Products Laboratories, 549 W. Randolph St., Chicago 6, Ill.—RADIO & Television RETAILING

# Your Summer Business

## Motorola RECORD PLAYER



Model WR7 is an automatic wireless record player, playing ten 10" or eight 12" discs. Cabinet is walnut veneer, 16" by 8½" by 14" deep. Galvin Mfg. Corp., 4515 Augusta Blvd., Chicago, Ill.—RADIO & Television RETAILING

## Micro-Sonic RECORD CHANGERS

British-built units play intermixed 10" and 12" records, selections made by two separate mechanisms. Repeat, reject, start and stop incorporated into single control. Heavy-duty, high-torque motor, governor-regulated. Heavy 12" turntable. Straight spindle, without bends; records remain parallel to turntable at all times. Tone arm goes into place mechanically, cannot be damaged by restraint. Micro-Sonic Corp., 44 W. 18th St., New York City—RADIO & Television RETAILING

## Airtec RECORD PLAYER

Model RPC 243, single record manual player, with 3-tube amplifier, tone control, 5" PM speaker. AC motor, 78 RPM, two special vents. Crystal pick-up. Covered with simulated alligator leatherette, grille cloth of silk, brass plated hardware, leather handle. Cabinet size



14⅞" by 18" by 7". Price \$37.95 including tax. Pro-Electronics Corp., 16 W. 36th St., New York, N. Y.—RADIO & Television RETAILING

## Wabash Repeating ELECTROFLASH

Produces a minimum of 10,000 photo flashes with a single repeating flash-bulb. First model is an AC unit including power pack, gun, reflector, repeater bulb, and 11-ft. flash cable. Designed for general indoor photography, studio or banquet use. Bulb has effective duration of 1/5000 second, and recharges itself in 7 seconds. Gun fits any standard synchronizer bracket. Cost rated by manufacturer at less than



3/10c per flash. Plugs into any 115-v source. Weighs 21 lbs. List \$160. Photolamp Division, Wabash Corp., 345 Carroll St., Brooklyn 31, New York—RADIO & Television RETAILING

## Easy-Built RADIO KIT



Construction Kit No. 1, for beginners in the age group 9 to 12 years. Contains all necessary parts and fittings, including earphone and headband, to complete a crystal radio receiver. Marked diagrams and full instructions included. Da-Myco Products Co., 72-76 Cortlandt St., New York 6, N. Y.—RADIO & Television RETAILING

## Amphenol TWIN LEAD-IN

Twin lead transmission line, for use between antennas and FM or television receivers. Lines are held in solid parallel lines by extruded polyethylene insulation. Comes in 300, 150 and 75 ohm sizes. Not affected by acids, alkalis or oils; water-repellent. Can be tacked to walls or wood trim or run under windows without special insulation provisions. American Phenolic Corp., Chicago 50, Ill.—RADIO & Television RETAILING

## Nelgetone PHONOGRAPH



Model BJ7, a 3-tube portable ac phonograph with 5" speaker. Controls for tone, volume and start-stop. Available in blue, red, brown and alligator leatherette. Measures 19" by 7⅞" by 15". Nelge Electric Co., Ltd., 35 Montgomery St., Jersey City, N. J.—RADIO & Television RETAILING

## Zenith PROGRAM TIME SWITCH

Type PR-24 program time switch for simplified automatic control of radio and recorded programs; suggested for schools, factories, homes, etc. Selects periods as close as 5 minutes, throughout the 24 hours, will repeat daily until re-set. Designed for ease, speed and simplicity in setting. Comes in compact steel case, 8" wide, 12" high and 4" deep. Special relays for accuracy within 2 seconds. Zenith Electric Co., 152 W. Walton St., Chicago 10, Ill. RADIO & Television RETAILING

## Belmont RADIO



Model 5P19 is a deluxe portable. Fabric covered. Operates on ac-dc battery. 8½" high, 13" wide, 6" deep. Shipping weight, 17 pounds. Raytheon Mfg. Co., Inc., 60 East 42nd St., New York 17, N. Y.—RADIO & Television RETAILING

FOR LATEST ELECTRICAL APPLIANCES SEE PP. 58, 59, 60, 62, 63, 64

# How Servicing Points to

**Blodgett and Stilgenbauer of Missouri Are Two Radio Men Who Share the Idea That Repairing Is Important Business**

• The name of "Blodgett and Stilgenbauer" is perhaps not the easiest one to say, but the proprietors of the concern believe that it is a name to remember, and for 8 years they have been making it a familiar phrase to anyone in St. Joseph, Mo. who needs an electrical repair job done.

At first, radio maintenance was not one of the "long suits" of the establishment. It is with considerable astonishment that the two partners in the repair enterprise in the Missouri town contemplate the proportions to which the shop's radio repair trade has soared.

## Radio Makes Its Way

Refrigeration repair constitutes the chief craft of the two owners of the St. Joe shop, Cleo Blodgett and John Stilgenbauer, but because Mr. Blodgett has a thorough grounding in radio receiver design and operation the architects who designed the shop were directed to include in their plans a radio repair laboratory adjacent to the refrigeration repair division. Inclusion of a radio repair unit in the design for the building came almost as an afterthought to

the men. Radio repair will be a sideline, concluded the two men when the shop was first laid out.

"It is difficult", concedes Mr. Blodgett today, "to consider a repair division that now has a monthly intake of around \$1,000 as a sideline". A \$1,000 per month from a sideline, as any repair shop owner will acknowledge, isn't hay! It isn't

hay to Stilgenbauer and Blodgett either, and they soon granted radio repair equal privileges with refrigeration repair in the advertising budget, the allotments for the purchase of shop equipment, and in the brand of service offered.

This fast-moving outfit has a separate section for the wholesaling of radio and refrigeration parts. It



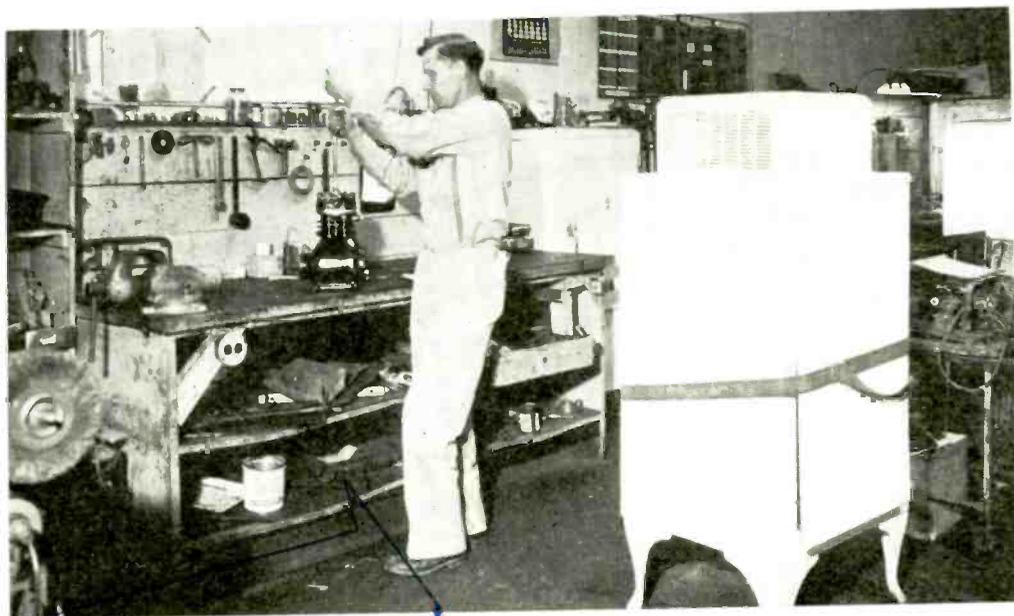
Lower left, Gene Grace is shown doing business in the parts section of the B & S concern. Above, the fully equipped radio shop—Mr. Blodgett (right) and Mr. Whitaker on the job.

inventories over \$5,000 and is supervised by Gene Grace, whose customers are small maintenance shops in the area.

Throughout all their dealings with the public, the firm has made a special point of "the excellence of our repair equipment". One of the earliest policies in both radio and refrigeration divisions was that a good share of the profits was to be returned to the business in the

# Profit

At right, the store front of the Missouri firm which is proud of the fact that the two partners are long-time specialists in service. They leave the multiple problems of sales to other merchants, and give the St. Joseph folks a good buy in repairing.



More often than not, there are two dozen refrigerators in the "waiting" line in this busy repair shop. John Stilgenbauer is shown trying to catch up with the maintenance jobs.

form of new and improved servicing and test equipment.

They've adhered steadfastly to this resolution and today can boast of one of the fanciest layouts of refrigeration and radio tools as can be found in this city of 85,000.

Complete and improved testing equipment, coupled with all of the other modern gear that will aid in the accurate and time-saving repair of sets crowds the benches in the B & S radio laboratory. E. O. Whitaker, a radio repair veteran, assists Cleo Blodgett in repairing radios.

It is the practice in this shop to keep the test equipment in tip-top

condition and to go a step or two further. Mr. Blodgett believes that it is not enough, simply to keep his test units in first-class shape and to replace them when they need it with the same old types, of laboratory instruments. He likes to keep the service department strictly up to date; he stays abreast of the engineering improvements made in the test models, and he can't be fooled on the question of whether he's using the latest and best methods in repairing receivers.

### Makes It Count

Mr. Blodgett regards his shop equipment as a "plant" which turns out his product in the same way that a manufacturing concern uses its machinery to produce an item for sale to the public. Much depends on the quality of the machinery and the minute it "slips" the results are reflected immediately in what the customers get.

John Stilgenbauer is charged with the supervision of refrigeration repair and he has gone into every aspect of the business that will improve the standards of his jobs. At least 20 refrigeration units are constantly lined up for repair by the refrigeration repair staff.

### Diversified Repair

Sales of self-contained air conditioning units are another phase of the extensive operations of this firm, and for the first time in the shop's history it will soon stock commercial refrigeration units for the retail trade. The shop is an authorized General Electric agency.

Demonstrating the refrigeration repair reputation of Mr. Stilgenbauer is the fact that officials at nearby Rosecrans Field, a training center for fliers of transport planes, selected him as the repairman for the big refrigeration unit which serves the Army Airfield's commissary, a distinction of which Mr. Stilgenbauer is properly proud.

### Branching Out

It is noted in the total business of the shop that the volume of radio repair has a definite tendency to "catch up" with other repair activities of Blodgett and Stilgenbauer. The firm may some day be able to report that radio made its way "from side line to main line". The volume of refrigeration repair business still has the edge, however.

"It is possible that radio can take the lead, though", says Cleo Blodgett, as he and Mr. Stilgenbauer wage a friendly battle for top repair honors in their respective divisions.



One of the advertised features of the Quincy Music Shop is the size of its record stock. Miss Hilda M. Lain does not like to miss a disc sale.

## Improved Merchandising

**These Retailers Learned the Word "Forward" in the War and That's the Way They're Going in a Remodeled Shop in Quincy, Massachusetts.**

● Two ex-service men, John Hammers and Walter Schmidt, have returned to their record and radio business full of ideas and energy for a bigger and better retailing operation. In short order, the Quincy Music Shop at 8 Granite St., Quincy, Mass., will be making a brand new name for itself as a musical go-getter.

### Some Changes Made

Not in the least timid about taking some big steps in the (some-what different?) postwar world of

Walter Schmidt (left) and John Hammers demonstrate the eye-level usefulness of new album display.





Planned for these windows is a series of thoughtful displays to promote classical records.

## of Records

selling, the two partners promptly (1) made a number of changes in their store layout, (2) streamlined their local advertising appeal, and (3) made enough of a merchandising analysis to find out what was selling in the way of record-playing equipment.

### More Albums Up Front

They wanted some more space in the main sales floor of the Quincy shop, so they tore out a rear partition and gained an area 10 x 12 ft. This extra space was used for two new record-listening booths, and it was found that they were able to display some 500 more albums up front. As the firm makes a big point out of the size of its record stocks and likes to keep at least 2,000 albums on hand, the change turned out to be a valuable one.

In this connection the Quincy shop plans to put a new emphasis

on the promotion of classical albums. Neither one of the partners has any doubts about their ability to handle the popular discs in an aggressive and "knowing" way, because it happens that both retailers Hammers and Schmidt are saxophone artists and have their own band. They understand the language of professional musicians and they keep up with what cooks in the popular field. Their talents in this regard are greater than those of the average retailer, and for that reason they realize that a new accent of classical albums will be appropriate. They are determined to eliminate all the weak spots.

### Promotion Ideas

To do this, they are enlarging their window displays on the classical items, and are using monthly mailing lists to keep their prospects informed and interested in new

releases of the "serious" type.

General advertising for the Quincy store will appear in newspapers and in spot announcements on local stations. This, in addition to the special window displays and mailing lists, will provide a 4-way promotion plan which will keep Quincy "covered". It is a town of 76,000 population.

### Wall of Records

One of the physical improvements in the store is an unusual rack for albums which the partners designed themselves. It is fastened flush to the wall, and has an exceptional appearance because it does not extend to the floor, but ends at waist level. This is a space-saving device, as well as an eye-catcher, for cabinet model radios can be displayed next to the wall under the albums. The total effect is one which classifies radios and combinations as musical merchandise, and the blend of records-and-radios looks like an unusually good one.

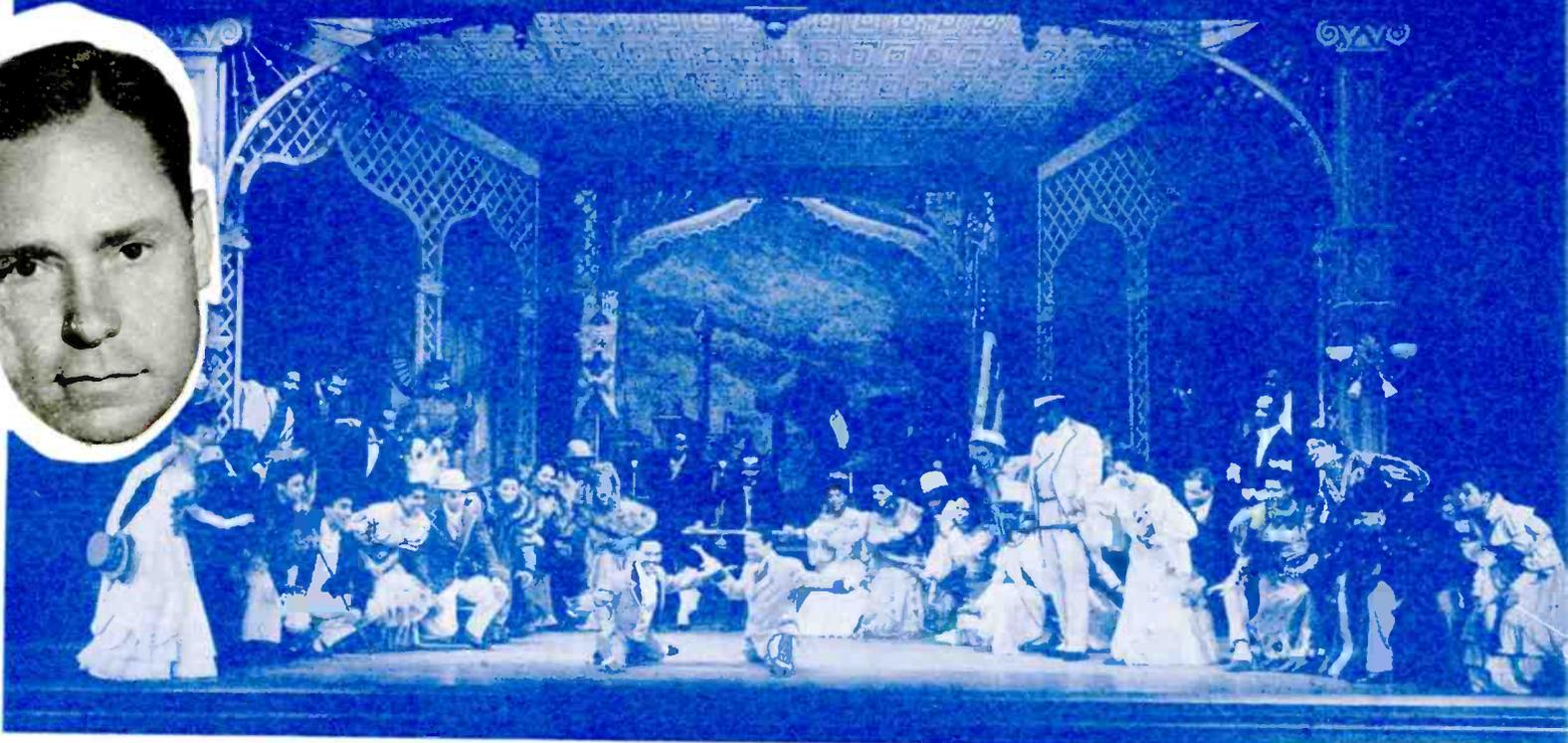
### The Store Looks Better

Radio displays often need some color to bring them to life, as every set retailer knows, and the multi-colored covers of the albums provide a snappy trim for Quincy's row of receivers. The whole display is effectively lighted by a series of fluorescent units.

Dealers Hammers and Schmidt have unlimited faith in the future of the record business because they found a rising interest among set buyers in phono-radio combinations. It is one of the postwar trends which they were quick to note. Although there are enough record players of one model or another already in use to provide a good market for discs, the increased sale of the units only makes a bright picture look brighter.

### Attract Attention

The radio and record buyers of this Massachusetts town are not getting the idea that the two men have returned to their midst with nothing but pre-war ideas. Instead, these buyers are hearing new spot announcements on the air, watching new ads in the newspapers and reading new direct mail pieces, all of which indicate that considerable pep and resourcefulness is being exhibited by the folks who came back to the Quincy Music Shop.



▲ Capitol Records' song-writing president, Johnny Mercer, and a scene from the hit musical, now on New York's Broadway, for which he wrote the lyrics: "St. Louis Woman". Capitol has an album from the show scheduled for June release.

**Infinite Variety for All Types of Customers Offered to Dealers—Populars, Novelties, Show Music, and Library Collectors' Recordings**

● Increased production facilities are bringing more and more discs to alert retailers to sell.

Plenty of variety is promised throughout the summer season, with a good backlog in classical pressings now being built up by manufacturers to supply the holiday buying period.

Victor's June list includes an al-

bum of Bach's Brandenburg Concertos 3 and 4, played by the Boston Symphony, Koussevitzky conducting; a deluxe album on plastic discs featuring Stokowski and the Hollywood Bowl Symphony in Brahms' Symphony No. 1 in C Minor. Singles include the duet in 2nd Act of La Traviata, sung by Licia Albanese and Robert Merrill.



◀ Musicraft's Kitty Kallen. Her initial recording for this company: "Just the Other Day" and "Should I Tell You I Love You". Sonny Burke and his orchestra accompany Kitty on this record. Kitty is also known for her appearances on the Nash-Kelvinator radio show over CBS Wednesday evenings.

▼ Benny Goodman autographing records at Newman's Record Shop in Philadelphia. One of his latest successes for Columbia: "Goodman Sextet Session" (Set C-113) which includes some unforgettable old-timers such as "Tiger Rag", "I Got Rhythm", "China Boy" and "Shine".



# More Music on Discs for Alert Record Merchandisers



Raymond Scott directs the recording of "Lute Song" album for Decca, featuring Mary Martin. An innovation in entertainment, New York's Broadway has given this classic Chinese dramatic musical a great reception. Raymond Scott composed the music.

June *Life* ads by Victor will highlight artists Thomas L. Thomas, Primrose, Allan Jones and Richard Crooks.

Columbia will headline in June a new recording of important music from "Show Boat", by the current Broadway cast. Other June highlights are an album of Spirituals by Paul Robeson; Mozart Violin Concerto No. 5; Escales suite of Jacques Ibert by the New York Philharmonic; "Exotic Music" featuring Andre Kostelanetz; and a new Lily Pons "Waltz Album".

Promotional and sales aids include a window cut-out poster featuring the "Show Boat" album, a

special counter poster devoted to the Spirituals.

Columbia has just released a booklet by Paul Affelder of their Masterworks department. Called "Your Record Library", the book recommends record selections for

(Cont. on page 48)

New artist for Signature is Hazel Scott. Her first for this recording company is a four-disc album of piano solos. Combines the popular with classics.

▼ Tex Bencke, leader of the Glenn Miller Band is given his latest recording "Strange Love", when he and the Missus visit the RCA Victor record plant. Tex, now on tour in midwest, will open at the Palace Theatre in Akron, Ohio, June 20th and in Columbus the 24th to 26th.





← Sonora's Moore Sisters (left to right: Viola, Bella and Yvonne). Their pop recording for Sonora released June 1, features "I Want To Be A Cowboy's Sweetheart" and "Ridin' Down the Old Texas Trail". Of USO Circuit fame, they're now playing in theatres, clubs and over WOR and the Mutual Network.



Sweet-singer Jack Powers, ▲ recently returned from overseas where he served in Uncle Sam's army, is back with Louis Prima's band again, and making with the vocals for Majestic.

*Evening Post* sells "Americana" as recorded by Decca. Reprints are suitable for store use.

New releases by Majestic include No. 7187 "My Fickle Eye" featuring the Demarco Sisters; 7188 "Cynthia's in Love", Eddy Howard and his orchestra; 7190 Ray McKinley uses picked group of 7 (his Soda Fountain Boys) to play "I'm a Big Girl Now", two sides—part 1 and 2. Majestic also releases four tunes sung by Morton Downey. Packaged as its "junior" album, the 2 discs retail at the usual cost, album free.

Crown Records, New York, specializing in albums of standard music to retail from \$3.50 to \$4.50 has put out a series of money-making possibilities, 7 in all at this writing. These are: Rumba with Monchito; Mildred Bailey singing old pop favorites; and a new collection of John Kirby music; Morey Amsterdam "Party Album"; Russian Hit Parade—current popular Russian songs sung in English, to music by Harry Horlick and his 28-piece orchestra; Ted Straeter Penthouse Serenade Album; and the George Hicks D-Day Album.

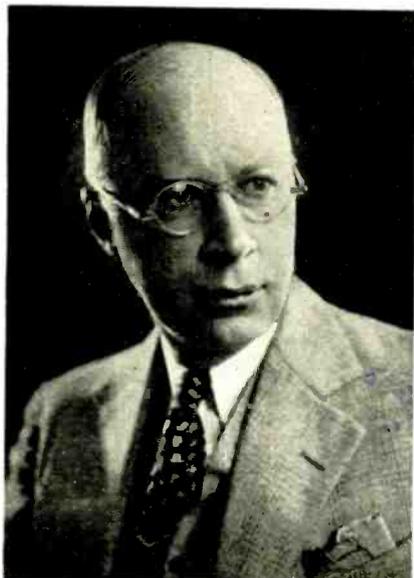
## RECORDS

(Continued from page 47)

library collecting. It also suggests complete libraries, starting from around \$50 and ranging up to two and three hundred dollar collections. For distribution to your customers.

Decca readied for June release three outstanding albums: Rachmaninoff music played by piano soloist Eugene List; hit tunes from the new Broadway successes, "Call Me Mister" and "Annie Get Your Gun"—in each case recordings are made by the original cast.

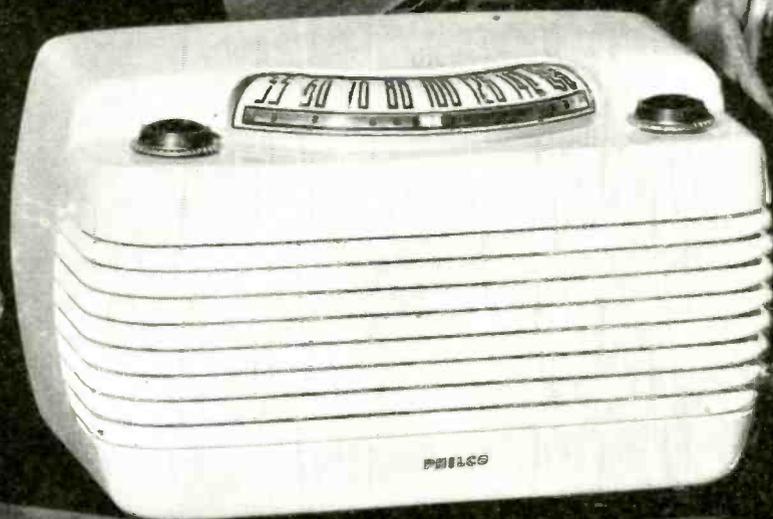
A four-color advertisement to national readers of *Life* and *Saturday*



← Composer Serge Prokofief, well-known for his "Peter and the Wolf" music has recorded his "Romeo and Juliet" suite for Disc Co. of America. Among the most brilliant of living composers, his recordings have real value for collectors. To retail at \$15.00.

New MGM starlet appearing in "No ➤ Leave No Love" with Van Johnson, Pat Kirkwood has recorded an album of four songs from the picture for Cosmo Records.





Philco for 1946 is new, all the way through... new developments in tone and performance, new beauty in cabinet design, new joys from radio and recorded music. See and hear the sensational new models, now at your Philco dealer.

# PHILCO

*Famous for Quality the World Over*

*Philco is making advertising history with this sensational new national magazine campaign. It's far ahead in prestige selling power and it blankets the people you sell.*



# Emerson

(Continued from page 35)

against a grey background in a border arrangement, with opening of 85" in length and 10½" high, which carries around the main floor over all the demonstration rooms, with eight-foot fluorescent lights behind each. This display was also designed by Mr. Busher, to give proper shading effects, so they could be read clearly from any angle. It is a striking way of advertising your products; the letters being mounted on special strips can be changed, if desired.

## Illuminated Greenery

Opening off the main room are eight individual display and demonstration rooms. The first display room has an open window with a window box of live plants, which is illuminated from an 8 foot strip of fluorescent tubing between the front and rear rows of the plants. This room is lighted by overhead fluorescents and spotlights on the particular merchandise displayed. (This window box is clearly visible from the street and at night is an eye-catcher.) The room has modernistic wall treatment, with two walls in Swedish Red and the others in Steel Grey. The second and third rooms, with air conditioning, have the same contrasting color treatment. The rooms are equipped with hidden spotlights, which pick out the merchandise in bold relief.

The radio-phonograph combination demonstration rooms are also given an individual treatment, contrasting wallpaper being used in each case. The first room, especially designed for RCA-Victor, is the Quill design, with floral modern yellow extravaganza being used on the contrasting walls. Both papers are of the modern theme and add life to the room. Small wooden tables are covered in imitation marble DiLon for folders and records.

## Classical Decor

The next room, the Capehart and Panamuse Salon, is in oriental grass cloth (photographic reproduction) with the Zebra motif, which is being used for the first time. This is the original color, and was designed for this color scheme. Torchiers are also used for lighting the two radio-phonograph rooms.

The main floor and three Frigidaire demonstrating rooms are cov-

ered with Kennedy asphalt tile, with a black background flecked in green and white. Special caster cups have been made, to avoid heavy merchandise indenting floors.

## Repair Section Brightened

The service department at the back of the store has been brightened by blue grey walls, mahogany service desk and counters, and the most modern equipment. It is purposely made neat and attractive, as GOOD SERVICE is one of the most important things to be sold in a specialty store. (The appearance of a service shop is very important.) All service men are furnished with special uniforms, with the store name on each hat and blouse. "We service our sales" is a store slogan.

The record department space had always been very limited on the main floor. As there was no upper floor, it was decided to move the



"I'd like to see some of those acoustics I've heard so much about."

record department to the basement. The business in records has been doubled since making the change, and the anticipation of an ever-growing and steadily increasing return from the record department has been the answer to the question, "Will the customer go downstairs to buy records and appliances?"

Downstairs are 8 sound-proof 4' x 6' listening rooms, equipped with a special switch on each door, so when the door is closed both light and phonograph are automatically turned on. Likewise, when the door is opened the light and phonograph are turned off. This eliminates customers playing records without

light, or leaving a booth with phonograph in operation. The booths are sound-proofed with celotex mounted on 1 x 2s. They are lined on each side with Celotex, with rock wool in between. A ventilator is installed in each ceiling, connected to a large 17" fan at the back of the store. The walls of the listening rooms are painted cocoa brown to eliminate the possibility of the younger trade writing on the walls. Painting the walls destroys some of the soundproofing qualities but makes for a better appearance. Three rooms are reserved for playing of classical recordings with keys for these rooms obtainable at the desk. Especially good machines are installed in these rooms.

## Discs Are Honored

In the center of the floor are installed two very unique record racks for individual records, with 80 bins, each holding 20 records, making a total of 1,600 records on display. Storage space below holds a like number. The title board, with 10 numbers and titles is at the back extending up 14½" above rack, which is 3½' tall at back, and 8' long.

Below the bins are numbered from 1 to 10, corresponding to the title strips above. This arrangement saves the time of a record girl, and especially the young folks like to look over the titles and make their selection. It not only sells new records but the older records also move out. The record department also has a double classical rack, with 50 bins on each side for 12" and 10" records, with 15 each record capacity, designed along the same line. It is 63" long by 35½" wide. These self-service single record racks, designed by Mr. Busher, have had sensational customer acceptance.

## Parade of Albums

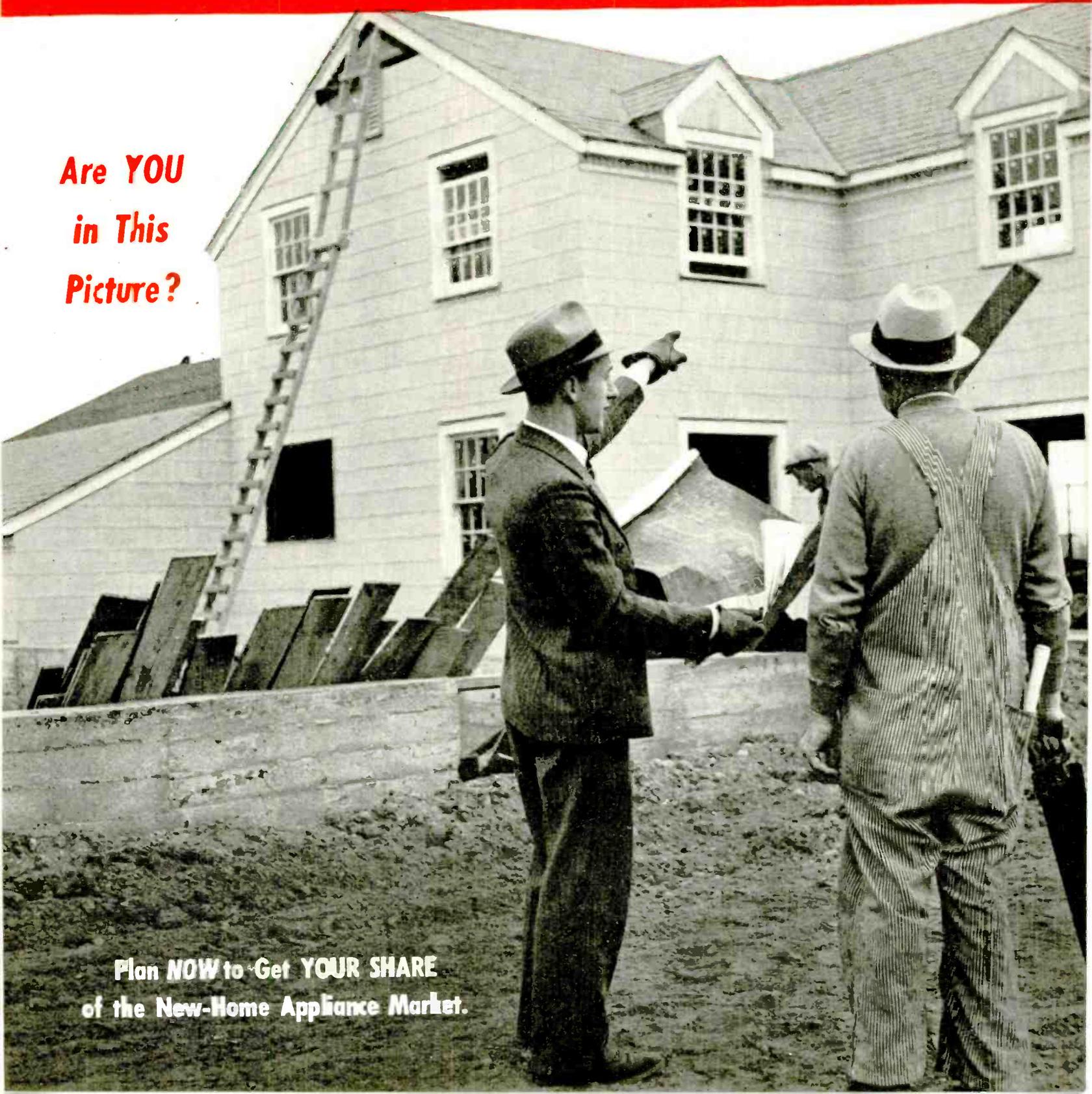
Album racks of 5 shelves each are along the entire 37' east wall, making striking display. Three double 4 shelve album racks are adjoining the self-service single record racks. Title strips above racks describe the type of albums below. Victor, Columbia, Decca and Capitol are silhouetted in wooden cut-out letters above the 8 record listening rooms.

Besides Mr. Busher and sales manager, Leighton Homebrook, the Emerson staff has a total of 18 men and women.

Section of **RADIO & Television RETAILING**

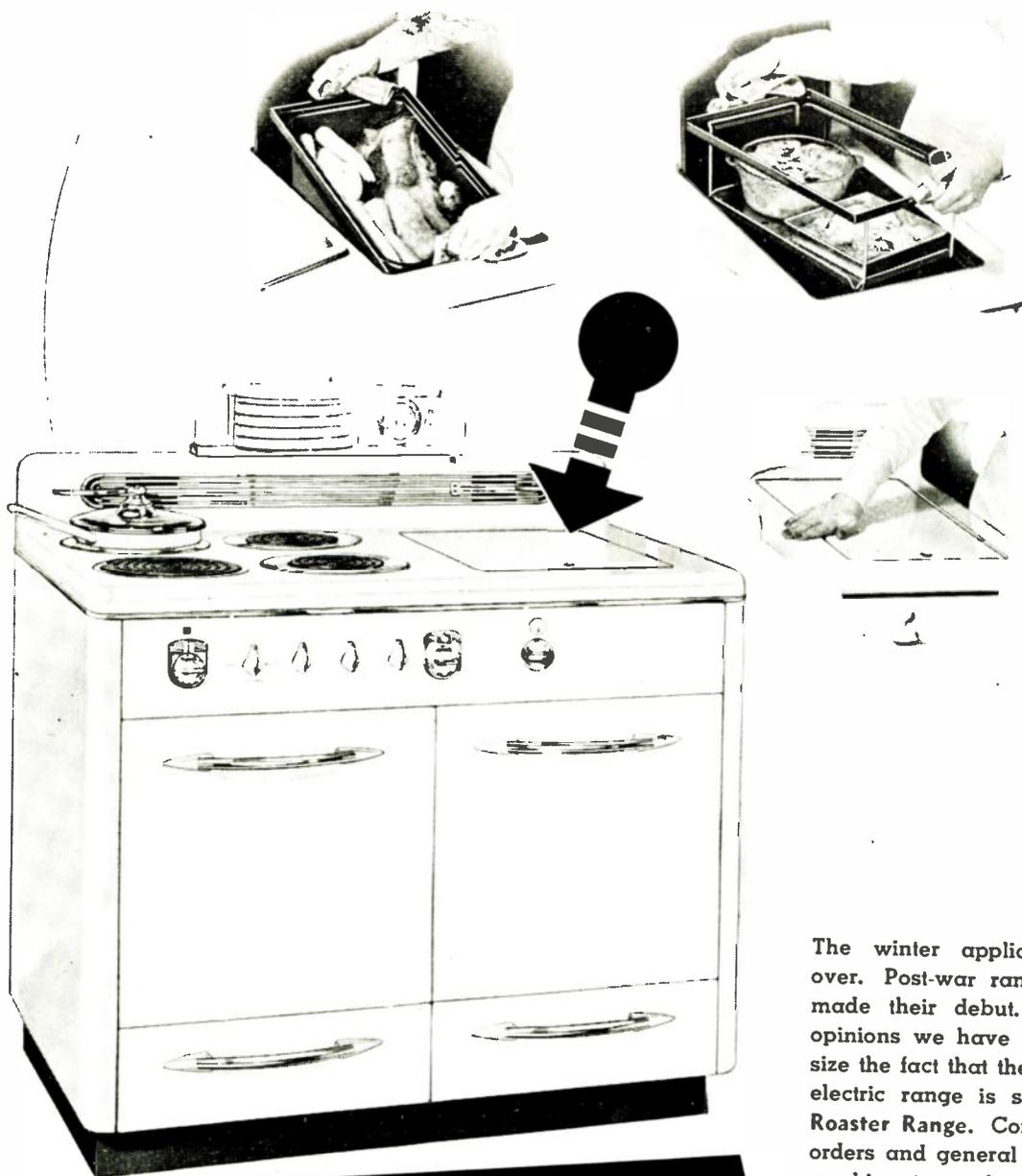
# **ELECTRICAL APPLIANCES**

**Are YOU  
in This  
Picture?**



**Plan NOW to Get YOUR SHARE  
of the New-Home Appliance Market.**

# STILL RANGE FEATURE **No. 1**



The winter appliance shows are over. Post-war range models have made their debut. All the dealer opinions we have gathered emphasize the fact that the industry's No. 1 electric range is still the Monarch Roaster Range. Consumer inquiries, orders and general sales outlook all combine to confirm this top rating. Join in celebrating MONARCH'S Golden Jubilee during 1946.

**MALLEABLE IRON RANGE CO.**

5566 Lake Street, Beaver Dam, Wis.



ELECTRIC



GAS



COAL-WOOD



COMBINATION



CIRCULATOR

## The Coming Battle for —

# NEW HOUSE BUSINESS

### "Package" Homes — "Complete" Homes on the Way? How Does Independent Retailer Fit in Sales Picture?

● A home building boom, promising to be bigger than any other in the history of the country, is on the way.

These new homes will be more completely equipped with work-saving devices than ever before.

It is entirely reasonable to assume that the sales of appliances going into *new* homes for the first full home-building year will far exceed the total of *all* equipment sales to new residences for even our best pre-war year.

How much of this business will the independent radio-appliance dealer get? That is the question dealers are asking today—dealers who realize from past experience that selling to builders and architects is hard-to-get business.

#### Problems Facing Dealers

It may well be that selling to architects and builders in the future will be a tougher proposition than ever. "Package" homes and "complete" homes are terms worrying the independent retailer. He sees himself by-passed in too many instances because of two factors: 1. Ability of architects and builders to buy direct from certain manufacturers and jobbers. 2. Low price and/or "concessions" he, the dealer, cannot cope with.

Of course, as many dealers point out, they can get a share of this new home business IF—

....The manufacturer or jobber refuses to sell to architects and builders.

....The dealer is given "protected" and carefully policed territory.

....The dealer can "sell" the builder or architect on the quality angle, stressing the fact that *quality* appliances will make the home sell more readily.

It would be futile and wishful thinking on the part of any dealer to believe that home-building planners and others interested are con-

cerned with the retailer's problem or that such retailer will get a share of this business without any effort on his part. What portion of the new home business the independent dealer will get in the future market will depend upon his *own* initiative—upon his own action and work. Many dealers have been successful in selling appliances to architects, builders and

#### WHO'LL GET THE BUSINESS?

The independent retailer of electrical home appliances knows that "development" sales are hard to get; hard to handle and are often profitless.

The more the independent merchant hears about "complete" and "package" homes, the more he worries about the prospects of getting a share of this business—even at reduced profits to him.

Utility companies, insurance organizations, ship-builders and old-line real estate developers are promising big things in the postwar home-building field.

Laying plans now for lining up some of this business through contacting builders, architects, real estate agents seems to be the best plan for the enterprising retailer to pursue.

real estate developers. Such dealers have worked the "friendship" angle to its fullest extent, sold the appliances on the strength of superior installation and maintenance, with the promise that any "headaches", such as poor performance of the products, etc., will be assumed by them, the dealers.

Every appliance seller knows what the term "builder's discount" means to him. It means that the builder or developer insists upon a price concession which will come out of the dealer's pocket. Whether or not the builder is entitled to such

discount is a many-sided question, and, since the retailer is not concerned with the ethical phase of this question, he usually considers accepting or rejecting the sale upon said sale's financial aspect.

Where an architect has the say—and he often has—concerning the choice of equipment brands, the situation is often a "touchy" one. Despite the fact that a number of architects will accept "commissions", there are many who refuse to do so upon ethical grounds. Exactly the same situation exists among real estate agents. The appliance dealer must make his own decisions when it comes to a question of *whether* he is willing to pay "commissions" and to give discounts to those on the "inside" in building developments—and when and to whom to offer such "commissions" and discounts.

#### Sell Direct to Consumer

Retailers have been highly successful in *bypassing* architect-builder-real estate agent appliance choosers and purchasers by going to the person for whom a certain home is being built and selling such prospective owner on the merits of his, the dealer's, make appliances. Such technique results in the home-owner-to-be insisting upon certain makes the dealer handles.

Every retailer today owes it to himself to battle strenuously for business in the coming new homes. He should leave no stone unturned in his efforts. He should contact all people connected with building enterprises. He should give more careful consideration to his franchises, and he should find out just what his manufacturers and wholesalers are going to *do* for *him* now that we are on the threshold of a home-building boom—a gigantic program of new houses, most of which will be equipped with labor-saving devices.

program need not be a formal procedure. You can train your staff individually and constantly.

They learn every time they watch you close a sale, or you watch them. They learn when you hand them sales talks, product folders, advertisements and specifications.

When your organization is small, you have a great advantage. You can train each employe personally, and give him the help he needs. By doing so, you can bring your staff along faster than in a large group where everyone receives the same impersonal, dull instruction.

You can and should give sales training to every employe in your store. They are all sales people in a sense.

Train your executives, if you have a large organization, to sell as well as tell their subordinates. Train your service department employes in methods of avoiding unnecessary disputes.

Train your delivery men, telephone girl, and cashier in methods of handling people. Otherwise they may tear down the good-will which your salesmen and your advertising have built up.

Of course you will give these employes somewhat less sales training than your regular sales force. But

you should give them enough so they can all get the "plus" sales of merchandise which in hard times may spell the difference between profit and loss for your store.

When any employe first begins to work for you, he needs to be "broken in". In a strange environment, most people feel at a loss.

If you will take the time to show him every possible detail about his job, it will pay you many times over because he will produce that much better and faster for you. Do this by easy stages, to avoid strain.

#### "Breaking In" Salesmen

"Breaking in" is especially important for new salesmen, because more than any other type of retail employe the salesman is likely to be paralyzed by fear. When you teach him how to greet the customer and how to awaken interest and desire, you substitute hope for fear. And when you enable him to achieve successes through practice, you help him become self-confident and self-reliant that much faster.

In selling, practice never makes perfect. You must train your salesmen permanently.

Your sales training should be on a day-to-day basis. Periodic sales

meetings cannot compensate for close personal supervision.

Many successful radio and electrical appliance dealers make it a practice to hold weekly sales meetings. They present and discuss new sales aids received from manufacturers. They look at the record of each salesman and correct weaknesses in his selling methods.

#### Outside Sales Courses

From time to time, it is a good idea to use slide films, sales courses and other material supplied by manufacturers or trade associations. You may even tie in with sales courses offered by private schools or through the department of education in your state.

You should, however, use these only as tools to accomplish your own training objectives. If possible, present any such material yourself.

Remember that your salesmen have finished school. Do not make them feel they are being sent back.

Sales training is no different from sales effort itself. You reap rewards in direct proportion to the intelligent effort you put in.

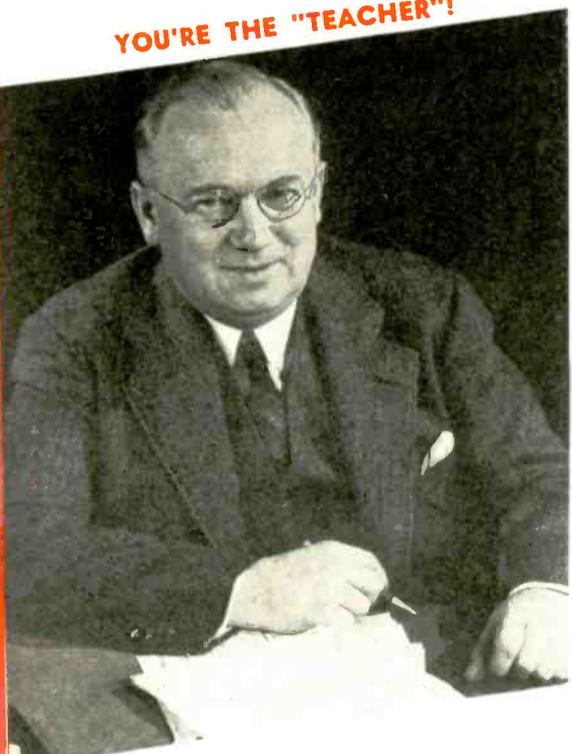
And if you expect to reap sales tomorrow, you must sow the seeds of training today.

# Sales Training NOW for

COMPETITION'S COMING

SALES TRAINING PAYS

YOU'RE THE "TEACHER"!



• "Sales training? For *my* staff? Why should I train people to sell while products sell themselves?"

This is a fair enough question today. It deserves a fair answer.

On the calendar of competition, it is later than you think. In a few months, the other radio and electrical appliance stores you see springing up all around you will

other is that as a radio and electrical appliance dealer you typically deal with a small number of men, where the "law of averages" does not work.

Fortunately, sales training has been tried out on large groups of men in big corporations. They have found that it pays. The Army and Navy, too, have proved the value

which actually helps your employees do a better job.

As a successful dealer in radios and electrical appliances, you should handle the work of training your staff. Through experience you have become a better salesman than any professional training "expert".

Keep yourself up to date on selling methods and products. Obtain

## Merging Radios

**Dealer Uses Principles of Sound Business Management to Produce Efficient Retail Operation**

and electrical appliance business in his city.

In merging these two types of retail business, Brown was guided solely by the principles of sound business operation, which he has learned during a distinguished career as a banker. For in addition to being the owner of the Virginia Electric Supply Company, Brown is also a vice-president and director of the Citizens' National Bank of Alexandria.

### Modernized and Moved

During the war, C. C. Brown bought and supervised the operation of the Alexandria Radio Service Company. In 1945, he bought the building at 917 King Street, the main thoroughfare of the city. He also purchased the business of the electrical appliance and service dealer in the first floor of this building.

As a first step, Brown modernized

all four stories of this building, at a cost of more than \$25,000. He then moved his radio service operation, which had been situated across the street, into the second floor.

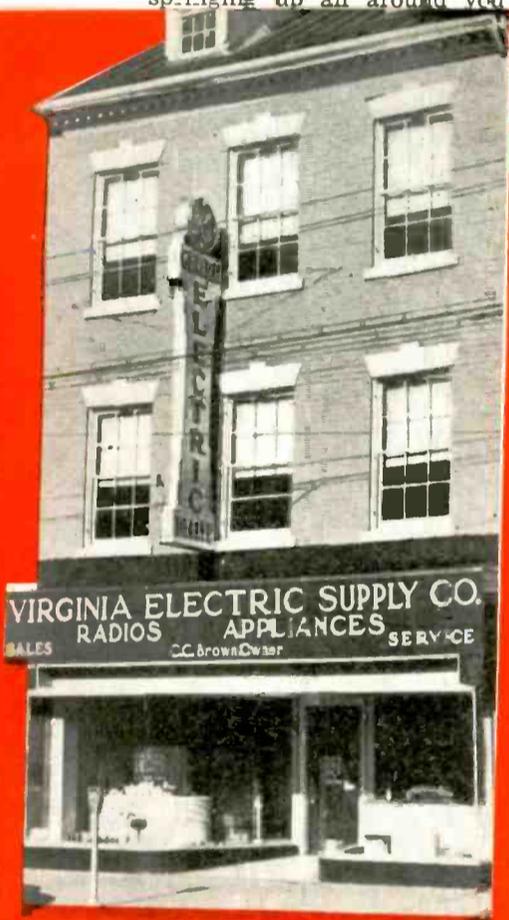
### Handling Table Radios

It is there that all radio and small appliances are repaired. Major appliances are serviced by the suppliers on contract.

The only service feature retained on the first floor is the service counter at the rear. To transport products to and from the repair shop, a modern elevator has been installed.

Even with the elevator, there was danger that efforts would be wasted in moving products upstairs and back again. Brown has eliminated this through the purchase of equipment to aid the moving task.

"For table radios and small appliances," he explained, "we have two ordinary metal tool carts. Each one is about three feet high, three



As the sign says, here are radios and appliances, sales and service—all under one roof.

• Many radio dealers now have added a full line of electrical appliances. Some are finding it difficult to find room for both businesses under one roof.

C. C. Brown, of Alexandria, Virginia, has solved this problem in store arrangement. And in doing so, he has created a dominant radio

The asphalt tile floor, pale green walls and modern store fixtures combine to attract the customer and invite closer inspection of the merchandise.



# and Appliances

feet long and two feet wide, and has two trays.

"We keep one of them standing behind the service counter. As small radios and appliances come in for repair, they are recorded, tagged and placed on the cart. When it is full, it is rolled onto the elevator and taken up to the repair shop.

"Meanwhile, as soon as each small radio and appliance was repaired, it has been placed on the other tool cart. This is brought down on the return trip, the products are placed on shelves for delivery, and the cart is ready for another load.

## Dollies Lighten Task

"To move large radios and electrical appliances anywhere in the store," Brown explained, "we use a lot of dollies that we made ourselves. For each one, we used two pieces of 3/4-inch plywood, about 20 inches wide and 42 inches long. We joined these together by nailing a strip along the bottom on each side. Then we affixed a set of four three-inch rubber dolly wheels.

"We keep every large radio on one of these dollies while it is being repaired. Thus on the entire trip to and from the repair department upstairs, we need to lift it only about four inches."

In revamping the main floor, Brown has also sought to make possible efficient operating methods. He has stressed eye appeal so as to reduce the need for sales effort.

## Efficient Store Layout

The new glass front attracts pedestrians by disclosing the entire interior. The color scheme features pale green walls that are restful to the eyes, and a dark asphalt tile floor.

In the front of the floor, which measures 25 by 100 feet, Brown has placed major electrical appliances and floor radio-phonographs. These are back to back, and along both walls, creating two wide aisles.

In the center of the store is a doughnut case that contains some of the smaller and more valuable items. This is flanked on each side by open wall-cases which hold

table radios and appliances.

The rear of the store holds the service counter. Behind this section is an office where sales of major products can be closed and credit information obtained.

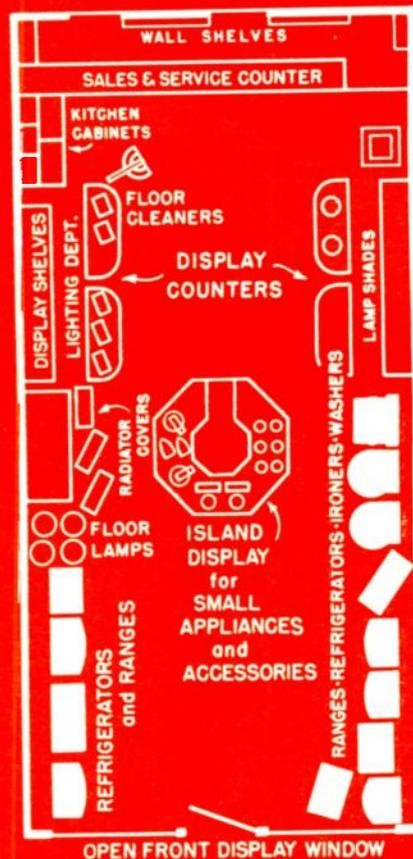
## Using Upper Floors

The space on the upper floors not devoted to service is largely taken up by the storage of small items. There is also a large room upstairs which will be used as a sales conference room.

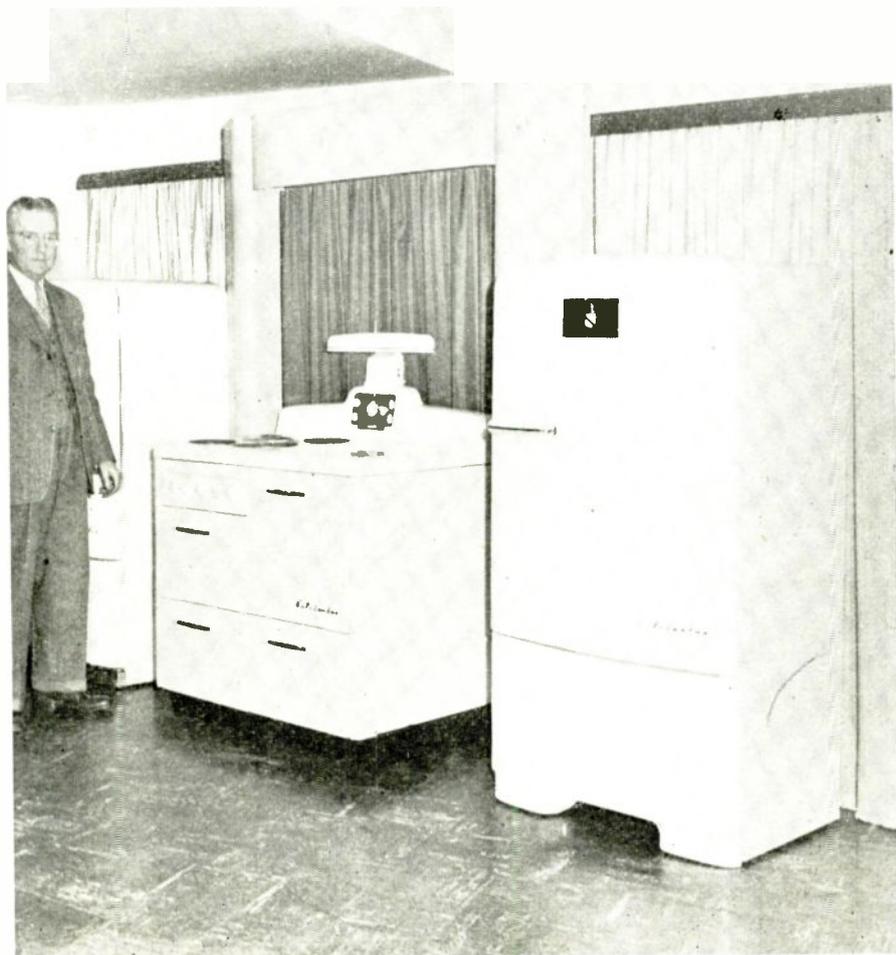
C. C. Brown feels that in remodeling the building he has merely set the stage for his service and sales personnel. He now has a staff of five people.

As soon as the situation warrants it, Brown plans to organize a sales force of five or six young, capable salesmen, who will operate under

(Continued on page 134)



Service and demand depts. are placed in rear of store to expose customers to major products ▲  
▼ C. C. Brown will augment the present major appliance section with a complete modern kitchen.



Refrigerators ★

★ Washers

★ Ironers

★ Ranges

★ Vacuum Cleaners

★ Food Freezers

# New Electrical

## Admiral RANGE

Model R-2 electric range. Widely spaced surface units, raised on range surface; switches have flexible heat controls; units include one 2100 watt unit, two 1250 watt units, and one 1200 watt deep-well cooker with 7 qt. capacity. Automatic timer with selector switch; warmer oven; regular large



oven with removable racks, and automatic oven light. Dimensions: 40 inches wide, 49 inches high, 25½ inches deep; cooking surface height, 36 inches. Admiral Corp., 444 Lake Shore Dr., Chicago, Ill.—RADIO & Television RETAILING

## Miracle ROASTER

Automatic electric roaster, rectangular style, 22-quart capacity. Thermodynamically controlled "tel-tale" light indicates when unit is on or off; equip-



ment includes aluminum pans with lids, which permit cooking entire meal at one time. Broiler attachment, matching

cabinet available. Size: 24 inches x 15 inches x 16 inches. Weighs 18 lbs. Miracle Electric Co., Chicago 3, Ill.—RADIO & Television RETAILING

## Maytag HOME FREEZER

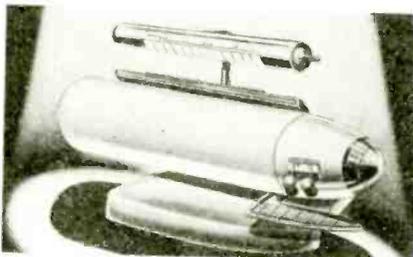
Model 6TD features 6 cu. ft. locker storage space, capacity of 300 lbs. meat, or 240 lbs. mixed packages. When closed provides porcelain enameled utility label top with drop-leaf



for dinette. Heat from compressor is conducted to a defrosting tray to speed thawing-out of food. Freezer cabinet is 47½ inches long, 29 inches wide, 32 inches tall. Maytag Co., Newton, Iowa—RADIO & Television RETAILING

## Tutt IRONER

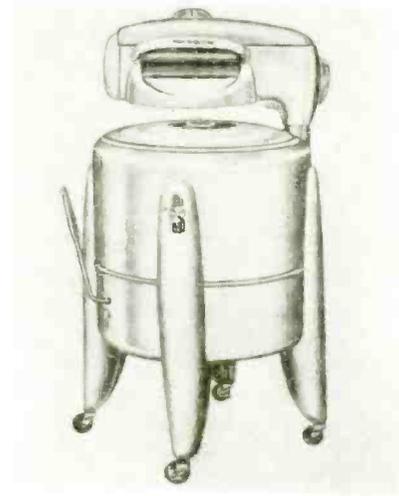
Automatic electric ironer, portable; 20 inch roll; 1000 watts. Has light as



shown. The Tutt Co., 4107 Willys Parkway, Toledo, O.—RADIO & Television RETAILING

## Whirlpool WASHER

Model "30", conventional washer; self-cleansing 3-vane reciprocating agitator provides washing action. 15-gallon tub accommodates 8 lbs. of dry clothes. ¼ h.p. motor is rubber



mounted. Heavy duty wringer adaptable to different fabrics. Self-adjusting casters keep machine level, and prevent washer from sliding while in operation. Nineteen Hundred Corp., St. Joseph, Mich.—RADIO & Television RETAILING

## Royal CLEANER

Model 210, "cylinder" type cleaner, with new style swivel floor nozzle. ⅝ h.p. air-cooled Universal motor. Two-section wand, curved to go under furniture; storage and carrying kit for tools and accessories; sprayer and crystal vaporizer for moth-proofing. Size: 24 inches long, 7 inches wide, 8¼ inches high. P. A. Geier Co., 540 E. 105 St., Cleveland 8, O.—RADIO & Television RETAILING

## Hamilton Beach VACUUM CLEANER

Model 14, deluxe vacuum cleaner with motor-driven brush. 7-piece outfit consisting of metal hose connector, midjet nozzle, radiator tool, metal tube, metal capsule, expello, crystals, and a slip-on brush. Five-position toe adjust-

# Appliance Items

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

ment; light for cleaning in dark corners; weighs 13 lbs., 15 oz. Hamilton



Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.—RADIO & Television RETAILING

## Vornadofan AIR CIRCULATOR

Features: cushioned motor mount to absorb noises; blades enclosed by air injector cones, directing air stream;



cones formed of interlocking spun metal strips; plastic blades. O. A. Sutton Corp., Wichita, Kan.—RADIO & Television RETAILING

## Sunbeam COFFEEMASTER

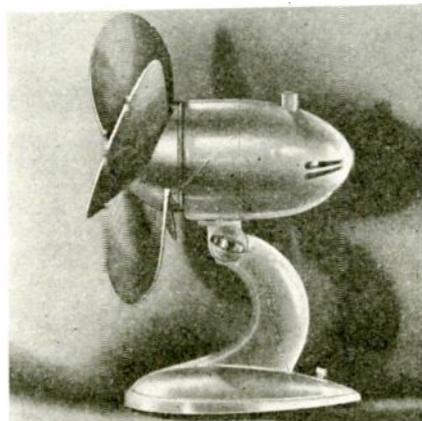
Coffee maker, chrome-plated inside and outside. 1000 watt heating element sealed between heat conducting copper plates. After coffee is brewed



automatic thermostat maintains temperature at correct drinking level. Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50, Ill.—RADIO & Television RETAILING

## Samson FAN

Model 1042-N, 10 inch oscillating fan; soft rubber blades. Silent operation. Light tan hard-baked enamel, matching mottled tan rubber blades. Reversible



wall plate mounts fan securely to wall. Height to top of blades 13½ inches. Samson United Corp., Rochester, N. Y.—RADIO & Television RETAILING

## Astor BROILER

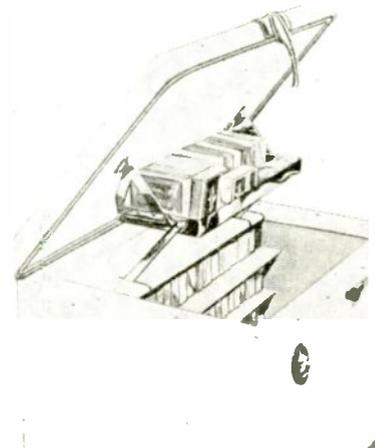
Model 100. 1000 watt element on high, 400 watt on low. Smooth rounded body; beaded ridge on bottom; nickel plated wire grill; heavy handle; mir-



rored polished aluminum. 14¼ inches diameter; 8¾ inches high. Union Products Mfg. Co., 35 Park Pl., New York 7, N. Y.—RADIO & Television RETAILING

## Orley FREEZER

Five cu. ft. capacity. "Handeez-tray" swings into position as lid is raised. "Speed-flo" coolant action for "sharp freezing". No defrosting necessary. In-



terior is constructed of aluminum and plastic. Table-top height, rounded corners. Orley Bros., Detroit, Mich.—RADIO & Television RETAILING

(Continued on page 60)

# Manufacturers Present

## Automatic WASHER

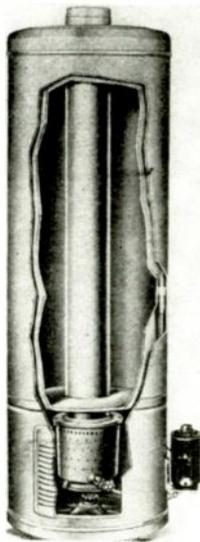
Model 451AP washer with drain pump, operated by 1/4 h.p. motor. "Push pull" pump control empties tub. White seamless porcelain tub, rubber



rim on lid, streamlined wringer. 3-vane aluminum agitator. Chassis of welded steel. Automatic Washer Co., Newton, Iowa—RADIO & Television RETAILING

## Evans WATER HEATER

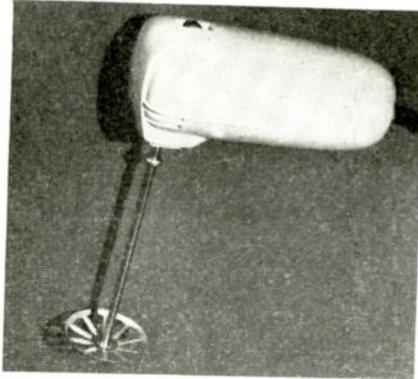
Oil-burning water heater; automatic fuel controls; natural draft oil-burner, with low pilot and automatic thermostat temperature control. Rock wool



and dead air space used as insulation. Available in 20, 30, and 40 gallon models. Evans Products Co., 15310 Fullerton Ave., Detroit 27, Mich.—RADIO & Television RETAILING

## Gilbert WHIRLBEATER

Portable electric mixer, B-155. Size: 2 1/4 inches deep, 5 1/4 inches long. 8 ft.



extension cord for easy carrying; fingertip control; lightweight. A. C. Gilbert Co., New Haven, Conn.—RADIO & Television RETAILING

## Arvin LAUNDRY TUBS

Model 4500. No seams or corners in tubs, sturdy, tubular frame. Moves easily on casters; mounts a wringer. Gravity drain tubs, no valves, for



speedy draining. Complete with tub lids for use as table surface when closed. Noblitt-Sparks Industries, Inc., Columbus, Ind.—RADIO & Television RETAILING

## Eaton HOME FREEZER

Cabinet constructed of heavy wood frame and grooved flooring. Exterior covered with 22 gauge rolled steel; interior galvanized steel tanks. 5 inch insulated walls. Eaton Mfg. Co., Carbondale, Ill.—RADIO & Television RETAILING

## National SEWING MACHINE

Model 1518 Chippendale kneehole desk sewing machine; constructed of walnut. Has eight drawers. Top pieces dovetailed together; sides open out for



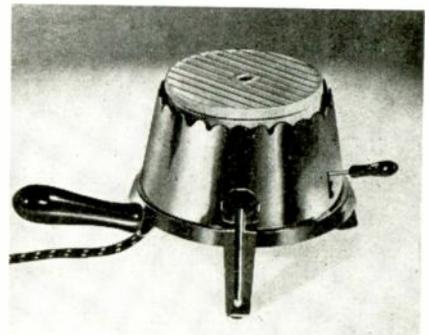
larger sewing surface. Available with rotary reverse, or rotary sewing heads. National Sewing Machine Co., Belvidere, Ill.—RADIO & Television RETAILING

## Luminite SAFETY PILOT PLUG

"Triple-duty" plug; may be used alone as plug cap for electric cords, or with plug for attaching other electrical appliance cords, or alone as an inconspicuous night light. Plug has low-wattage neon glow lamp which burns continuously. List price, 59¢. Associated Projects Co., 80 E. Long St., Columbus 15, O.—RADIO & Television RETAILING

## Volcano COOKER

Combination electric cooker with 3-heat positions. Grill 4 1/2 inches in di-



ameter. Weighs 2 1/4 lbs. Hilco Engineering Co., 429 W. Superior St., Chicago 10, Ill.—RADIO & Television RETAILING

## American FREEZER

Model AR-15 home and farm freezer designed for dual purpose freezing. 2 1/2 cu. ft. in quick freeze storage compartment. 12 1/2 cu. ft. for storing foods pre-

(Continued on page 62)

# IMPORTANT NEWS

FROM GRAYBAR'S PRESIDENT . . .

A. H. NICOLL  
PRESIDENT

**Graybar**  
ELECTRIC COMPANY, INC.  
GRAYBAR BUILDING  
420 LEXINGTON AVENUE  
NEW YORK 17, N. Y.

TO EVERY ELECTRICAL DEALER:

You are going to witness the results of major developments in Graybar's Merchandising Department. These developments are part of a broad expansion program which is based upon Graybar's determination to become the leading distributor of appliances and radios. Our plans — already in action — cover every phase of your interests:

1. **MERCHANDISE** — For years, Graybar has distributed the leading lines of traffic appliances and will continue to do so. Additional franchises of major appliances have rounded out our capacity to provide to dealers a wide choice of popular lines. In home radio, particularly, we have made big strides in many territories; we have more lines, rapidly expanding facilities, and additional specialized manpower to help Graybar dealers do more business in radio sets as well as in appliances.

2. **BUSINESS-BUILDING HELP** — The corps of Graybar Merchandising Specialists has expanded greatly. These carefully selected men have had many years' experience in selling appliances and radios; they can give you real help in every phase of retail merchandising and store operation. Throughout the nation, Graybar-sponsored dealer meetings and intensified sales training programs are in action. Graybar Product Service Supervisors — technical specialists — are on the job to facilitate the servicing of customers' merchandise. Additional Graybar offices and warehouses are being opened to provide closer service to dealers in many areas.

3. **POLICY** — We will continue our practice of selecting merchandise, franchising dealers, and rendering service with the specific aim of building profitable, long range business — for dealer, manufacturer, and distributor alike. Graybar is proud of its high reputation among dealers. Knowing that our future and theirs are interdependent, we shall continue to devote our interests and resources to their welfare.

This is a big program, and we are carrying it out — now. More than ever, therefore, you can count on Graybar for the best in appliances and radios, together with what it takes to move the goods on to the consumer.

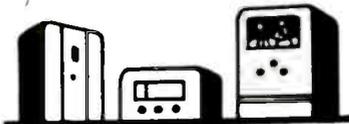
Sincerely,

*A. H. Nicoll*  
A. H. Nicoll  
President

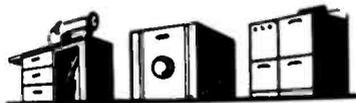
via  
**Graybar**

4653

Merchandising Department



HOME RADIO



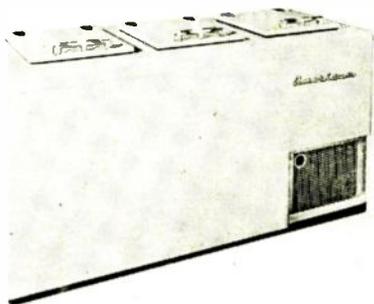
MAJOR APPLIANCES



TRAFFIC APPLIANCES

# Newest Appliances

viously frozen. Either compartment can be used for freezing or storage. Approximately 500 to 600 lbs. capacity. Made in 8, 22 and 30 cu. ft. sizes. Baked



white enamel finish. American Refrigerator & Machine Inc., 2836 Colfax Ave. So., Minneapolis, Minn.—RADIO & Television RETAILING

## St. Charles SLIDING SHELF

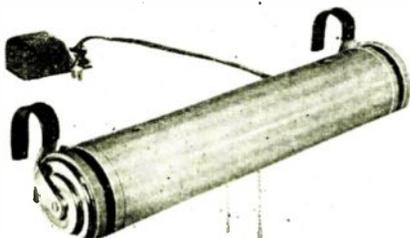
Sliding shelf can be installed near the range, making heavy pots, pans,



crocery easily accessible. St. Charles Mfg. Co., St. Charles, Ill.—RADIO & Television RETAILING

## Beauty-Lite BED LAMP

Fluorescent bed lamp features: self-contained plastic unit; plug-in transformer; instant starting; adjustable hangers; highly polished chrome ends and strips. Associated Industries, Long Island City 1, N. Y.—RADIO & Television RETAILING



## Bersted HEATER

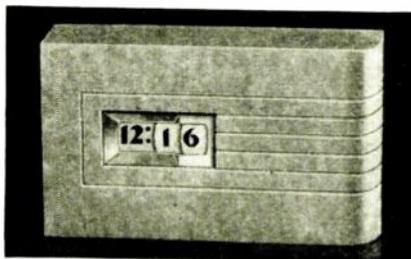
Model 706, "focalipse" heater; 600 watts. Diameter of bowl 12 inches, overall height, 16 inches. Finished in hammered gray opalescent enamel,



chrome-plated reflector, wire chrome plated guard. List price, \$6.20. Bersted Mfg. Co., Fostoria, O.—RADIO & Television RETAILING

## Winslow ELECTRIC CLOCK

Direct reading electric clock; self-starting, synchronous type motor. Modern case, 8 inches x 5 inches x 2 1/2 inches, is of molded Catalin, with choice of three colors—ivory, walnut



and mottled burgundy. Black numerals on silver background, framed in nickel chrome opening. Winslow Mfg. Co., Stamford, Conn.—RADIO & Television RETAILING

## Hydro-Aire HEATER

Electric wall heater, enclosed in heavy steel casing, fits flush with wall. Nichrome wire twin heating elements; highly polished reflector. Dimensions: 12 inches x 18 inches x 4 inches. Price approximately \$14.95. Hydro-Aire, Inc., Home Appliance Div., 626 N. Robertson Blvd., Los Angeles 46, Cal.—RADIO & Television RETAILING

## Dominion TOASTER

No. 1101, chromium plated and black enamel toaster; walnut finish handles;

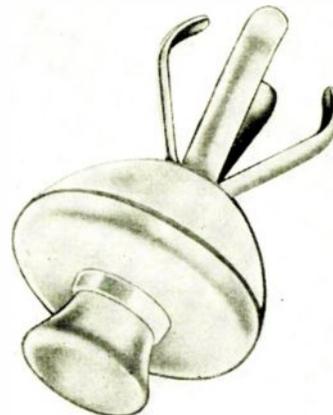
insulated concealed feet. Retail price, \$4.10. Dominion Electrical Mfg. Inc.,



Mansfield, O.—RADIO & Television RETAILING

## Dutch COFFEE FILTER

Clothless coffee filter for glass coffee makers; snaps into lower bowl. Made



of china. Fits all standard makes. List price, 50 cents. Hill-Shaw Co., Chicago 6, Ill.—RADIO & Television RETAILING

## Munro-Matlack SNAK PAN

All-electric snak-pan of lightweight cast aluminum with built-in heating element. Pan fitted to glass wool insulated cast aluminum base, will not burn or scorch. Plugs into any outlet on any standard cord plug. Wooden handle with finger grips. 8" pan is \$7.95, 10" pan is \$8.95. Munro-Matlack Co., Euclid Seventy First Bldg., Cleveland 3, Ohio—RADIO & Television RETAILING

## Carrier FOOD FREEZER

30 cu. ft. food freezer for fast freezing and storing. Stores 1000 to 1200 lbs. of food. Hermetically sealed, all-steel construction, baked enamel finish, 6 inch insulation. Carrier Corp., 300 S. Geddes St., Syracuse, N. Y.—RADIO & Television RETAILING

# Are on the Way

## Rittenhouse CLOCK & DOOR CHIME

"The Kitchenette" model No. 510, combination clock and door chime, designed for kitchen installation. Chime sounds two notes for front door and a single note for rear door. Clock plugs into a circuit; chimes operate on 10-volt bell-ringing transformer. Finished in white or ivory enamel. Size: 7½" wide x 9⅞" high. A. E. Rittenhouse Co., Honeoye Falls, N. Y.—RADIO & Television RETAILING

## Cribben & Sexton GAS RANGE

Manhattan Universal model. (Available in standard and deluxe models.) Four top burners; for use with natural or bottled gas. White porcelain. Right hand oven only. Lamp, minute minder,



and folding lift-up cover available as extra equipment. Overall dimensions: 24½" deep, 36" wide; 16" oven; 36" gas range. Cribben & Sexton Co., 700 N. Sacramento Blvd., Chicago, Ill.—RADIO & Television RETAILING

## Davis CORD SET

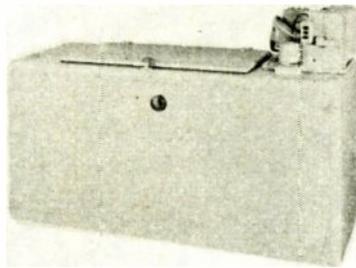
"Wrist action" cord set, spins and turns around; patented swivel plug swings in any direction. Molded of Bakelite. Deluxe cord set, with "time saver" attachment (a coiled spring and stand to keep cord clear of ironing board), also available. Davis Mfg. Co., Plano, Ill.—RADIO & Television RETAILING

## Guth DIFFUSER

Four ft. plastic diffuser for reducing fluorescent light glare. Made of white spring-like plastic for 40 watt (T-12) fluorescent lamps; snaps on. List price, \$3.75. Edwin F. Guth Co., 2615 Washington Ave., St. Louis, Mo.—RADIO & Television RETAILING

## Ben Bar FOOD FREEZER

Horizontal food freezer with 4" fiberglass insulation. Door with double gaskets, heavy hinges and lock; compressor ¼ h.p., mounted on freezer; adjustable temperature control. Model FH-14 has a capacity of 500 to 700 lbs.;



14.1 cu. ft. Model FH-18 has a capacity of 700 to 900 lbs.; 18.7 cu. ft. capacity. Ben Bar Sales, Inc., 1025 N. Third St., Milwaukee 2, Wis.—RADIO & Television RETAILING

## Silver Seal IRONING BOARD COVER

Glass cloth cover for ironing board, will not burn, char or discolor. Smooth, firm surface for easy gliding of iron. Sheet of Fiberglass mat, 14" x 8" at-



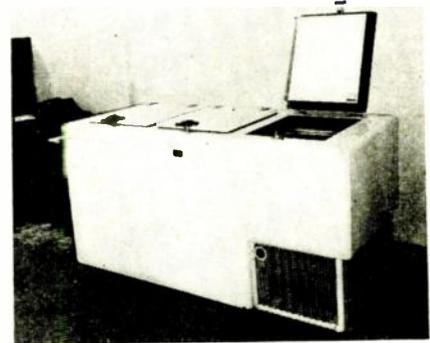
tached to wide end of each cover for resting iron in normal position. Spots removable by using damp cloth. Sun-lite Mfg. Co., 3724 W. Wisconsin Ave., Milwaukee 8, Wis.—RADIO & Television RETAILING

## Gem Dandy ELECTRIC CHURN

Postwar de luxe model, with specially designed 1-20 H.P., 110 volt, ac motor. Mounted on sanitary aluminum base, with four neoprene covered supports. Detachable aluminum shaft, with adjustable dasher; 6 ft. neoprene cord with plug. List price, \$17.32. Alabama Mfg. Co., 1801 First Ave., North Birmingham, Ala.—RADIO & Television RETAILING

## Rogers FREEZER

Farm and home freezer, model AR-15. 15 cu. ft. capacity. Fully insulated with 5" approved insulation. Doors with molded rubber gasket and snap lock



with padlock hole for protection. Modern Appliance Co., 111 South Ellsworth Ave., San Mateo, Cal.—RADIO & Television RETAILING

## Dixie Maid ELECTRIC CHURN

Electric churn features: sturdy carrying handle; special design to avoid vibration; adjustable support to fit 3 to 5 gallon containers; heavy-duty rubber cord and enclosed switch; slow speed motor; splash-proof plate with recessed supporting arms; improved rust-proof dasher stirs milk; easily cleaned. Southern Electric Products, 645 North Fant St., Anderson, South Carolina—RADIO & Television RETAILING

## Tanglefoot DIFUSOLIER

Portable insect-killing appliance. Difuso insecticide and water creates a steam which is emitted through nozzle to penetrate all portions of room, and



kill insects. Strain-resistant cord; time switch. Can be used as a humidifier when run with water only. The Tanglefoot Co., Grand Rapids 4, Mich.—RADIO & Television RETAILING

(Continued on page 64)

FOR LATEST RADIO MERCHANDISE SEE PP. 36 TO 41

# Electrical Appliances

## Reco Radi-Aire CIRCULATOR

Bench style air circulator; propellers blow air upwards at high velocity. 20" diameter propeller; overall diameter 22½"; height 29"; base diameter 10".



Three speeds of 1650, 1350 and 950 RPM. Operates on ac current. Finished in blue crackle enamel or chrome plated. Reynolds Electric Co., 2657 W. Congress St., Chicago 12, Ill.—RADIO & Television RETAILING

## Magic Flo COFFEE BREWER

"Lyric" model, 8-cup size. Wide neck; black plastic cover of upper bowl may be used to measure coffee; palladium trim. Filter made of glass and sintered ceramic. Priced at \$3.95. General Consumer Products, Inc., 4619 North Western Ave., Chicago 25, Ill.—RADIO & Television RETAILING

## Industrial Tool & Die ELECTRIC CLOCK

Model MC-500-I electric wall clock cabinet of heavy gauge metal, lacquered in ivory. Black hands and numerals. 6' ivory matching cord. Self-starting synchronizing motor; adjustment at bottom. Crystal of heavy unbreakable plastic material. Dimensions: 9¼" x 9" x 2½". Approved retail price, \$8.95. Industrial Tool & Die Works, Inc., 2824 University Ave., Minneapolis 14, Minn.—RADIO & Television RETAILING

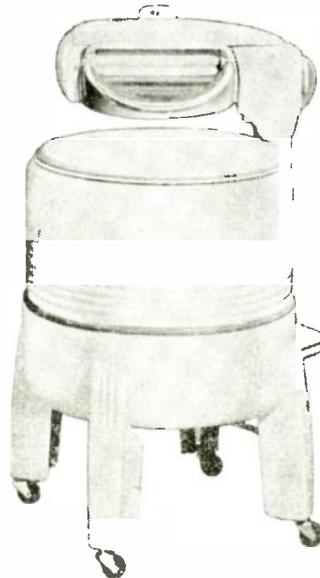
## Personalite BEDLIGHT

Powerful lens concentrates light where desired. Attaches to bed by felt-lined aluminum clamp; adjustable. Finished in wrinkled brown baked-on enamel. Main Electric Co., Rochester 2, N. Y.—RADIO & Television RETAILING

## Holland-Rieger WASHER

Model 60; chassis and wringer finished in white enamel. 23" diameter dome shaped tub; wringer gear case shielded and fitted to wringer. Porcelain

tub supported on heavy steel base, with reinforced bearing points. ¼ H.P. motor, with direct connection to



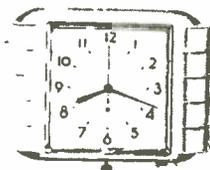
operating gears. 21 gallon water capacity. Holland-Rieger, Sandusky, Ohio—RADIO & Television RETAILING

## Emerson WINDOW FAN

Electric window-type cooler fan; 20" fan, modern, finished in ivory enamel to harmonize with home furnishings. Capacitor motor for quiet operation. Cabinet dimensions: 24 inches wide, 9 inches deep, 24 inches high. Emerson Electric Mfg. Co., St. Louis, Mo.—RADIO & Television RETAILING

## Seth Thomas CLOCK

Kitchen clock in ivory molded case. Bright metal rim; black hands and numerals. Height 6⅞ inches, width 8⅞



inches, depth 2¼ inches. Seth Thomas Clocks, div. of General Time Instruments Corp., Thomaston, Conn.—RADIO & Television RETAILING

## Esquire ELECTRIC RAZOR

Deluxe electric safety razor; wet type shaver. Guarded oscillating blade; massages as it shaves. 6 ft. cord; ac cur-



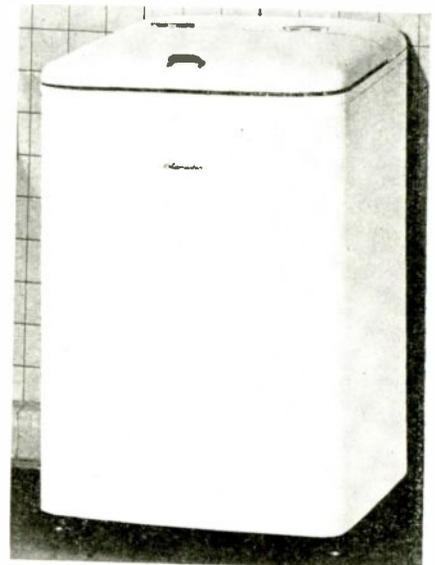
rent. Retail for \$5.00. Racine Universal Motor Co., 1637 Goold St., Racine, Wis.—RADIO & Television RETAILING

## Steady-Glo ELECTRIC STOVE

Model B1, single burner stove and coffee brewer; utilizes 9" table space. Heat proof enamel finish; ac or dc. OPA ceiling price, \$3.75. Appliance Industries of America, 666 Lake Shore Drive, Chicago 11, Ill.—RADIO & Television RETAILING

## Koldmaster HOME FREEZER

Low temperature storage cabinet 28¾" wide, 25" deep, 29¾" high at back, 37" high at front. Heavy steel outer shell; enamel inner tank of heavy



galvanized steel. Freon gas refrigerant, thermostatically controlled. Finished in white. Constant cold maintained; top-opening. Ice Cooling Appliance Corp., 33 S. Clark St., Chicago 3, Ill.—RADIO & Television RETAILING

*Sensationally Different—with  
the "TATTLE-TALE" Light!*



# UNIVERSAL CLEAN-AIR CLEANER

UNIVERSAL's Clean-Air Cleaner is America's leading Tank Type Vacuum Cleaner and it's backed by large scale national advertising. Built for three dimensional cleaning with 13 attachments—Clean-Air is the dealers' first choice for sales appeal. For beauty of design and perfection of performance, it's Clean-Air—the Universal Vacuum Cleaner with the "Tattle-Tale" Light—sells on sight.

## FIVE FAMOUS FEATURES!

- EXCLUSIVE "TATTLE-TALE" LIGHT**—Red light flashes when dirt bag needs emptying.
- EXCLUSIVE THREAD-PICKING NOZZLE**—Designed to permit use of much more powerful suction—cannot drag or seal.
- GERM TRAP FILTER**—Thoroughly cleans and purifies the air.
- HANDY TOE SWITCH**—Motor responds to gentle touch of toe on switch—eliminates stooping.
- 13 ATTACHMENTS & STORAGE KIT**—New kit hangs or stands in closet.



# UNIVERSAL

Universal Electrical Appliances distributed in Canada exclusively by Northern Electric Company, Ltd.  
LANDERS, FRARY & CLARK • NEW BRITAIN, CONN.



## LEADERSHIP THAT BUILDS YOUR DEALERSHIP!



Custom built blond plywood fixtures circle the floor pillars of this model Minneapolis store. Units can also be placed flat against the wall, with the curved side outward, to vary floor layout when desired.

# ***Floor Plan for Profits***

## ***Appliance Dealer Completes Modernization Program to Bring in Greater Returns***

● Liberal display of all merchandise is the goal Norman Grossman, owner of the Norman Appliance Co., Minneapolis, Minn., aimed for and achieved by careful planning in remodeling his new store building at 1204 E. Lake St.

Situated in the midst of a busy traffic center, Grossman wanted to attract "window-shoppers" into his store.

### ***Changes to "Beautify"***

Exterior face-lifting consisted of setting the entrance back approximately three feet and installing double doors. The front of the building was raised, and a curved granite base put in for the glass windows; these encircle the building and permit a clear view of the interior. A large, lighted sign, with the one word "Appliances" on it, flanks the front.

The interior features a soft color scheme—green and white walls form an attractive background for

the merchandise, and the large showroom floor, 60 feet by 55 feet, is tiled in red asphalt.

A gleaming model kitchen is strategically placed up front on an angled wall, where every passerby can see it.

### ***Visibility Important***

Grossman is convinced that "good lighting draws customers", and utilizes his unique fluorescent fixture installations to the utmost. He placed forty lights together, massed in rows of ten. Each row runs on an alternating section, so that the intensity of light may be varied. Spotlights are also used for the various displays.

Blower type steam heaters suspended from the ceiling is another Grossman innovation which makes for more floor space. Plumbing installed on two sides of the showroom floor facilitates efficient demonstration of washing machines. Other appliances can be easily ex-

hibited because of the numerous electrical outlets which are placed in convenient locations.

"Our leading lines", says owner Grossman, "will include complete kitchens, laundry equipment, water systems, refrigeration units, radios, and ranges". Sewing machines will be featured, and a special department will house items such as ultra-violet ray lamps, walkie-talkies, fluorescent fixtures, and light bulbs.

### ***Other Items Sold***

Grossman feels that household items are an important supplementary line, and he will carry this merchandise as an extra profit maker and to increase store traffic, as well as for the customer's convenience.

Service is an integral part of this store's business, with washer and radio repairs accounting for the bulk of work at present. "Until

*(Continued on page 134)*

# “UNMATCHABLE”

Eleven years of continuous service to this leading southern distributor with satisfaction on both sides

“Your new financing plan is by far the most attractive we have been privileged to operate under. We commend it to all dealers handling retail paper.

“It has certainly been a pleasure, and very profitable to us to have had Commercial Credit Corporation as our commercial bankers for the past eleven years. We have at all times found your personnel courteous and willing. We sincerely appreciate your fine banking service and **UNMATCHABLE** co-operation.”



A handwritten signature in cursive script that reads "Otto S. Passman".

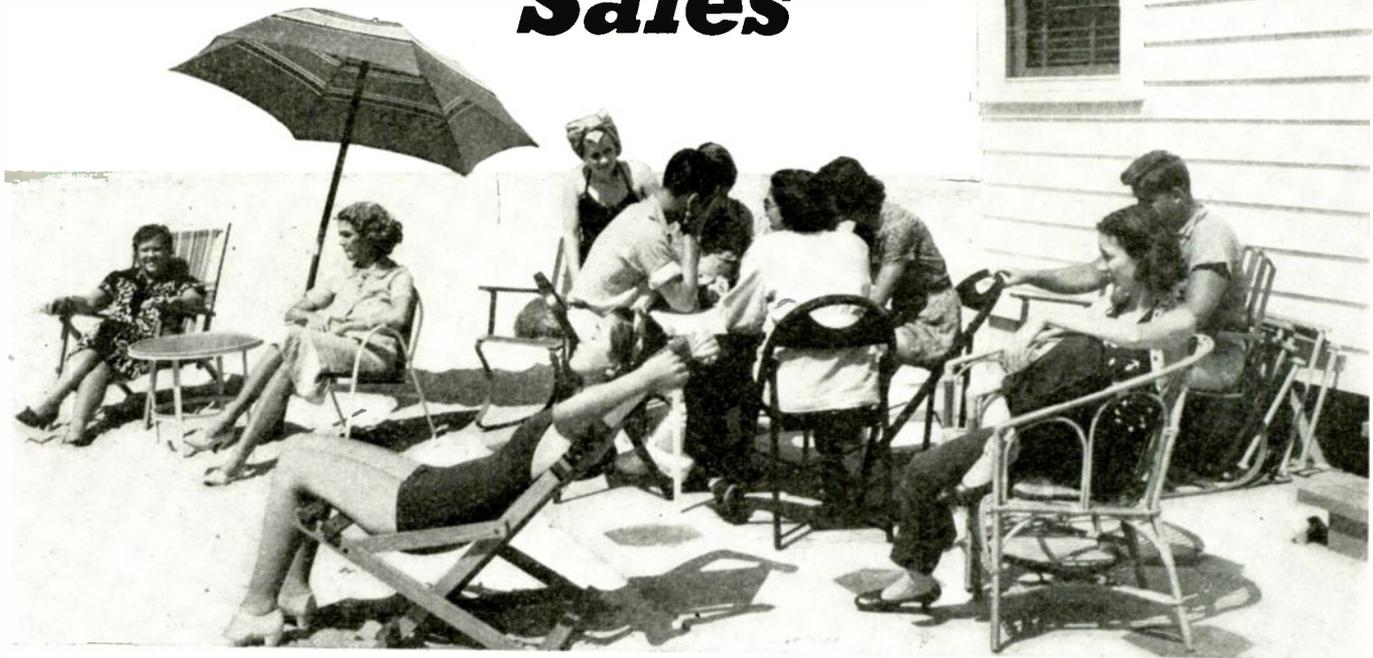
Passman Equipment Company  
Monroe, Louisiana  
Commercial & Domestic Refrigerators  
and Household Appliances

## COMMERCIAL CREDIT COMPANY

BALTIMORE 2, MARYLAND

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

# **PORTABLES!** **—for Summertime** **Sales**



## ***Here's What's New in Outdoor Radio, for America's First Peacetime Summer***

• The vacation season is here. Retailers know that a lot of folks will be buying portable radios to take along for the time-off period, or the week-end in the country.

It is a fact that in the early summer days many dealers were "cold" on the prospects for selling the small carry-about sets. There were very few of the little receivers to be had, in the first place, and some retailers said that the public wasn't giving them much attention.

### ***Holiday "Musts"***

But the outdoor market picked up. Shipments of the portable jobs are beginning to come through, and the variety of the improved postwar units began to attract wide attention. Dealers began to take more interest because they know that the demand for these radios runs well into the Fall, and the increasing interest will be matched by a pick-up in available merchandise.

RADIO & Television RETAILING has made an analysis of the number of portable sets available. It was found that since Oct. 1, 1945, there have been price approvals issued for ex-

actly 24 of the receivers, manufactured by 17 different manufacturers. Preliminary announcements have been made by numerous other companies; the industry has approximately three dozen firms who will eventually have this type of unit on the market. This includes the "camera" type radio, but does not include the great numbers of portable phonos without radios.

Among the prices which have already been set, the figures range from \$17.50 to \$149.50. The average price is \$41.58, but this figure is increased considerably by the presence of four units which include a record player, one of which also has recording facilities. The complete line-up is this: 16 of them are straight portables; three of them are combinations; four of them are the "camera" type; one of them is a radio-phonograph-recorder.

### ***Variety of Prices***

The average price among the 16 models of straight radios is \$35.43, and the range in prices for this group is \$17.50 to \$45.95. There are only five of these sets which list below \$30.

Among the camera receivers, the average price is \$26.38. This is only an indication as to how these tiny sets will be priced; certainly not all of the models which will eventually be offered are to be found on the price-approved lists at the moment.

Tube complements in the whole group run from three to ten, but most of the sets are 5-tube jobs. Half of the units are 3-way radios—the battery-ac-dc sets.

### ***Quality Plus "Looks"***

The new sets range in size from the miniature "cigarette" job to the jumbo 20" unit, and there are new features which will make the customers take notice. Circuits are better; there's a self-charging feature to think about, and the appearance of the sets will please the eye of the most exacting prospect. Most of them are leatherette-covered, but there are new plastics in eye-taking designs, metal cases that do a fine job, and wood cabinets that look just about right.

Only about half of the manufacturers involved in this picture are familiar old-line radio names; the rest are postwar newcomers.

BYQUIST (Kansas City)

GARRETT (Chicago)

SHAFFER (Cincinnati)

GALLAGHER (Cleveland)

KEARNEY (Syracuse)

MARTIN (Boston)

ALLEN (New York City)

SIMON (San Francisco)

BERSCHE (Los Angeles)

FLEMING (Memphis)

WRIGHT (Dallas)

ST. PAUL

CHICAGO

CLEVELAND

NEW YORK

LANCASTER

BOSTON

NEW YORK

LANCASTER

CINCINNATI

CHARLOTTE

MEMPHIS

ATLANTA

DALLAS

KANSAS CITY

LANCASTER

DITTMAN (New York City)

WILLIAMS (Lancaster)

FRISBEE (Charlotte)

SHANAFELT (Atlanta)

**15  
RCA  
SPECIALISTS  
all pulling for you**

**You profit directly from expert counsel  
that keeps your RCA tube distributor in the lead**



**THE FOUNTAINHEAD OF  
MODERN TUBE DEVELOPMENT  
IS RCA**

**IT BEGINS TO ADD UP . . .**

1. In dealing with RCA, you're dealing with the best known name in radio.
2. In dealing with RCA, you have the backing of its engineering leadership.
3. In dealing with RCA, you get the best in time-tested sales and business aids.
4. In dealing with RCA, you're given the benefit of expert merchandising and technical counsel.

**Y**OUR RCA Tube Distributor is the best informed and most progressive man in the business, because 15 RCA Field Representatives, operating as a team, keep him up to date on business management, market trends, merchandising methods, and technical information. And supporting these Field Representatives are top-flight technical and merchandising consultants, ready to lend their services toward the solution of marketing and distribution problems in the field.

Your RCA Tube Distributor makes it his business to make business for *you*. That's why you profit directly by RCA's nation-wide merchandising and technical counsel—that's why you are kept in the lead, too.

To prove it—push RCA Electron Tubes and watch your business grow! . . . And look to your RCA Tube Distributor for Batteries, Tubes, Parts and Test Equipment.

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



**TUBE DEPARTMENT**

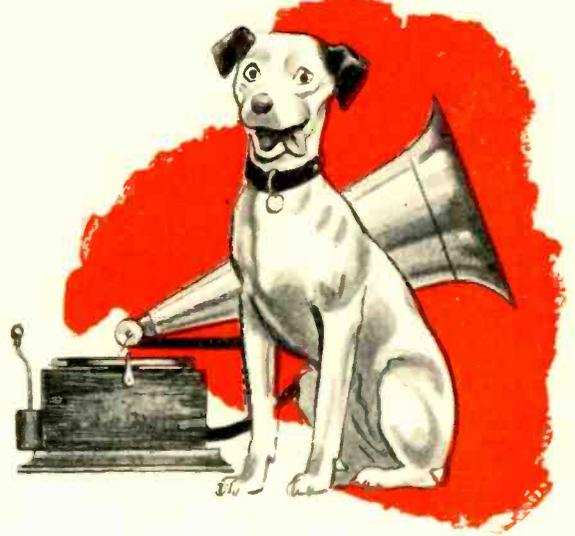
**RADIO CORPORATION of AMERICA**

**HARRISON, N. J.**

# "HIS MASTER'S VOICE"...

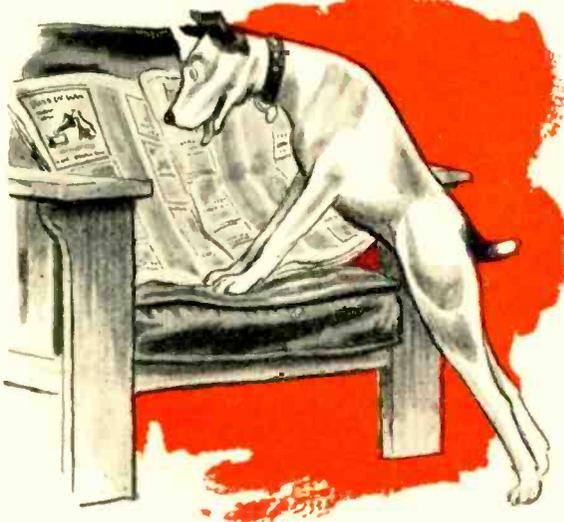


1 "His Master's Voice"

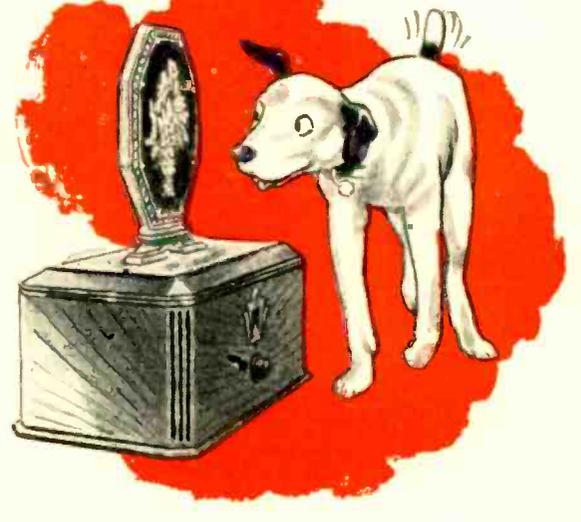


2 "Hello! Lots of people don't know it but my name is NIPPER. I was a real dog who really recognized 'His Master's Voice' back in 1898."

T. M. Reg. U. S. Pat. Off.



5 "Then they took Mr. Barraud's painting of me and ran it as a Victrola\* advertisement . . . I was started on my career to world fame!"

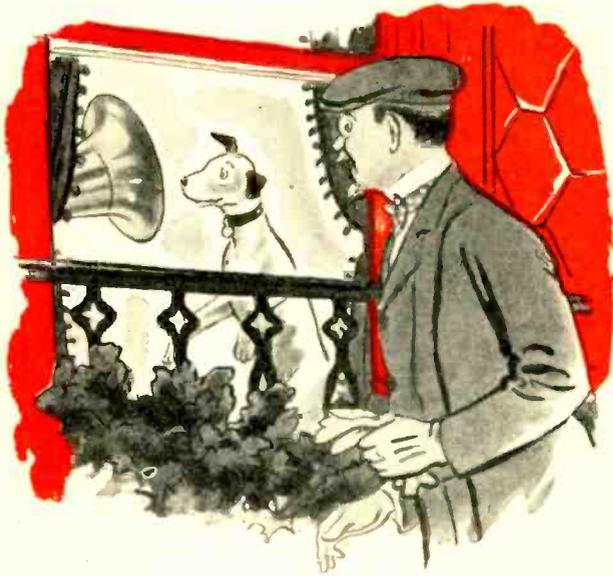


6 "Next, another kind of 'music box' came along—a radio made by RCA. Then when RCA merged with Victor—in 1929, I became *even more famous!*"

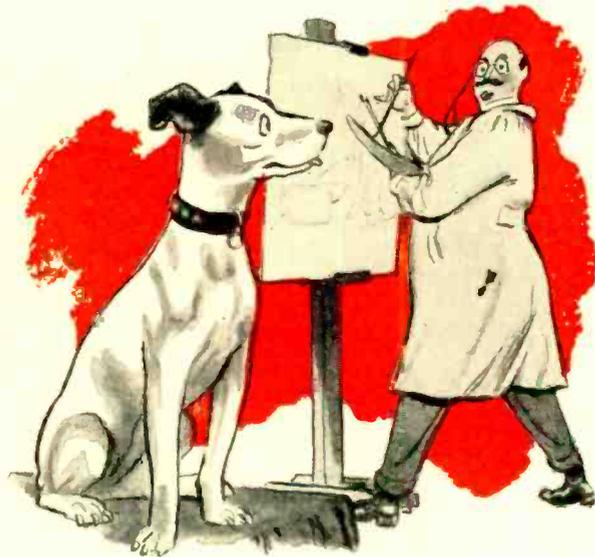
ONLY RCA VICTOR MAKES THE VICTROLA\*

\*"Victrola"—T.M. Reg. U.S. Pat. Off.

# the history of a famous Trade Mark



3 "But what made me immortal, was that my master (a painter fellow named Francis Barraud) caught sight of me listening one day . . ."



4 "And then I had to do the hardest work of my life—*posing!* If there's one thing I don't like to do, it's to sit still . . . But I did it for hours!"



7 "So today you have something that never was dreamed of! You have the real-life TONE of the new RCA Victor 'Golden Throat.' "

"There are four table radios—including a set with short wave that can 'pull in' stations 12,000 miles away! And a battery radio you can plug in and run on AC if you want to. MY favorite is the 'Personal'—it's the tiniest, neatest portable RCA Victor ever made!

"Then, there's an automatic radio-phonograph that's nearly 1/3 smaller than the prewar table model. And, two console radios that make 'His Master's Voice' more real than ever!"



8 "Don't take my word for it—hear the 'Golden Throat' for yourself. Let your customers hear it! Every RCA Victor instrument has the 'Golden Throat'!"



**RCA VICTOR**

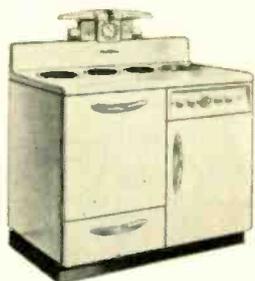
RADIO CORPORATION OF AMERICA



WHAT A  
SMART-LOOKING  
RANGE-I  
GO FOR THAT



ME TOO-  
DEPENDABILITY'S  
WHAT I WANT



Presteline

## It's a Split Decision!

If you think the vow to "love, honor and cherish"  
Excludes different viewpoints, then let the thought perish!

The thing that makes *her* think your product is great  
May *not* be the feature that interests her *mate*.

To all staunch defenders of free enterprise,  
Here's free advice that will make your sales rise:

It pays to tell *both* of the sexes your story,  
Ask *Presteline* and you'll be hunky-dory.

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

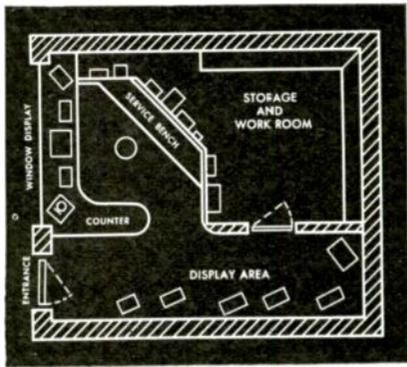
Double exposure, the singular buy,  
Makes certain both sexes will give you the



*The*  
**American**  
*Magazine*

**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, WOMAN'S HOME COMPANION



Position of small store's "display" service bench attracts trade, gets buyer confidence.

# SERVICE SAVVY BECOMES ACE SALES HELP

**Give Your Repair Bench an Important Spot—It Can Pay Off Big!**

● That cute children's room librarian will agree with the local newspaper's science editor in this: to hold an intelligent conversation with another American today, you have to be technically-minded. The new FM lines, the use of synthetic bass and compensating circuits, better speakers and other parts . . . these show that manufacturers are also aware that people today understand what they want in their radios. And what they want is good tone and real reliability.

Radios happen not to be just pieces of furniture. The customer, awakening to his own shortcomings in an increasingly technical market, looks to the radioman for guidance. Trust in the dealer's honesty as an advisor, however, is no more important than faith in his ability to evaluate one radio full of circuits and parts from another, competing radio. The operation of a professional-appearing service bench strongly supports that faith.

### Ask Yourself this Question

"Will my service bench help me to sell more goods . . . or will it, instead, harm?" is the question asked by hard-headed dealers, who foresee an ultimately greater-than-pre-war standard of competition. Ironically, exactly that buying interest aroused by the radio industry's glamor advertising and prestige publicity, will react against the dealer who displays to his customers a service bench unpainted, dusty, unimpressive . . . or even simply in-artistic!

The uneasy eye of the technically-minded buyer peers for neat and shining arrays of instruments seen in pictures of laboratories and factories. From this viewpoint, to dump old radios awaiting repair in

the front of the store, or to hide a furtive test bench in a remote corner, is the reverse of good business promotion. Better solutions are either to completely separate the service shop from the salesroom, which many stores with more than one floor do, or to turn the service bench into a sales help.

### How Your Service Bench Sells

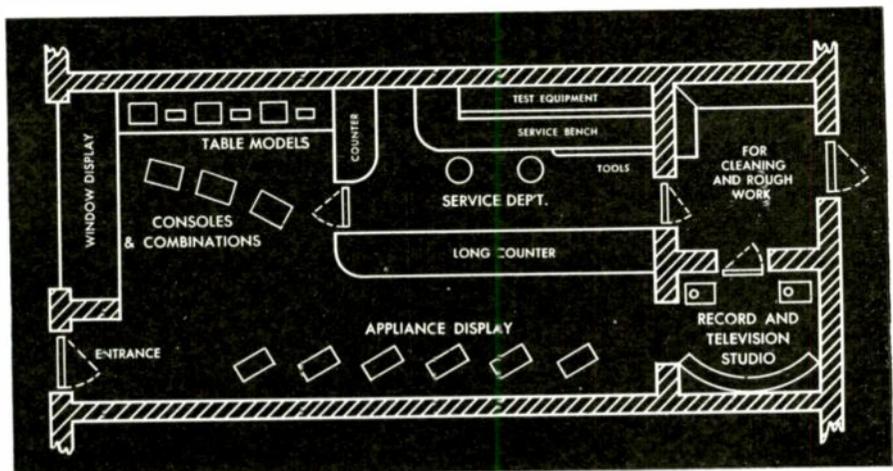
In designing a service bench for sales appeal, the first consideration is location. Two stores whose layouts stress technical radio knowledge are illustrated. At upper left, the test position is located close enough to the window to draw the attention of passers-by. In this store, while-you-wait checkups on midgets and tubes, and full repairs on eye-catching radios such as all-wave receivers and television sets, are made at the "display" service bench. Other repairs, however, are handled in the storage workroom, where incoming chassis are dusted before reaching the service bench.

Below, a larger store is illustrated.

The entire service department of this store is "on display", and only chassis-cleaning is done in the storeroom. Efforts to speed up the work with original ideas are also effective in creating more eye appeal. Test panels are spotlighted, with the immediate surroundings somewhat subdued. Bright pilot lights are associated with each test instrument, in addition to individually-lighted meters and dials. The long, glass-covered accessory display counter has an enclosed lower section with sufficient shelf space for temporary storage of cleaned sets awaiting repairs. Thick linoleum, trimmed with contrasting color, gives the bench a clean, professional appearance.

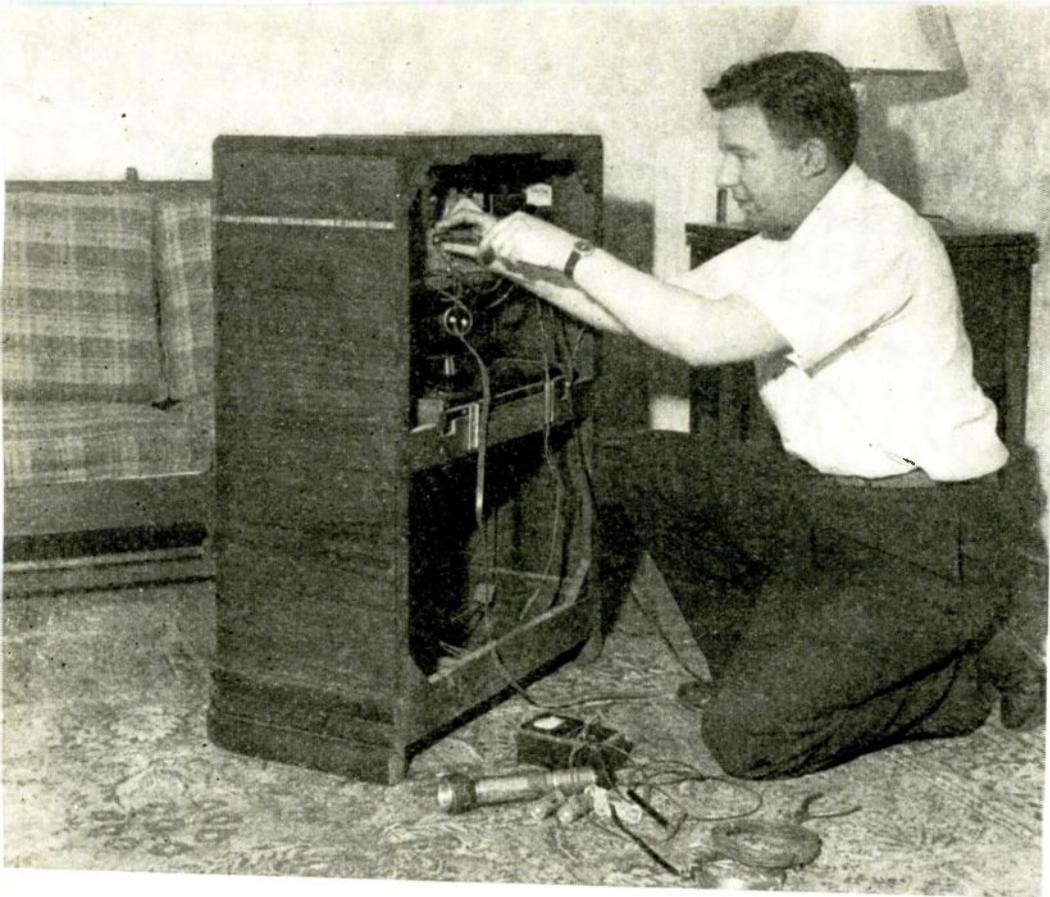
The experience of dealers who for long have used their service bench as a confidence-builder is that the prospect senses in a trim-looking display of intricate test apparatus definite evidence of technical reliability. And when a prospective buyer feels himself in reliable hands, he inevitably will be a customer.

The impressive service bench of this store will help clinch sales of items in a somewhat restricted line of radios, by stressing the technical background of the dealer.



# Finds Good

Following easy rules in choosing filters, installing antennas and checking appliances, this noiseproofing procedure results in fast profits. The servicer is shown attending to the first requisite of an interference-free installation . . . a good aerial and ground system.



## Practical Tips for Radiomen Who Want to Get Started in Interference-Elimination Work. Here's How to Make It Pan Out Profitably

• Opportunities for making money on noise-elimination jobs have worn their knuckles to the bone on many a radioman's door. Sometimes these servicers tend to shun work involving interference-elimination because of unfamiliarity with the methods involved. At other times, an alleged need for proper instruments is the deterrent. But most often, the trouble is simply a lack of understanding of the profitable nature of the opportunity.

Man-made static, most prevalent in urban centers, is no stranger in small towns and suburbs. In fact, many a worthwhile job consists of clearing up radio noises originating in or around a single isolated residence. Here is the advice of one radioman, who turns a well-known radio headache into a source of profit:

### ON NOISE-ELIMINATION CALLS, TAKE:

- 1—A capacity line filter
- 2—An inductance-capacity line filter
- 3—100 ft. of shielded lead-in wire
- 4—100 ft. of antenna wire
- 5—A large roll of #18 bell wire
- 6—A ground clamp and some lead-in and antenna insulators

In most cases, receiver noise is an installation fault. Check first the most important requirement for noise-free reception: a good antenna. It should be as high as possible, strung away from large metal objects and at right angles to other antennas. Use a shielded lead-in, on AM sets.

### Two Important Steps

Next in importance is a good ground connection, best made to a cold water pipe. If a steam-heating pipe is used, be sure the silver paint is thoroughly scraped away. For the connection, a C-clamp having a sharp edged screw is preferred. If a copper strip is used, a very tight

contact to the pipe must be made. When the ground seems to pick up, rather than reduce noise, leave it off until other means have been found to reduce the noise. Before the job is considered done, try the ground once again.

Should the noise persist, try to discover its source. Often the character of the noise or the time of its appearance will make identification quite obvious. If the source is discovered to be in the home, the electrical apparatus at fault should be serviced. All such devices fall into one of three categories.

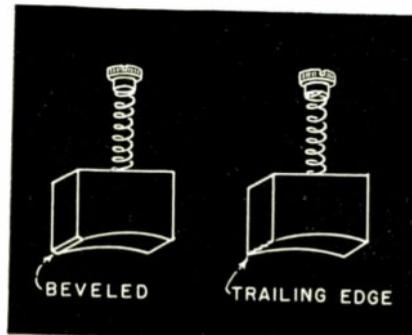
**Motor-driven apparatus**, such as vacuum cleaners, electric fans, washing machines and refrigerators should be inspected for erratic sparks or flashes in a darkened room. If present, the motor needs servicing or repair. Most motors should be serviced every 6 or 12 months.

### How to Service Motors

Slip rings or commutators should be cleaned with fine sandpaper or crocus cloth while the motor is running. Never use emery cloth or steel wool. The trailing edges of carbon brushes should be shaved or beveled, as illustrated. The final step is to install a filter.

Apparatus which propagate radio

Trailing edge of brush from noisy motor is shaved with knife.



# Money Hunting Noise

interference even when in good working order, such as diathermy machines, electric shavers, massaging vibrators and oil burners can be quieted only by careful filtering. When at all possible, the metal cases of these devices should be grounded.

**Appliances without moving parts**, such as toasters, irons, stoves and heaters may cause interference as a result of arcing connections and leaking cords and plugs. In most cases, these are very quickly and easily repaired. No filters are required.

## Choosing the Filter

Noise filters are marketed by many capacitor and parts manufacturers. They are made in four general types. Two utilize only capacitors, and two employ inductances as well.

Of the former, one consists simply of a capacitor wired across the line, while the other is comprised of two capacitors in series across the line, with the center tap connected to the case of the appliance and to ground. Filters which eliminate the center tap lead to ground for the sake of freedom of movement, are not shock-proof.

The inductance-capacity combinations are simply the capacity types already mentioned, with the addition of an r-f choke in each leg of the line. Most ready-made filters are equipped with line plugs and receptacles, while some have sockets to match certain electric shavers.

The distance between the source of the noise and the filter should be kept as small as possible. On the

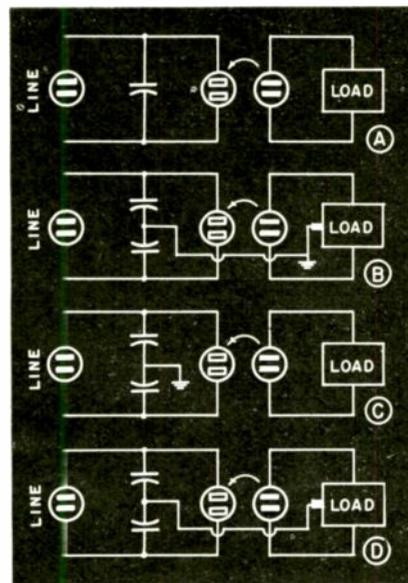
motor of a stationary appliance, for example, a .01 mf mica or .1 mf paper capacitor should be connected from each brush or commutator connection to the metal case, which should then be grounded to a cold water pipe. On the motors of portable appliances, such as vacuum cleaners, a ground connection is not feasible. A single capacitor wired across the brushes will generally be sufficient, as well as shock-proof.

If large mica or paper capacitors will not fit within the available space, small micas of about .002 mf should be squeezed in, and larger capacitors installed at the nearest point where space is available. Do not install capacitors where the temperatures are apt to rise too high. The d-c working voltages should be at least 400 volts.

## Where Noise Comes From

When the equipment causing the interference is outside the home, or cannot be located, the noise will have to be treated at the radio set. Noise can reach the radio set in three ways . . . by pickup from the antenna, by way of the power line, and through induction into the chassis itself.

A proper antenna and shielded lead-in installation will eliminate the first path, as a rule. The second path is closed by the use of a line filter. The simple capacity types should be used only for midget sets, else the cost of the filter may be equal to that of the entire set. With larger models, however, the more efficient inductance-capacity



These four basic circuits for straight capacity filters apply equally to inductive types.

combination is more suitable. This latter type is generally absolute insurance against noise pickup through the line.

When the radio set treated as above still persists in picking up noise, the third path must be closed. This is done by enclosing the bottom of the receiver, and shielding any exposed grid leads by means of oversized shield cans.

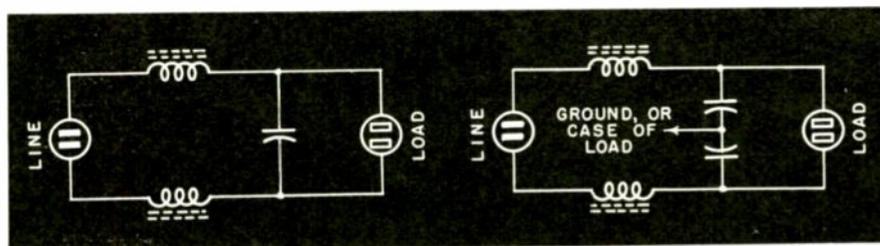
Not long ago, the writer was called to investigate the high noise level in an expensive set located in a large apartment house. Installing a long antenna with shielded lead-in reduced the noise somewhat. At the same time the remaining interference became easier to identify as arising from the house's central oil burner.

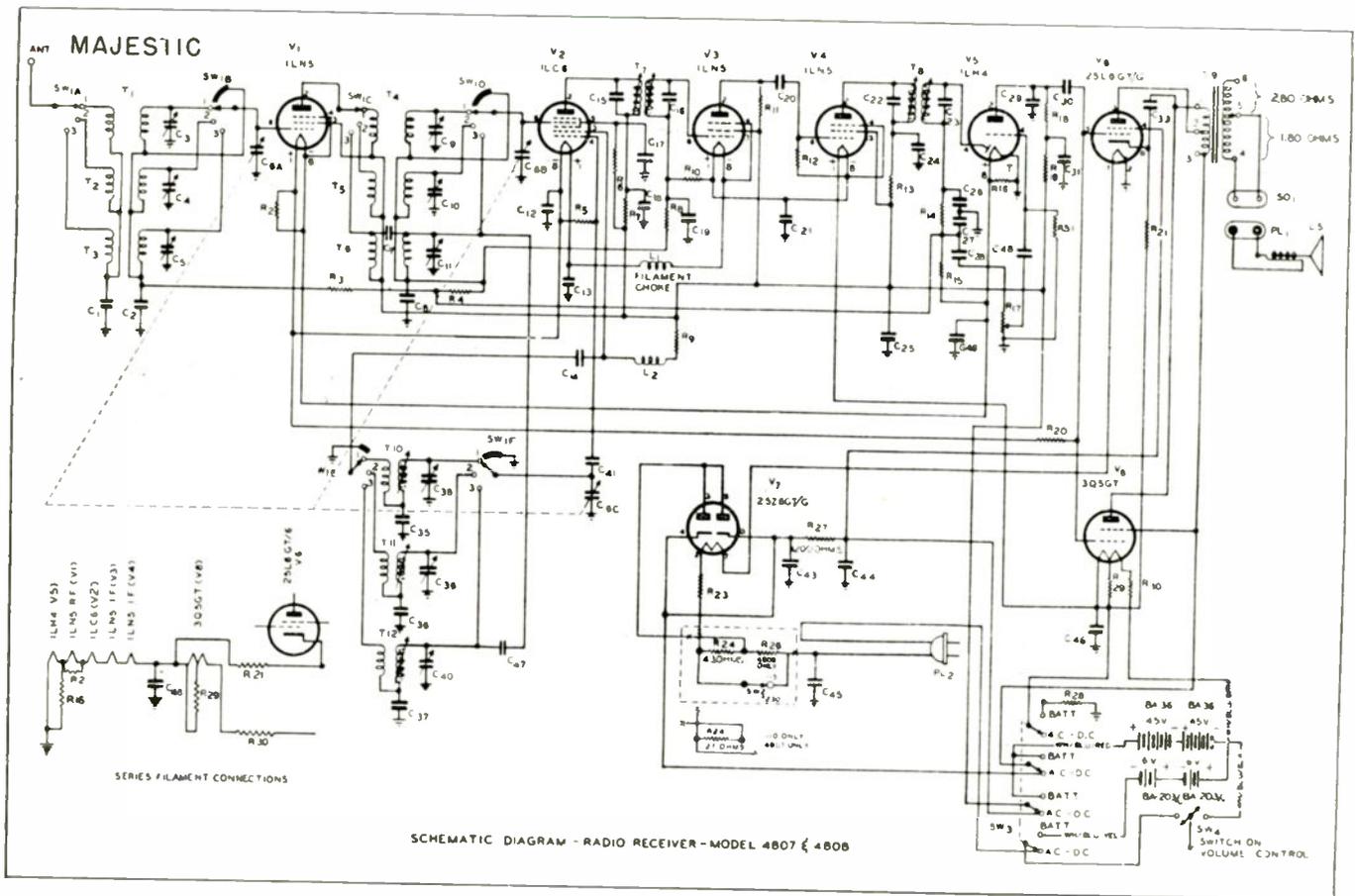
The servicer decided to try to remedy the trouble at the radio itself, for during those hard-working war years, time spent arguing with the landlord could hardly be afforded.

The lack of time also motivated him to construct his own noise filter for the radio, rather than order a ready-made unit. Two 50-turn coils of #18 wire wound on a piece of

(Continued on page 86)

Here are two types of inductance-capacity filters. The one at the left is used when a ground connection is unfeasible, while the right-hand filter is preferable when a ground is possible.



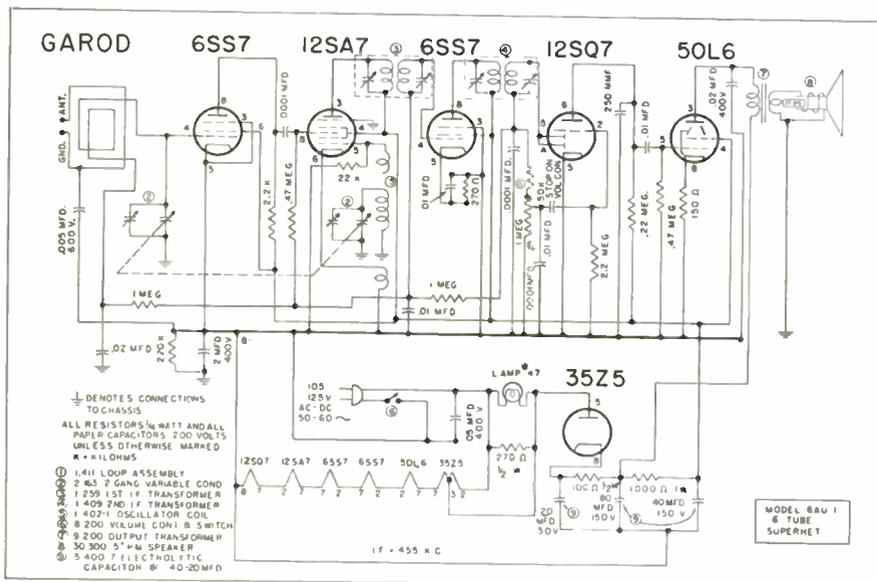


▲ MAJESTIC'S Models GI-426 and GI-426Y are 8-tube, 3-band, 3-way AM receivers. Tuning slugs pad the oscillator coils on all bands. To align, adjust the broadcast band through a 200 mmf dummy antenna, then the 3.6-8.5 mc band, and finally the 8.5-19.0 mc band, using a 400 mmf dummy on both s-w bands. After peaking the 455 kc i-f section, rock the tuning gang for maximum signal at the I-f check point (600 kc, 4 mc, 9 mc). Next set the osc., r-f and ant. trimmers at the h-f alignment point (1400 kc, 8 mc, 18 mc). Then repeat both I-f and h-f adjustments.

Resistance coupling is used between the 1st and 2nd i-f. For battery operation, the 3Q5 is in series with the 1.4v tubes. On ac-dc operation, a 25L6 replaces the 3Q5, and all 1.4v filaments are heated by the 25L6's plate current. The 25Z6 and 25L6 filaments are in series with the 220-ohm 30-watt resistor R23 across the line.

# Circuit Points

Essential Alignment and Service Facts

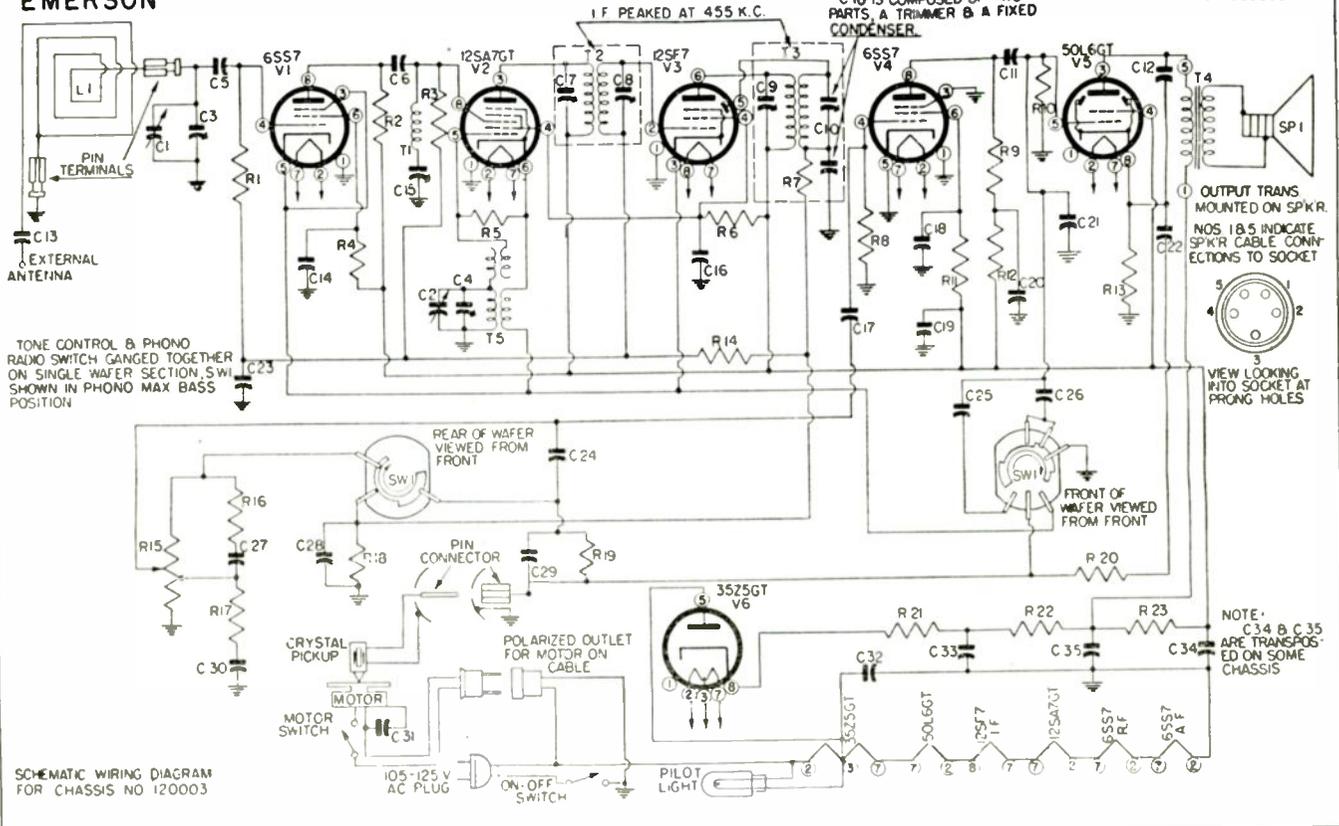


◀ GAROD'S Model 6AU-1 is a 6-tube ac-dc receiver using a radio ground. The single band tunes from 540 kc to 1650 kc. The oscillator section of the 12SA7 converter stage uses a cathode feedback coil, and no d-c is in the grid winding. To align, it is necessary to connect the signal generator "cold" lead to a —B point underneath the chassis. Such points are found at the r-f amplifier and 2nd detector cathodes, the common negative of the electrolytic capacitor, pin 3 of the i-f and r-f amplifier tubes, and pin 8 of the 2nd detector tube.

The i-f is aligned with the signal generator connected to pin 4 of the 6SS7 r-f amplifier, or to the stator lug on the rear section of the variable capacitor. For r-f alignment, loosely couple the signal generator lead to the loop, and tune it to 1650 kc. With the variable capacitor set at the extreme clockwise position, tune in the signal by means of the front section trimmer on the gang. Adjust the antenna trimmer for maximum output at 1500 kc. The tube combination uses 6- and 12-volt .15-amp. filaments, in series. A 3-section resistance-capacity hum filter contains a total of 140 mf capacity.

# EMERSON

PART NO. 950003



SCHEMATIC WIRING DIAGRAM FOR CHASSIS NO 120003

EMERSON Model 506 is a 6-tube combination, using an ac-dc radio chassis with an ac-phono motor. A 2-gang capacitor tunes the osc. and r-f, while the mixer grid has a wave trap of 455 kc. To align, set the four i-f trimmers for maximum gain at 455 kc. Next, feeding this signal to the antenna lead (in rear, near the line cord), adjust the wave trap (C15) for minimum response. The small indentations on the lower front edge of the dial plate are markers for setting the dial pointer at 600 kc, 1425 kc, and 1600 kc.

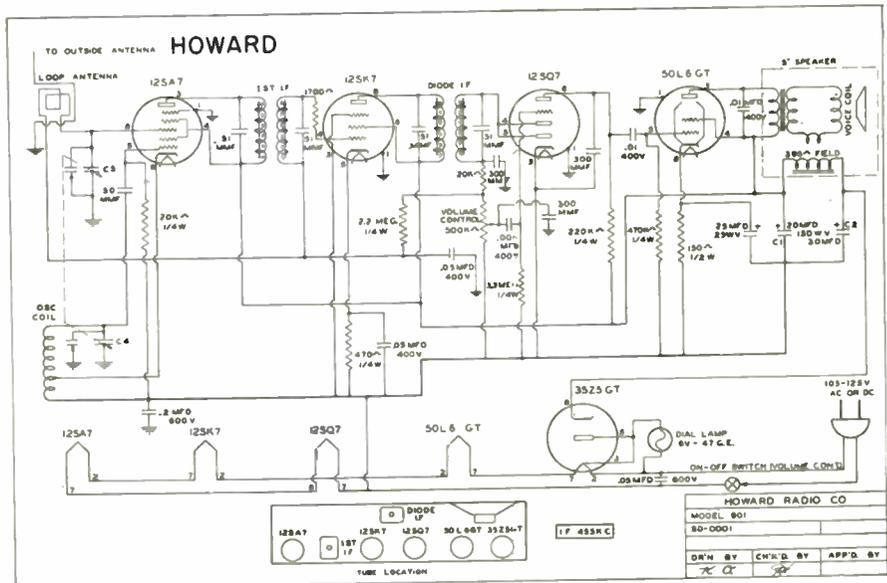
To align the r-f stages, connect the signal generator to a coil of 3 turns of wire wound in a 12" circle, and place near the receiver's loop. Peak the osc. and ant. trimmers at 1425 kc. Turning to 600 kc, adjust the loose outside turn of the loop for maximum response, by moving it to either side of center. Fasten it in position. Repeat the adjustments at 1425 kc and 600 kc.

# on New Radios

Summarized for Quick Troubleshooting

HOWARD'S Model 901 is a 5-tube ac-dc receiver for the broadcast band, tuning from 540 kc to 1600 kc. Each 455 kc i-f coil has an iron core adjustment protruding from the top and bottom of the i-f can. Look beneath the chassis to reach the lower i-f adjustments. Repeat the i-f alignment operation several times to insure accuracy of adjustment. Before beginning the r-f alignment, tightly dress to the chassis the wire lead running from the loop, between the i-f coils and the capacitor gang. Moving this lead will affect the r-f adjustment.

To align, set the dial at 1400 kc and peak the oscillator trimmer (back section of variable), and then the antenna trimmer (front section of variable). No adjustment is provided at the low frequency end of the band. The 5" speaker's field is used as a filter choke, with a hum-bucking winding in series with the voice coil. The electrolytic capacitor's common negative is not grounded to the chassis, since a radio ground is used in this set. Adding or removing resistance to the cathode circuit of the i-f amplifier, to compensate for excessive or insufficient i-f gain, is recommended by the manufacturer.



# Tracing Those

## Second Part — Explains Persistent Tunable

• Every servicer, at times, has conjured up his own little list of "things that won't be missed". High up on such a list will inevitably be that well-known radioman's delight, the "floating ground" or "radio ground".

Among other reasons for the technician's general dislike of the radio ground circuit, is its tendency to induce hum into the detector circuit.

### Hum from Floating Ground

Reference to the illustration will demonstrate that in the radio ground circuit, the chassis is not directly connected to either the ac line or the dc voltages of the set. The chassis does, however, connect through capacitors to both of these circuits, and consequently is carrying all sorts of ac frequencies.

More than a few cases have been found, where an especially sensitive lead such as the detector diode plate connection comes too close to the chassis or other grounded shield, with the result that a bad hum is picked up.

### The Easy Way Out

Occasionally, a hum which is suspected as arising from the use of a radio ground cannot be traced to its source. Some exasperated radiomen find an easy way out of this situation by shunting the line-isolating capacitor C with a direct connection from chassis to B minus (line).

In a case of this sort, the back of the set would have to be completely enclosed, and the antenna, ground, phono pickup and microphone connections enter the receiver through blocking capacitors. In addition, the control knob set screws should be sunk well below the surface of the knobs, and the escutcheon and other metal parts mounted on the cabinet insulated from the chassis.

Unless this is done, touching a grounded object to one of these leads or the chassis will blow a fuse

whenever the line plug is inserted in such a way as to connect the chassis to the "hot" or ungrounded side of the power line. Besides, the set user is in danger of being subjected to a severe shock. These are some of the considerations that cause the radio ground to be used by the manufacturer, and they should not lightly be eliminated by the servicer.

Some radiomen are confused by the presence of static discharge resistors such as the one labeled R in the illustration. This high value resistance has no effect on hum troubles, serving simply to prevent static electricity from collecting on the chassis.

### Four Main Hum Sources

The article on hum which appeared in the preceding issue of RADIO & Television RETAILING, as well as the first part of this article, have discussed problems which are fairly familiar to all seasoned repairmen, and the solutions advanced are generally used in the trade.

However, the next classification of hum, namely the *tunable hum* or *modulation hum* seems to impress many radiomen as being difficult and tricky. This reputation for difficulty is not quite warranted, and occurs mainly because some technicians are not aware of the various faults which cause tunable hums.

Presuming that the tubes, which are the most frequent causes of tunable hum, have been checked by substitution, there remain four major sources of hum which can be "tuned" in or out:

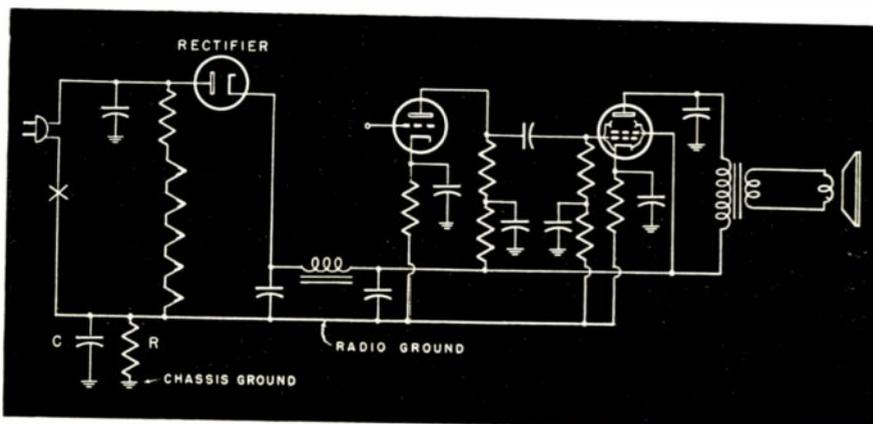
### Check AC Wiring

1. A frequent source of tunable hum is found in the placement of filament wiring. Leads which come too close to r-f and i-f grid and plate leads, ungrounded filament leads, and, in ac-dc receivers, the incorrect sequence of tube filaments in series, all cause hum. When tubes are connected in series across the a-c line, the second detector should be connected closest to the chassis or the side of the line to which the B minus is connected. Next comes the mixer, and then the other audio tube or tubes.

### Filter Oscillator Ripple

2. Another source of tunable hum can be traced right back to the power supply. Sometimes a hum or ripple voltage too small to show up in the audio system, is great enough to cause trouble in the r-f end of the set. This is particularly true of the local or r-f oscillator. With certain oscillators, a slight plate voltage ripple can have a definite effect on frequency or amplitude of output. Since the local oscillator modulates the r-f signal passing

The radio ground is used to isolate the a-c line from an ac-dc chassis. No d-c circuit connects to the chassis, except through static discharge resistor R, 100M ohms or more. Capacitor C provides the r-f connection from B minus to the chassis, which is the r-f ground.

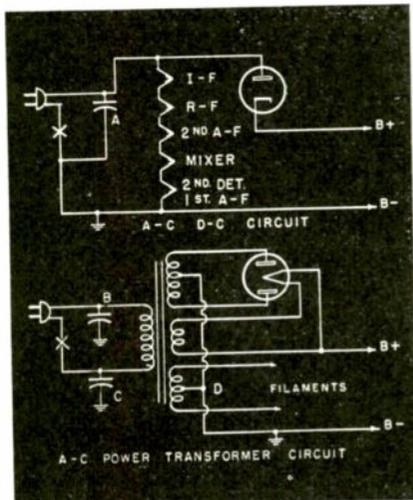


# Pesky HUM-bugs

## Ripples, Outlines Effects of Radio Ground

through the mixer, this 60- or 120-cycle variation will be imposed on the resulting i-f signal.

A quick solution for most cases of this type is the addition of an audio frequency filter in the B plus line feeding the portions of the set before the audio amplifier. The location is not critical, and the decision of where to insert the filter can depend partly on the available



Series filaments follow a set sequence. In a-c power supplies, ground the center tap.

space and accessibility of the leads. Some of the usual locations, of which one or more may be used, are illustrated.

### Preventing Pickup

3. Power lines have a greater field of radiation than is generally supposed, and presents a third source of tunable hum. When an antenna is allowed to pass within such a field, the resulting hum voltage induced may arrive at the first r-f tube in such intensity as to modulate the r-f station signals being received. This effect is similar to that which causes crosstalk.

In the case of midsets with self-contained loops, the r-f stages and tubes are biased for extreme sensitivity. Since relatively intense 60-cycle fields are scattered about and within the modern home, it often becomes difficult to find a location for the set sufficiently free from

60-cycle radiation to clear up a tunable hum. Occasionally, changing r-f or i-f tubes will help.

Trouble is to be expected, when an additional length of indoor antenna is strung around the room and connected to the loop. Some more of this tunable hum enters by way of signals picked up by the line cord. It's always a good trick to try a .05 mf to .25 mf paper capacitor from either side of the line to ground, or across the line. If there is one installed already, try a larger one. Of course, electrolytics cannot be used.

### Common Hum Causes

4. Grouped into the last category of tunable hum sources, are some which occur surprisingly often, but are not otherwise related to each other. For example, wafer tube sockets sometimes become leaky, and a hum develops from the high resistance coupling between filaments and cathode or grid. Pilot light sockets persist in shorting to the chassis. This can cause a steady hum as well as a tunable hum.

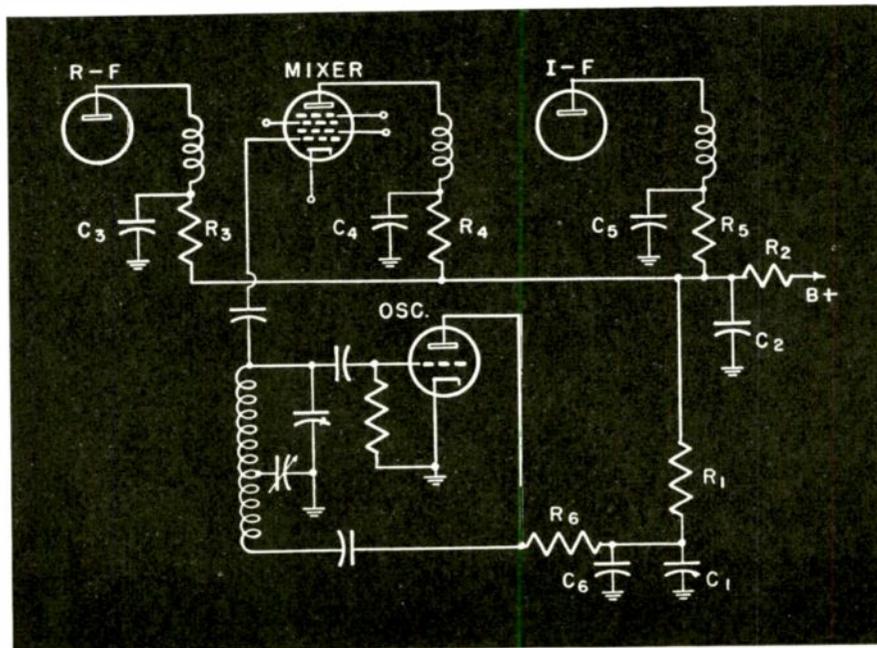
Along with blocking, choking and distortion, open r-f and i-f grid returns will generally produce hum, especially in the case of unshielded tubes. Occasionally, open r-f and i-f by-pass capacitors will do as much, while open a-f by-pass capacitors will cause a steady type of hum.

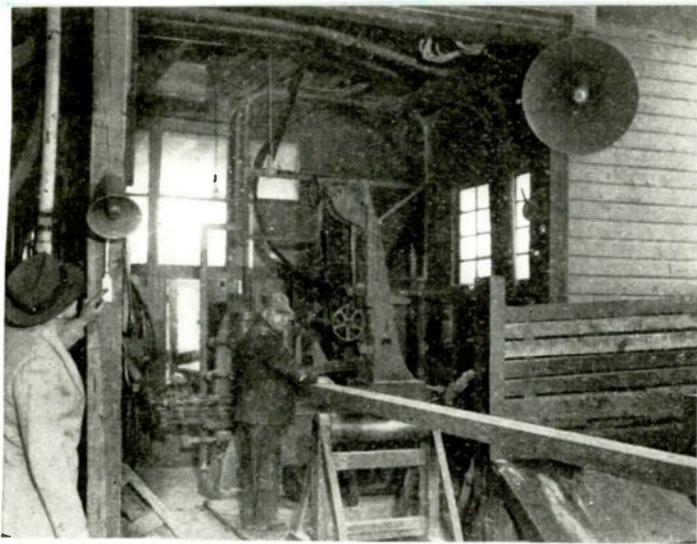
### Don't Pass Up Ground

Missing ground connections, from plumbing to radio, can let a hum appear. On the other hand, adding such connections can also cause hums. This peculiarity is an example of the somewhat strange things which may be found to cause both steady and tunable hum.

In actual fact, there is always a limit to which rules-of-thumb for troubleshooters can go. The purpose of check lists and guides is to speed service, but not to take the place of practical and theoretical understanding of the function of radio circuits. Nevertheless, the line of attack presented in this and the preceding article should prove of benefit to many, many repairmen.

A-f filter for tunable hum. Usually R1-C1 is used alone. If easier to get at, try R2-C2 or R3-C3. C1, C2 and C3 should have high capacities, up to 16 mf. R1=20M ohms, R2=20M ohms, R3=.2 megohm. Existing filters R4-C4, R5-C5 and R6-C6 should not be disturbed.





Milton Raymow of Benray Sound, Brooklyn, N. Y., originates a call from an Atlas HU-15, used as a remote station on the Bogen 4A intercom at Mansfield Mill & Lumber Co. in New York City. At right, Atlas paging speakers use 25-watt PD-5 driver units mounted on DR-42 re-entrant projectors. Indoor speakers are 6" SM6 parabolic baffles.



**Yards with High Noise Levels Are Ideal Prospects for Combined Paging and Call-Back Systems**

# OUTDOOR INTERCOMS OPEN BIG PA FIELD

• Around the country, wherever there are stockyards, open plants, and widely-dispersed processing setups, PA men are enjoying a boom in outdoor intercommunication business. For long, sound dealers have been trying to awaken interest in this field, for which an apparent need has always existed. Manpower shortages, and a consequent need to streamline communications within industrial firms, led finally to the opening of this big market . . . and now it is quite "the thing" for industrial outfits to have an outdoor intercom and paging system installed.

From the PA man's viewpoint, this is a good field for specialization, for the sale of an outdoor intercom generally results in the tie-in sale of a powerful paging system, and often an indoor inter-office communicator as well.

### Must Have Paging Method

Pictured above is part of the installation at a small lumber mill. It is typical of many such jobs. Anyone who has been around lumber machinery knows what an infernal racket attends the operation of rip-saws, band resaws, molding, planing and matching machines. To contact foremen, or call key personnel to the telephone, formerly required jangling gongs and bicycle messengers. By themselves, intercoms proved not to have

enough "sock" to reach people some distance away. It took a directional reproducer to put over the message. Now the paging system calls the wanted party to the intercom, which at the range of a foot or two is excellent for conversations.

### How to Plan System

Diagrammed below is the complete installation. Miniature re-entrant projectors are used as intercom talk-back stations, and placed at three convenient spots. One is completely outdoor, and two are in semi-open sheds. For the paging system, three 25-watt driver units with weatherproof re-entrant projectors are mounted in exposed locations, while two 6" PM speakers in parabolic baffles are mounted in semi-open sheds. At the production manager's desk is a switchbox, by means of which all of the units may be used for a general announcement, or one particular area "spotted" without disturbing other parts of the plant. Small electrical outlet boxes provide mountings for the press-to-talk switches used in originating a call at the remote station. Conduit pipes and fittings protect the wiring from injury by passing loads of lumber.

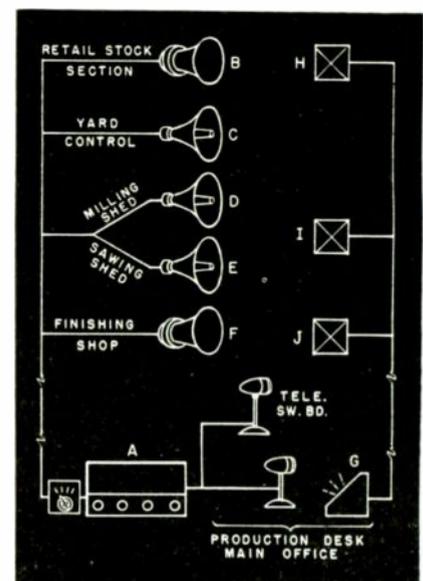
The paging system puts in double duty, by serving for traffic movement. Instructions are given to drivers of the lumber carriers with-

out the need to chase after them or stop operations. A fire, not long ago, caused a great deal of damage to this plant, and the system is envisioned as being used to direct fire control in an emergency, should the catastrophe recur.

Many are the types of businesses, operating outdoor yards and work positions, especially those having high noise levels, that are becoming

*(Continued on page 86)*

Output of 30-watt Bogen E-30 amplifier at A is switched to speakers B or F, or outdoor re-entrant projectors C, D or E, or to all five simultaneously.



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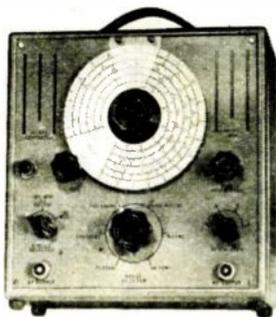
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# New Service Aids

## Triplett GENERATOR

Model 2432 Signal Generator is another unit of Triplett's "Square Line". The range of 75 kc to 50 mc is covered



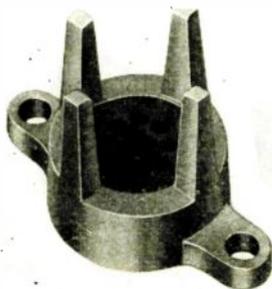
in 6 overlapping bands, without using harmonics. 30% modulation at 400 cycles is provided. Stability is increased by the use of air trimmers and a voltage regulated a-c supply. Triplett Electrical Instrument Co., Bluffton, Ohio—RADIO & Television RETAILING

## Atlas NOISE FILTER

The noise filter is a two-capacitor type with center tap grounded to the case. Designed for fluorescent lights, the suppressor can also be used for any electrical appliance, or at the radio set. Atlas Condenser Products Co., 548 Westchester Ave., New York 55, N. Y.—RADIO & Television RETAILING

## Star PIN STRAIGHTENER

The bent pins of miniature tubes may be straightened without danger of cracking the glass seal, by means of the Type JE-12 or JE-13 Pin Straightener. The zinc base casting positions the



tube, while the counterbored steel insert aligns the pins. Made by Star Expansion Products Co., 147 Cedar St., New York 6, N. Y.—RADIO & Television RETAILING

## Jackson TUBE TESTER

Model 636 is a "dynamic" type that tests all of the popular receiving tubes and television amplifiers, including bantams, loctals, single-ended, high voltage filament types, and miniatures. Roll chart tube index simplifies correct settings. Full range filament selection is provided, marked directly in volts. Jackson Electrical Instrument Co., Dayton, Ohio—RADIO & Television RETAILING

## Clippard DECADE VOLTAGE SUPPLY

A-c potentials from zero to 111 volts in 1/10-volt steps are supplied by the Type D.S.111 Decade Voltage Supply. Up to 30 volt-amperes of power at voltage accuracies of better than 1% can be handled, drawing power from the 60-cycle line through a fused cord. Other



frequencies, up to 10,000 cycles, may be used in this instrument, which incorporates a transformer having a tapped primary and secondary. A Weston Model 476 meter is placed in the secondary circuit, with a single red line to indicate proper primary voltage adjustment. Clippard Instrument Laboratory, 1440 Chase Ave., Cincinnati 23, Ohio.—RADIO & Television RETAILING

## Hexacon 32V IRON

Farm and home generating systems with 32 volts can use this new soldering iron. The elements and tips are replaceable, while the hexagonal barrels may be clamped in a vise for easy tip removal. The 6-foot cord terminates in a live rubber plug. Coming with either plug type or screw type tips, the models range from 90 to 550 watts. Hexacon Electric Co., 195 W. Clay Ave., Roselle Park, N. J.—RADIO & Television RETAILING

## Waterman POCKETSCOPE

Here is a 5 1/2 lb oscilloscope, measuring 3 3/4" x 6 3/8" x 10", and using a 1" cathode ray tube. Model S-10-A, called the Pocketscope, has vertical and horizontal amplifiers, synchronization, and uses a multivibrator circuit to secure a sweep covering from 10 cycles to 50



kc. The c-r tube is magnetically shielded. A telescoping light shield which facilitates work during daytime, surrounds the screen. Miniature tubes are used. Waterman Products Co., Inc., 2445-63 Emerald St., Philadelphia 25, Pa.—RADIO & Television RETAILING

## RCP "BILLIONAIRE"

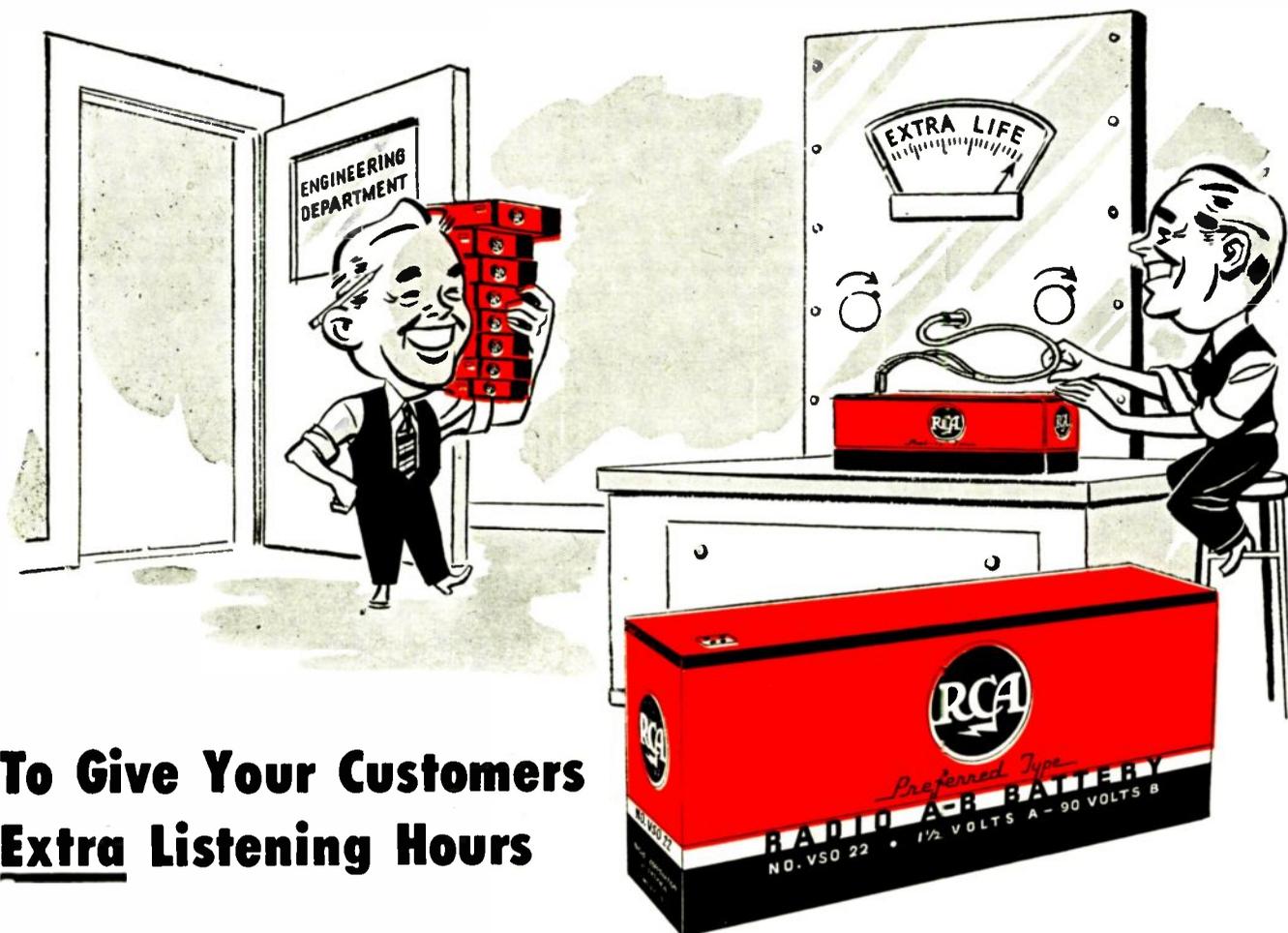
Radio City Products have titled their Model 665A tester the "Billionaire" in recognition of the resistance ranges which cover from .1 ohm to 10 billion ohms. The 8" indicating meter is also used in a vtvm circuit to measure up



to 6,000 volts a-c or d-c. The input resistance is 16-160 megohms, and the input capacity is 50 mmf. Capacities from 2.5 mmf to 2,000 mf may be measured in 8 ranges. Radio City Products Co., 127 W. 26th St., New York, N. Y.—RADIO & Television RETAILING

NEW RADIO SETS ON PP. 36 TO 41; NEW ELECTRICAL APPLIANCES ON PP. 58 TO 64.

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# MAINTENANCE TIPS

## Volume Control Repair

Volume controls frequently become noisy or operate intermittently. It is usual to ascribe this trouble to a worn resistant element, and to assume that the only remedy is replacement. This is not, however, always the case. The explanatory notes below, and accompanying sketch, describe a volume control defect that is repairable. Since parts shortages are still with us, this service note may prove useful.

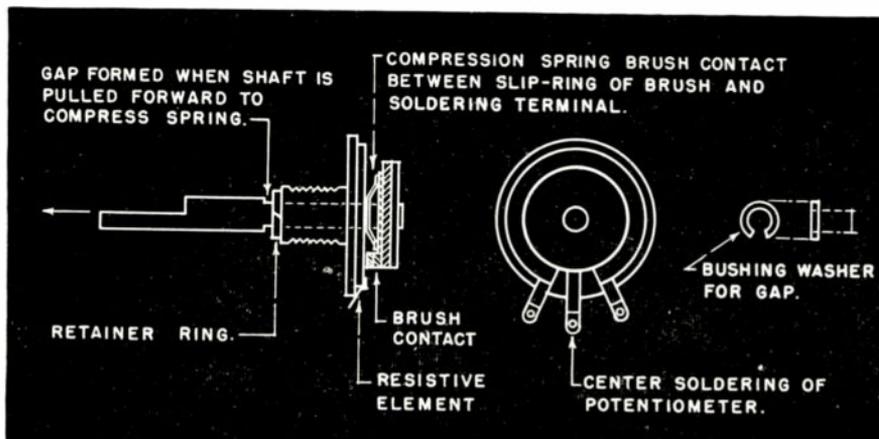
### Spring Contact Loosens

Most potentiometers are constructed with a compression-type spring-brush, insulated from the shaft, forming the connection between the rotating element-brush and the center soldering terminal. The entire electrical assembly is above ground.

In time, the connecting spring-brush loses tension. The element-brush still fully contacts the resistive element, but an open circuit now exists between the spring-brush and the slip-ring associated with it, leaving the center soldering terminal out of the potentiometer circuit.

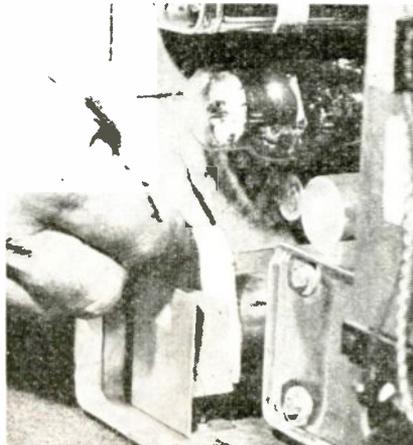
Pulling the shaft forward presses the spring-brush to the slip-ring, renewing continuity between the resistance and the soldering terminal. The gap formed when the shaft is pulled forward should be bushed out with a washer cut to fit as shown in the diagram below.

To effect a permanent repair in very noisy or intermittent volume controls, insert a home-made bushing washer in the gap formed at the retaining ring, when the control shaft is pulled forward. An alternate but generally unhandy method is to pry off the control's back case and adjust the spring-brush tension by bending.



## Noisy Auto Radios

A vibrating noise in a car set is often caused by the vibrator can striking the radio chassis or some metal part. This occurs because the sponge rubber pad used to hold the vibrator in place deteriorates or



Join wedge to pad with rubber cement.

shrinks, so that it no longer exerts pressure on the vibrator container. To remedy this condition, wedge a piece of heavy cardboard between pad and vibrator can, as illustrated.

## Pick-Up Adjustments

On the Philco 42-1012 and some other Philco models, the mechanical movements of the pick-up are converted into electrical variations by the action of a light beam on a light-sensitive cell. Weak or distorted phono reproduction may be due to

the improper setting of this beam. When the light beam is completely on or off the cell, no phono reception at all may occur.

The light beam is adjustable in width, position and intensity. To adjust the width, the lamp socket assembly should be pushed back into its holder. Stop when a clear image of the lamp filament is visible on the light cell, then push the socket in slightly beyond this point, until the width of the rectangular spot of light becomes 5/32-in. Next, rotate the socket assembly to make the light spot vertical.

### Half of Beam Not Used

The light beam's position may be changed by turning the adjusting screw at the lower left side of the reproducer. The correct position will be obtained when the spot is half on the cell, and half on the cell's metal frame.

The intensity of the lamp is set at the factory, and generally needs no adjustments. When phono reception is distorted or low, however, and no other causes can be found, the compensator located beside the antenna post may be improperly set.

To correct, play a record with the volume control on full. Turn the compensator in either direction while the record is playing. The correct direction will be the one that gives increased pick-up output without distortion. Stop when maximum distortionless volume is obtained.

Intensity adjustment is necessary when a new lamp is installed. Two positions for the new lamp are possible, as will be evident when the socket is examined. Either of them may ordinarily be used. When the lamp filament, however, is off-center, only the position that gives the best centering of the spot light on the vibrating mirror will be satisfactory.

## Battery Replacements

A new complete guide for the replacement of all radio batteries has been issued by Burgess Battery Co., Freeport, Ill. Correct replacements for portable and farm radio batteries are listed. Private brand portables are included. The number of sets covered exceeds 1,000. Free copies of the guide are available on request.



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 IN BIG DEMAND



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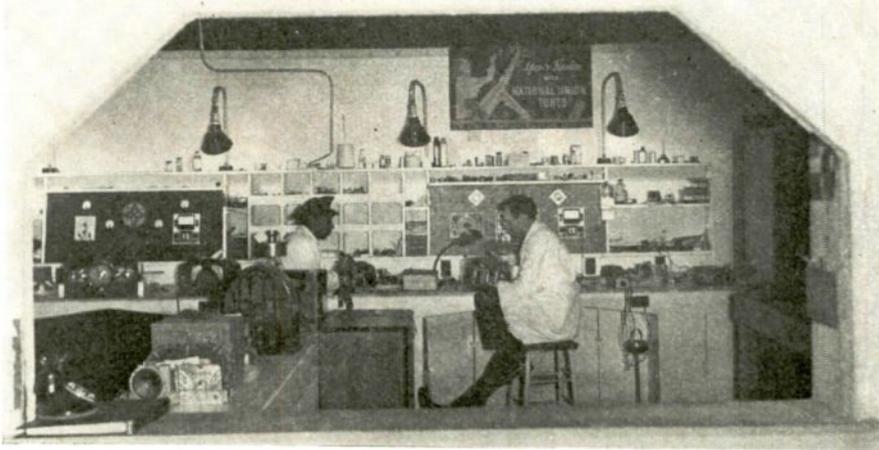
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● When they see it—hear it and compare it—a big percentage of your prospects will say "Here's the buy for us." Why? Because it's a fine-performing table combination, priced for the modest budget. Plays 10" or 12" records beautifully. Superheterodyne radio (5 tubes including rectifier) with slide rule tuning, heavy duty speaker and many other top flight quality features—in attractive cabinet. Arvin Model 558.

● *Arvin is the line* that fits your radio sales set-up like Arvin values fit the family budget. You need this big-demand line to take full advantage of your radio sales opportunity. Yes . . . you need the Arvin line for its *mass-sales-appeal* . . . for its dependable, top-flight quality at low prices everyone can afford. Model 558 table combination . . . shown above . . . is a typical "*mass market attraction*" in the expanding Arvin big-demand line.

**ARVIN is the mass market radio line in BIG DEMAND!**

**ARVIN** is the name on many fine products from  
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Mack's radio shop makes a show out of its repair facilities. See Col. 3.

## Interference

(Continued from page 75)

thin iron pipe, plus two 1.0 mf capacitors were assembled in a metal container.

The capacitors' center tap was connected to a terminal post and grounded to both the metal container and the nearest plumbing, as illustrated. After mounting the filter unit inside the cabinet, the furniture was rearranged slightly with the owner's permission, to reduce the ground lead almost 75%. The radio's line cord was shortened and plugged into the receptacle sub-mounted on one side of the filter box, and the new line cord coming out of the other end was re-connected to the wall socket.

Although the filter did not completely eliminate the noise, that which remained was tolerable to the customer. A charge of \$20 was made, and seemed quite acceptable.

Within a few weeks, several similar jobs were done for other residents of the same apartment house. To date, over 50 filters of one sort or another have been installed in the immediate area. The servicer has built up a stock of standard brands, and finds them fully effective. In the case of low-priced sets, where the value of the radio might otherwise be lower than that of the service job, the simple capacity filters are used.

## Intercoms

(Continued from page 80)

ing heavy users of this type of system. Coal yards and scrap metal plants are leaders, in some sections of the country. In others, the concentration is in stockyards . . . large auto service lots and garages . . . unloading piers . . . depots and warehouses . . . airport repair shops . . . foundries . . .

small boat construction yards . . . and the list is longer yet, say sound dealers.

Selling outdoor intercoms is a good point of departure for the PA man who intends to concentrate on industrial users. Once in the plants, an alert installer will find many applications for sound and electronic devices which he can sell.

## Kansas Repairman Parades Service Equipment

Here's one service shop which is determined to use its radio service bench and equipment as a striking display for the customers to admire. Mack's Radio Service, 152 N. Main St., Wichita, Kansas, has made the whole works visible from the sales floor, through an eye-catching aperture. W. E. McRevey, proprietor, spent a lot of time and money on the instrument bench, and has found that it makes an interesting impression on his customers.

The bench is 18 ft. long with two instrument panels built in, so that two servicemen work at once. Around the panels is an elaborate system of shelves, all of them painted white and kept clean. A series of open bins in the center help to provide finger-tip accessibility of parts and supplies. The closed bins underneath the bench are "catch-all" space, and that's where the battery charger is, too.

As receivers come in for repair, they are handed through the aperture and placed in order on the "feeder" bench. This counter runs down the center of the department and is convenient to either one of Mack's maintenance men.

## It's the Eleventh Annual Dinner Party for the New York Radio "Reps"



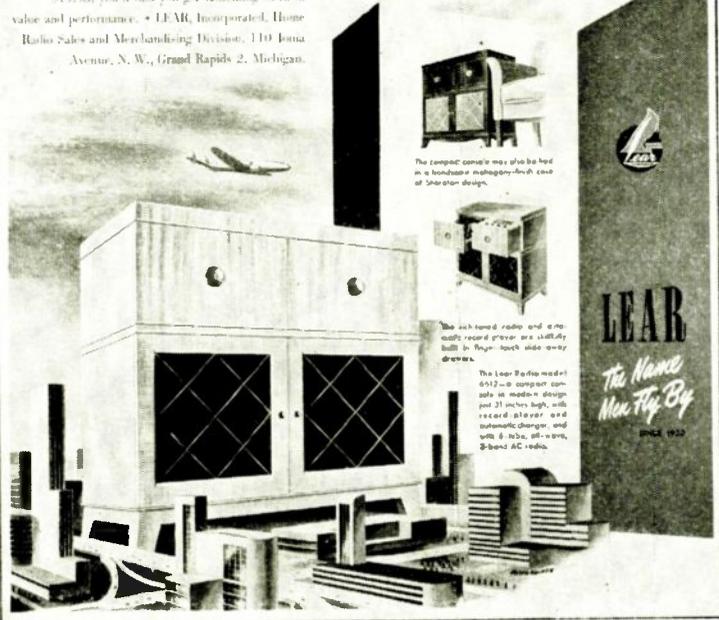
Some 200 radio men of the New York area got together at the Hotel New Yorker when the local chapter of "The Representatives" staged their annual dinner event for the 11th successive year. Chapter president Leo Freed presided at the big party.

## From the precision of the Airlines

Flyers know the name Lear well. They've seen it on the radios in their airplanes for more than sixteen years. • Building aircraft radios calls for particular understanding, and far more than usual skill. It takes full knowledge of every new development. • This is the kind of manufacture Lear knows.

It is the kind that now, for the first time, is given to a home radio—a Lear Home Radio. • As soon as you can hear a Lear Radio. Whether it is the set illustrated, or the console combination with television, tape recording, FM and short wave at about \$700, or the compact table model at about \$199.95, you'll find you get something extra in value and performance. • LEAR, Incorporated, Home Radio Sales and Merchandising Division, 110 Ionia Avenue, N. W., Grand Rapids 2, Michigan.

comes the **LEAR**  
*Home Radio*



The compact comes in many styles but in a handsome mahogany-grain case of Shaker design.

The cabinet radio and a small record player are sturdily built to floor-mount into every drawer.

The Lear Radio model 6512—a compact console in modern design—just 21 inches high, with record player and automatic changer, and with 6 tubes, all-wave, 2-band AC radio.

**LEAR**  
*The Name Men Fly By*  
SINCE 1930

**You should see this May Lear advertisement in four colors. That's the way it appears in The Saturday Evening Post.**

It's one of the series in the Lear campaign running in national magazines. This campaign tells the Lear story more than 80,000,000 times. And it's sending eager customers into Lear dealers' showrooms to see these truly postwar radios.

This is one of the reasons that the Lear Franchise has "oomph." There are more you should know about. When you do, you'll see why the Lear Franchise is one of the most valuable in the industry. For full details write LEAR, Incorporated, Home Radio Sales and Merchandising Division, 110 Ionia Avenue, N. W., Grand Rapids 2, Michigan.

# LEAR RADIO

# At the Crossroads— Turn Right!

## Get Ready to Meet Competition

*In the following exclusive interview, Lou Silver, sales manager Garod Electronics Corp., Brooklyn, N. Y., tells retailers they face a turning point in business—urges customer-attracting sales promotion for coming "Buyer's Market."*

• In a period when production, distribution, and merchandising are in a state of flux many a dealer is confronted with a very distorted and vague outlook on his future well being.

The best a dealer can hope for is a suitable answer to the question: "Was I Smart Back in 1946?"

Any student of modern business whether he be a tycoon, economics professor, or radio dealer, will see the need for a return to normal business practices, time-honored and tested procedures to insure long time endurance and natural expansion. Most businesses because of wartime pressure and instability have veered from the "book". The time has come for an about-face.

If you want to see yourself in a proper perspective . . . just look at yourself in the midst of a crossroads. Production is on the upgrade, and it is expected that dealers will soon receive sufficient merchandise.

You now face a turning point. The Seller's Market will become a Buyer's Market. Are you prepared to rise to the task? Are you willing to accept the change?

### "Cat and Dog" Lines

At the beginning of reconversion many new name brands made their appearance. As expected, in a seller's market, quality and sound engineering was lacking in the products of many whose sole purpose was to make radios for fast sales.

These inferior lines are beginning to age on the shelves. The temporary success of attic manufacturers has ended. The public is demanding honest merchandise, manufactured by responsible firms who have been, still are, and will remain in business long after the "cat and dog" lines are forgotten.

It is unfortunate that in some cases retail shops have cropped up that are not equipped to take care of this type of consumer demand. They are not equipped to fill a customer's needs, to sell and merchandise properly. Such retailers will not qualify for franchises on standard brands. The alternative for these marginal dealers is to take on "cat and dog" lines.

Sub-standard dealers will be able to get inferior brands, nothing more. The public will not buy . . . and the store will perish, along with the "cat and dog" lines.

Opportunity is abundant for dealers who are in business to stay—to start promoting, building, not to wait when the market is glutted . . . when merchandise is promoted for price only. Now is the time to act, now with an ability to take care of customers and service them.

### Manufacturers Back You

What is your next step? The answer is with the manufacturers who are willing to back you up with national magazine, radio, and newspaper advertising. More directly, they are again releasing point-of-sale material, displays, literature and signs.

Your distributor is devoted to the task of getting you manufacturer cooperation. By working closely with him you can best take advantage of the facilities at your disposal. Newspaper mats, cuts, photographs, and suggested radio scripts are available.

It is your business to set up an advertising and promotion budget. By a planned promotion of specific products, you can win a place in your community.

Often times upon receiving a fair shipment of some new product, figure out what a newspaper or mail promotion will cost you to promote its sale. Consider what profit a particular promotion will bring you, as compared to watchful waiting and slow turnover.

Take a lead from some of the larger retailers around you. Note promotions by chain radio stores,



Lou Silver

department stores, and other leading mass sales groups. You will notice they are promoting NOW—rebuilding their popularity—winning new customers.

Big time retail outlets don't wait for customers to come in—they use every means to bring in prospective buyers. New product fanfares . . . sales . . . what have you . . . they always have a story to tell.

Newspaper advertising, for example, is one of the quickest means used for getting new customers. Yet some retailers frown on newspapers—without trying them, consistently. "Too expensive" is a frequent alibi—yet "how expensive" remains a mystery.

Newspapers represent only one means of reaching customers. There are many other mediums available. The trade papers are filled with suggestions for promotion, merchandising, and customer service. It is but for you to read, to acquaint yourself with the experiences of others—and to act.

### Rich Market Outlook

Much of the foregoing may seem like paternalistic patter. Well, if it does—do this: Sit back and reflect on the number of new outlets that have sprung up—plus Johnny-Come-Latelys who have never handled radio before. And to this add the normally aggressive competition of large chains, department stores. Things pile up—don't they?

Answer the '46 Question yourself then. Don't be forced into an unfavorable competitive position. Strike now—take a stab at the richest consumer market of all time—and hit hard. It will be well worth your while. The day you have long awaited is here.

# RADIO SET DESIGNERS!

## Federal's New MINIATURE Selenium Rectifier

Replaces 117Z6, 117Z3, 0Y4 and  
most other rectifier-type tubes  
in AC—DC—Battery Portable  
Radio Receivers



### Assures . . .

- **REDUCED COSTS**
- **SPACE SAVINGS**
- **INSTANT STARTING**
- **LESS HEATING**

**Reduced costs**, because this rectifier unit not only costs less than the parts it replaces, but permits valuable savings in assembly time and expense. Only two soldered connections for complete installation—minimum mounting hardware required.

**Space savings**, because this single compact unit, only  $1\frac{1}{4} \times 1\frac{1}{4} \times 11/16$ "", can be used in place of a rectifier tube, tube socket, and associated components. Leaves more room in chassis and permits reduction in receiver size.

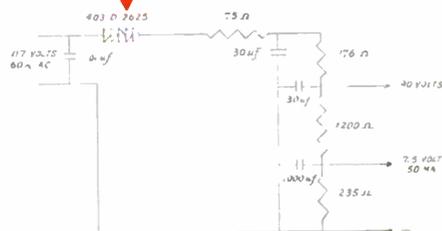
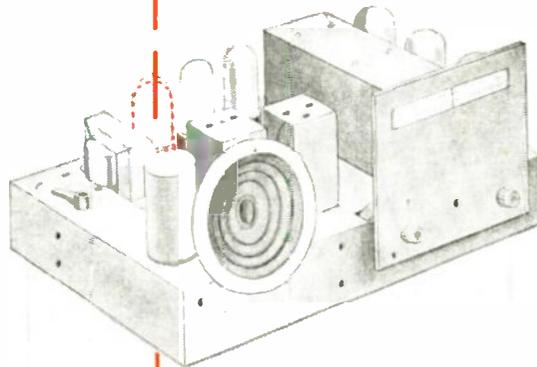
**Instant starting**, because power supply operates instantaneously with selenium rectifier. Eliminates the usual warm-up time required with a vacuum-tube rectifier.

**Less heating**, because heat-producing filament of rectifier tube is eliminated. Gives substantially longer battery life.

This compact 5-plate unit embodies all the refinements of design and sturdy mechanical construction which have made Federal selenium rectifiers the standard of quality throughout the industry. Of all metal construction throughout, with no fragile parts—it will last many times longer than the average tube.

Now in full-scale production . . . orders can be filled almost immediately. Write for details.

**Ratings:** Federal 5-plate Rectifier-type 403D-2625  
Peak inverse voltage . . . . . 380 volts  
Current carrying capacity . . . . . 100ma DC



Circuit diagram of power supply for AC—DC—Battery portable radio receiver, using a 5-plate Federal rectifier unit in place of the conventional tube circuit.

## Federal Telephone and Radio Corporation

Export Distributor:  
International Standard Electric Corporation

Newark 1, New Jersey



# ANNOUNCING... the new Yours for Bigger Profits

**NOW**, for the first time, with RCA's complete line of Package Sound, it's easy to tailor the equipment to fit the job, because all components are *matched* to work together for top performance.

And what's more—they all bear the RCA Seal . . . your guarantee of quality equipment and customer good will.



**RCA Junior Velocity Microphone—MI-4036.** Small, light-weight, bi-directional—for general use wherever high quality at low cost is required.



**RCA Aeropressure Microphone—MI-6206.** Adjustable for sharp or broad directional characteristics. Excellent outdoors—in interviews and mobile pickups.

## MICROPHONES



**RCA Aerodynamic Microphone—MI-6226.** Ideal for paging, close-talking announce work and portable use—in-sensitive to mechanical shock.



**RCA Program Velocity Microphone—MI-12002.** A brand-new velocity microphone of striking design—unusually small in size—very low in cost.



**RCA Dynamic Announce Microphone—MI-12004.** Unrivalled for its compact styling, unique appearance, high quality and low cost.



**RCA Aerocrystal Microphone—MI-12006.** For all announce applications requiring clear, crisp, intelligible speech. Will readily penetrate street and crowd noises.

## AMPLIFIERS



**RCA 6-Watt Amplifier.** Low cost, high quality, amplifier—for small public address, paging, store demonstration, etc. For high impedance microphone and high or low impedance phonograph.



**RCA 15-Watt Amplifier—MI-12295.** Medium power, high gain—for small auditoriums, dance halls, etc. One microphone and two phonograph volume controls, tone control, separate ON-OFF switch.



**RCA 25-Watt Amplifier—MI-12298.** For night clubs, small hotels, garages, playgrounds, etc. Has two microphone and two phonograph volume controls, tone control, separate ON-OFF switch and pilot light.

# RCA Package Sound Line

## ...Better Business!!!

### SPEAKERS

### BAFFLES

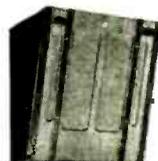
### HORNS



A quality line of PM Speakers with the new Alnico-V magnet for compactness and increased sensitivity. 6½", 8", and 12¼" sizes.



**RCA Accordion Cone Speaker Mechanism MI-6234.** The latest design. Better bass reproduction — smoother over-all response. 7" dia.



**RCA Sloping Front Housings.** Finished in walnut, for 8" and 12" speakers, ideal for hotels, offices, restaurants, stores, etc.



**RCA 3½ Ft. Re-entrant Baffle—MI-6302.** For speech reproduction over large areas with excellent directional characteristics.



**RCA Wide Angle Baffles.** Excellent baffles for sound truck or general outdoor use. For use with any 8" or 12" cone speakers.



**RCA Narrow Beam Paging Baffles—MI-6311.** For high level outdoor and indoor paging and speech reproduction over large areas.

### TURNTABLES & RECORD PLAYERS



**RCA 16" Turntable in Carrying Case—MI-12847.** Dynamically balanced—turntable for standard or transcription records at 78 RPM, 33½ RPM, or variable speed. "Feather-touch" tone arm. For use with any RCA amplifier with high impedance input. In handsome black leatherette.

**RCA Automatic Record Changer, in Carrying Case—MI-12848.** Will play and change ten twelve-inch or twelve ten-inch records at one loading. Carrying case finished in beautiful gray fabricoid. For operation with any RCA amplifier of high impedance input.



### PORTABLE PUBLIC ADDRESS SYSTEMS



#### RCA 15-Watt Portable Public Address System.

For audiences up to 2000. Lightweight—includes 15-Watt Amplifier, Junior Velocity Microphone and Stand, two 8" speakers, 85 feet of cable.

#### RCA 25-Watt Portable Public Address System.

RCA 25-Watt Amplifier, Junior Velocity Microphone and Stand, two 12¼" speakers, and 85 feet of cable.

Get the story on the new RCA Package Sound Line *today*—see your RCA Distributor, or write direct to Sound

Equipment Section, 68-F, Engineering Products Department, Radio Corporation of America, Camden, N. J.



**SOUND EQUIPMENT**

**RADIO CORPORATION of AMERICA**

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

## Recordings Used in Novel Promotion Stunt

In Washington, D. C., some weeks ago, some 500 top business executives received through the mail at their homes and offices, an innocent looking package bearing the legend, "A record that speaks for itself!"

Inside, they found a 6½-inch recording with nothing to identify the sender or to give an inkling of its message save a 'phone number, and the initials I. T. C. Their curiosity piqued, many of them played the record on the nearest available phonograph.

What they heard was the voice of Russ Hodges, nationally known sportscaster, announcing what was probably the first spoken commercial ever written by an advertising agency about itself. I. T. Cohen, an executive at the agency, was out of the Army and chose this means of saying that he was back to work.

The incident was reported by Audio Devices, Inc., makers of Audiodisc recording blanks.

## Demand for Thorens Record Changer

In a statement on the sales of the new CD 40 Thorens record changer, Jacques Schwalbe, president of Raxon, Inc., 295 Fifth Ave., New York City, reported that the product is being widely welcomed by dealers of the U. S. The new changer is manufactured in Switzerland by the Thor-



Jacques Schwalbe

ens Co. and is distributed here by Raxon.

It is pointed out that music lovers, as well as students of language or music, often wish to replay all or part of a record; the CD 40 will repeat any disc or play back any part of a record without removing other records. Also, a disc can be delayed or rejected before it plays, and can be rejected during play. It will handle 8 records of intermixed 10" and 12" and stops automatically.

The CD 40 is pictured in the "New Lines" section of this magazine.

## Bumby Re-elected

H. A. Bumby was re-elected president of Barlow & Seelig Mfg. Co., Ripon, Wis.,

at the annual meeting of the board of directors. Mr. Bumby was also re-elected president of the American Ironing Machine Co., Algonquin, Ill., at its directors' meeting.

## W. Va. Dealers Protest OPA Tube Price Policy

The Monongahela Radio Association, Inc., a West Virginia organization of radio service retailers, has sent a vigorous letter of protest to the appropriate U.S. senator, denouncing the OPA policy of requiring the 20% increase in tube prices to be absorbed by the dealer.

The letter says that this OPA policy will cause an unfortunate decrease in the dealers' income because "OPA price policy slowness has kept radio service material from the market . . . overhead has continually increased . . . his major commodities time and labor are frozen."

The protest pointed out that "already much needed and hard to get radio tubes have been stored in distributors' warehouses to be held until the price situation has been cleared . . . these tubes in packing cases will not operate radios! . . . inoperative radios retard the very large business of radio broadcasting!"

The letter was signed by Drexal McCabe, chairman of the association's legislative committee. The group represents the majority of dealers in the Morgantown, Fairmont and Clarksburg areas, and also collected the signatures of 32 additional unaffiliated retailers for this protest to Washington.

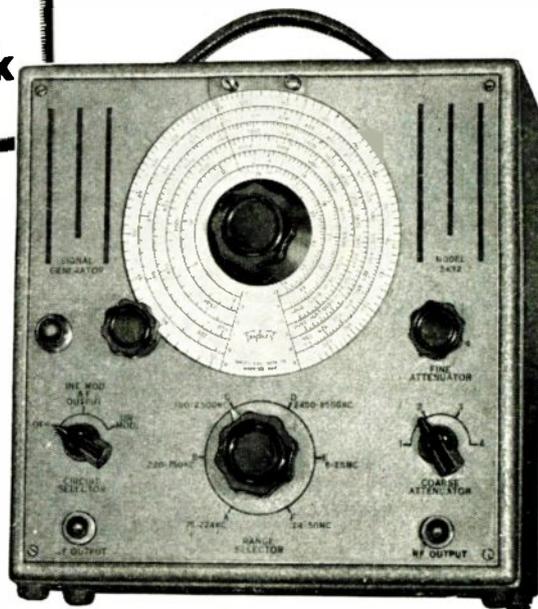
For the Man Who Takes Pride in His Work

### MODEL 2432 SIGNAL GENERATOR

Another member of the Triplett Square Line of matched units, this signal generator embodies features normally found only in "custom priced" laboratory models.

**FREQUENCY COVERAGE**—Continuous and overlapping 75 KC to 50 MC. Six bands. All fundamentals. **TURRETTYPE COIL ASSEMBLY**—Six-position turret type coil switching with complete shielding. Coil assembly rotates inside a copper-plated steel shield. **ATTENUATION**—Individually shielded and adjustable, by fine and coarse controls, to zero for all practical purposes. **STABILITY**—Greatly increased by use of air trimmer capacitors, electron coupled oscillator circuit and permeability adjusted coils. **INTERNAL MODULATION**—Approximately 30% at 400 cycles. **POWER SUPPLY**—115 volts, 50-60 cycles A.C. Voltage regulated for increased oscillator stability. **CASE**—Heavy metal with tan and brown hammered enamel finish.

There are many other features in this beautiful model of equal interest to the man who takes pride in his work.



# Triplett

ELECTRICAL INSTRUMENT CO. BLUFFTON, OHIO



*timely!  
authentic!  
comprehensive!*



## Save Up to 50% in Servicing Time!

### In Each PHOTOFACT FOLDER You Get:

- ✓ From 2 to 12 clear photos of the chassis, identifying each component part for immediate checking or replacement.
- ✓ Complete specifications on each component, including manufacturer's part number, available replacement type or types and valuable installation notes.
- ✓ A keyed reference alignment procedure for the individual set, with adjustment frequencies and recommended standard connections.
- ✓ Complete voltage analysis of receiver.
- ✓ Complete resistance analysis of receiver.
- ✓ Complete stage gain measurement data.
- ✓ Schematic diagram.

If you think it's going to be easy to service the 1,000 or more radio sets soon to come off production lines, read no further! The Howard W. Sams PhotoFact Service is designed for men who *know* there's a tough time ahead—who need and want better service information.

The Sams PhotoFact Service provides such information in the form of reliable, fact-filled, illustrated folders that can save as much as 50% of your servicing time. Every post-war radio is visualized in photographs . . . every part listed and numbered . . . every servicing shortcut and installation fact fully set down! No matter how complicated the set, or how new the components, you have the whole story right in front of you.

You get from 30 to 50 such PhotoFact Folders at a time. The Folders come to

you in handy folios at a cost of only \$1.50 for each group! They cover all new sets as they reach the market.

Think of it! An absolutely fool-proof visual method of giving you the exact information you want, where you want it, when you want it, for as little as three cents per new radio model! And every bit of information is compiled by experts from an examination of the actual receiver itself—*not from standard service data!* The Howard W. Sams PhotoFact Service starts June 15. Reserve your PhotoFact service now!

### Also, Membership in

#### HOWARD W. SAMS INSTITUTE

Answers to hard service problems! Economical shop practices! How to get more customers! These and many other subjects covered by 30 top notch specialists! Complete facts with PhotoFact Folio No. 1.

Cut This Out and Mail It to Your Distributor! If you do not know his name and address, send it directly to Howard W. Sams & Co., Inc. 2924 East Washington Street, Indianapolis 6, Indiana, and we will see that your nearest distributor gets it.

CHECK ONE SQUARE

PLEASE PRINT

- Yes, by all means reserve every issue of the Howard W. Sams PhotoFact Folio Service for me.
- Send complete information and reservation card.
- My (check) (money order) (cash) for \$1.50 is enclosed for PhotoFact Folio No. 1. (Publication date, June 15, 1946)

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ St \_\_\_\_\_

Company Name \_\_\_\_\_

My Distributor's Name \_\_\_\_\_ City \_\_\_\_\_

**MAIL THIS  
COUPON  
TODAY**

*Howard W. Sams*

**Radio PhotoFact Service**

## FCC Warning on Use of Transmitters

Now that some radio retailers have stocked some surplus Army radio equipment (such as Walkie-Talkies), the FCC has issued a warning that the unlicensed use of transmission facilities is illegal. Maximum penalty is a \$10,000 fine, imprisonment, or both. It is pointed out that serious interference could result to aviation, marine, fire, police, and other vital communications services.

Licenses for the operation of such equipment will not be available until the Citizens Radiocommunication Service is under way, and an official set of rules is forthcoming. The CRS band is the 460-470 mc one, and the FCC observed that

so far it had seen no surplus equipment built to operate on that band.

Retailers planning to sell the transmitting equipment are urged by FCC to attach warning tags to the units. These tags are available from FCC, at Washington 25, D. C.

## Telechron Inc. New Name

The corporate name of the Warren Telechron Co., manufacturer of electric clocks and other timing devices, has been changed to Telechron Inc. I. W. Kokins, president, has announced. The purpose of the change, he said, was to relate the name Telechron more closely to the company's products.

## Federal Products Manager



S. K. Wolf has been appointed manager of the new consumer products division of Federal Telephone & Radio Corp. He's a well known radio figure, formerly WPB Radio & Radar deputy director, and for the past 3 years, technical advisor to Gen. George C. Kenney, Far Eastern Air Forces chief.

## Pennsylvania Firm Takes On Plicote

Union Supply Co., 1509 Muriel St., Pittsburgh, Pa., has been appointed distributor for the complete line of Plicote finishes made by Plicote, Inc. Union is a division of U. S. Steel Co., and operates 102 stores.

The Pittsburgh jobber plans aggressive sales campaigns on all Plicote products. These include the non-slip "Safety Tred" finish, the new "Transparent" protective finish, the quick-dry Plicote interior color finish (18 colors), and a non-skid floor finish (12 colors).

General sales office of Plicote, Inc., are at 664 N. Michigan Ave., Chicago.

## DeLuxe Appoints Reps

DeLuxe Records, Linden, N. J., has appointed Smith-Benny Sales Co., New York City, its national sales representatives. The sales company under the direction of Ben Ginsberg and Horace Bloom will appoint distributors throughout the country, expanding the present DeLuxe setup from 14 to approximately 40 distributors.

DeLuxe's present production is reported at 350,000 discs monthly; and, according to owners Jules and David Braun, a new plant now being built will greatly increase the total DeLuxe monthly production.

## Contacts Garod Dealers

Milt Marcus has been added to the sales staff of Belle Electronics Corp., New York, exclusive metropolitan area distributors for Garod radio. Mr. Marcus had previously served with the sales promotion department of the Garod Electronics Corp., and will now contact dealers and department stores.

# DUAL CHANNEL INPUT

an exclusive PROFIT-PLUS for you  
on all STEELMAN phonographs

Here is something that is Big NEWS in the phonograph field . . . that will boost your phonograph business. *Two separate amplifiers* in every STEELMAN Phonograph, skillfully blended by *Electronic Tone Control!* One amplifier for *high frequencies* . . . one for *low frequencies*. Thus the listener can now enjoy true record reproduction . . . can hear every note in the musical scale *exactly as played by the orchestra*. Be the first dealer in your neighborhood to feature STEELMAN Phonographs with DUAL CHANNEL INPUT.

STEELMAN quality is still *highest quality*. Despite today's great demands for merchandise we are not lowering STEELMAN standards, but are continuing to make STEELMAN Phonographs the instruments your customers will want to own today—and tomorrow.

These STEELMAN Phonographs feature:

- 6½" ALNICO SPEAKER
- DUAL CHANNEL INPUT
- ELECTRONIC TONE CONTROL
- MINIMUM A.C. HUM
- 5 WATT OUTPUT
- 3 TUBES
- POWER TRANSFORMER

Write us today for the name of your nearest distributor.

MODEL 351  
\$51.95  
inc. ex. tax



MODEL 350  
\$47.85  
inc. ex. tax



**STEELMAN RADIO CORP.**  
742 E. TREMONT AVENUE • BRONX 57, NEW YORK

# MAKING TUBES IS EASY

If YOU  
KNOW HOW!

HYTRON KNOW-HOW

IS MODERN . . .



**S**UPPOSE you were given the job of making certain that micas for Hytron tubes were punched exactly to specifications. How would you go about it? You might use a gage or a precise rule. For a modern, faster, more accurate method, however, you would probably choose the illustrated J & L comparator.

The light beam of the comparator would project optically the magnified image of the mica. By adjusting precision controls, you could then compare visually to .0001 inch the dimensions and orientations of the mica's holes with allowable tolerances in the factory specification book.

That is the way this Hytron inspector is doing the job. Note the tiny mica just below the circular screen. Observe the image magnified 20 times. Many other Hytron tube parts are checked in this manner: plates, shields, leads, cathode sleeves, radiators, grids, ceramic insulators, filament springs.

The comparator is only one of numerous modern inspection tools employed by Hytron's Materials In-

spection Department. For example, a Scott wire tester records graphically elongation, yield point, and breaking load of heater, filament, and grid wire. An amazing variety of precision balances, gages, and micrometers checks parts to .01 milligram or .0001 inch. Qualitative and quantitative chemical and metallurgical analyses assure adherence to specifications of coatings and alloys.

Every modern method is used to maintain exacting control over every part that goes into every Hytron tube you buy. If there is a newer way to do the job better — easier — Hytron is alert to expand the know-how which means the best in tubes for you.



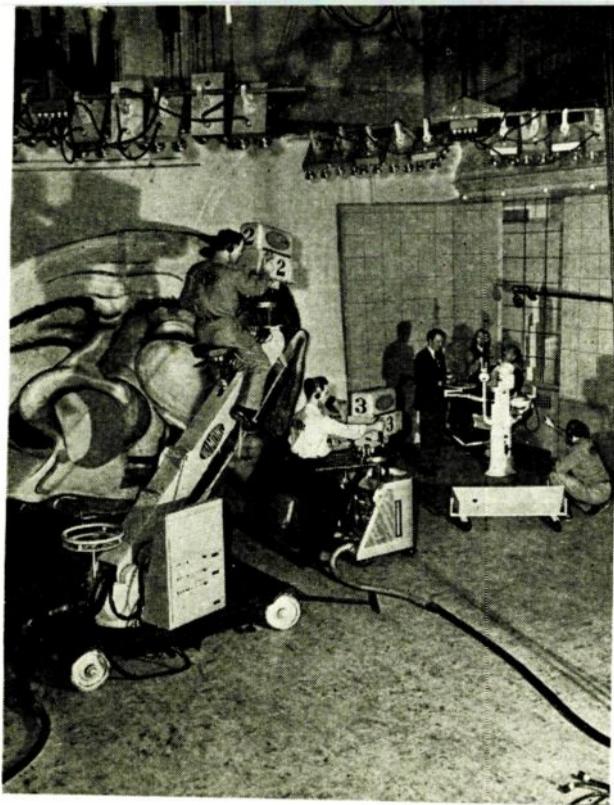
SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921

# HYTRON

RADIO AND ELECTRONICS CORP.

MAIN OFFICE: SALEM, MASSACHUSETTS





Designs in television studios took another jump forward when the DuMont station opened its huge program center at John Wanamaker's store in New York City.

# TELEVISION VIEWS

## Picture Receivers to New Peak

Television receivers from five different manufacturers are due this month. The Viewtone sets (\$100 up) were scheduled for May release, and the receivers from the U. S. Television Corp. (\$250 up) were due in June. The others, from RCA (\$150 to \$200), GE (\$300), and DuMont had been scheduled for "early summer." All this production of course depends upon how many manufacturing difficulties are encountered, as per the problems in component supplies and strikes.

The FCC, in its survey of television manufacturers, had indicated that a total of 85 producers of the receivers would have 114,312 sets on the market by the end of the year. A total of 44,706 of the sets will be equipped for tele on 13 channels, and 54,606 designed for 13 video channels plus AM and FM bands.

The Commission has granted two construction permits for commercial tele stations in Detroit—to the Evening News Association and to the King Trendle Broadcasting Co. This adds another city to the list of television broadcasting centers, and Ft. Wayne, Ind., was also added when it was announced by Farnsworth Television & Radio Corp. that its station there was to go on the air experimentally.

## New Show on GE Station WRGB

Television had one of its first tryouts under industrial sponsorship in an experimental half-hour broadcast last month from WRGB, the General Electric station at Schenectady, N. Y. Allegheny Ludlum Steel Corp. presented a light drama entitled "I'll Buy That Dream," which tells the story of a returning G.I. and his family furnishing their dream house. A

feature of the show was its continuous action without interruption for "commercials."

## Only 18% Have Ever Seen Television

Fortune Magazine has just completed an economic study of the general U.S. 1946-47 outlook for new lines, in the course of which questions were asked concerning home television. This survey indicates that 28% of the American people expect to own a television set in three years. In detail here are questions asked and replies obtained:

Q. Do you think the chances are that you will own a television set?

Within a year or so.....	3.4%
In two or three years....	24.6
Longer than that .....	36.0
Probably never .....	25.2
Don't know .....	10.8

Only 18.6% of the total have ever seen a television set in operation. In the top economic group a plurality of 43.5% expects to own a set within three years; the upper middle economic group is not far behind.

## WCBW Back on the Air With Live Studio Programs

CBS Television Station WCBW-N.Y. has returned to the air on its new band width (Channel 2; 54-60 megacycles), with a 5-day basic schedule. The station had signed off to adjust its frequency in accordance with the FCC reallocation ruling.

"Live" studio programs will be broadcast over WCBW on Saturdays, Sundays, and Thursdays, beginning at 8:15 each evening. Films and "remotes" are planned for Wednesday and Fridays.

## Stations Increase Actual Video Coverage

Television Station W6XYZ, Hollywood, Calif., has begun using its new transmitter atop Mt. Wilson, which has a reception range of 100 miles and thus greatly enlarges the area in which television programs are available. Programs originate in the Paramount Studios, some 18 airline miles from the new transmitter.

W6XYZ had previously telecast direct from Paramount. The new transmitter, at a record altitude of 6,000 ft., is hailed as the means to place television on a new entertainment medium for the entire Southern California area.

Meanwhile in New York, the DuMont WABD opened new studios at the John Wanamaker store and inaugurated the first permanent commercial tele network link, between New York and Washington. This hook-up was the beginning of a five-way network linking Cleveland, Cincinnati and Pittsburgh with New York and Washington, and thereby offering the new program service to a potential audience of 20,000,000.

## No Need to Wait for Color Tele, Says Royal

"Far from ready for public acceptance at this time", is the way John F. Royal, NBC vice-president in charge of television, described color television, in an address in Cleveland.

"There are some who—crying in the wilderness—are suggesting that television should wait for color", Mr. Royal said. "I feel that to be an absurd statement. Our country was not made great by waiting. Progress never waits. Television requires on the part of its producers a broad vision of our time and its needs, a sensitive taste, a lively imagination and a courageous pioneering spirit."

Both stand for

# BUYER CONFIDENCE



**T**HE new postwar CLARION RADIOS are living up to every promise. The following is a typical Clarion Distributor's letter:

"Here's an orchid to all of you at Clarion. The C-100 met with the most enthusiastic response that we have seen in any radio. Dealers who got on the Clarion bandwagon are happy and many who did not are now clamoring to be franchised. Obviously the thing that makes CLARION RADIO 'hot' is the price, the appearance and the performance."

The CLARION Waverly (C-104)—The Radio with the famous CLARI-TONE chassis. Super sensitive. Super powerful. Super selective.



## HERE ARE THE FEATURES OF THE NEW CLARI-TONE CHASSIS

- A full AC receiver with power transformer.
- Three-gang condenser, tuned RF stage, giving much greater selectivity, sensitivity, and better signal-to-noise ratio.
- High permeability core RF transformer for greater selectivity.



The FLEETWOOD (C-107)—A big, impressive radio-phonograph console, popularly priced.

The SARATOGA (C-101)—A compact radio-phonograph table combination. Plays 12 ten inch records or 10 twelve inch records. Fully automatic.



- High Q, highly selective, Litz wire-wound I-F transformers.
- 6½-inch high flux density electro-dynamic speaker for better tone quality.
- Seven tuned circuits, as against 5 in most sets, for better selectivity and performance.
- Inverse feed-back, less distortion, better tone quality.
- Dielectric Isolators, prevent failure caused by electrolysis,

insuring long life.

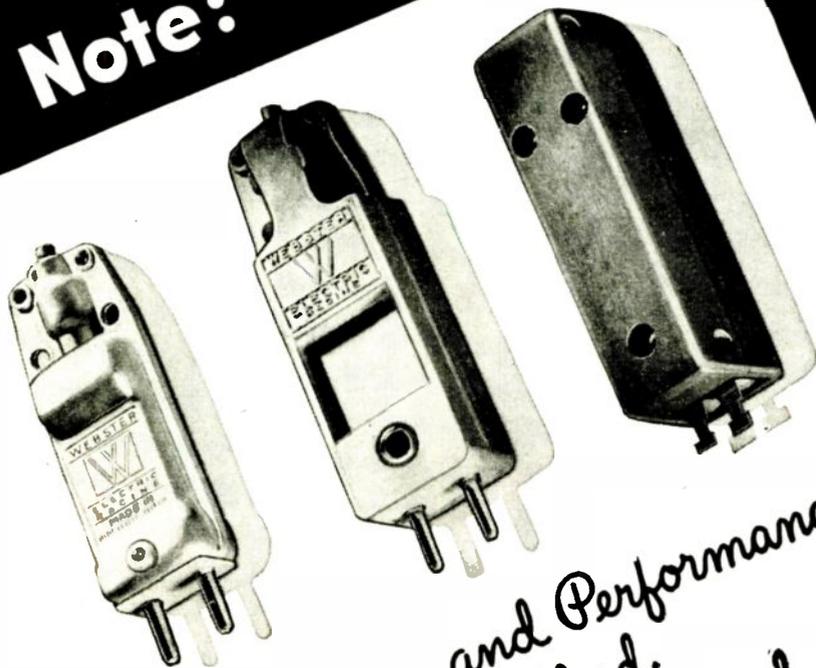
- Iso-tron coils; safely protected from deterioration caused by air and moisture.
- Large low-impedance super-interceptor loop antenna, of high quality and efficiency, giving high selectivity with low noise level.
- Separate, Iron-Core, High Q, High Gain Antenna Coil.

  
**Clarion**  
RADIO  
AMERICA'S FIRST  
AUDIBEL RATED

Warwick Manufacturing Corporation  
4640 West Harrison St. Chicago 44, Ill.

YEARS OF PROVED PERFORMANCE

**Note:**



*From Experience and Performance  
in the field, you'll find  
Webster Electric Cartridges and  
Tone Arms Outstanding*

• The outstanding performance of Webster Electric Tone Arms and Cartridges is one of the many reasons behind their wide sale.

Scientifically designed and carefully tested, each item is an example of perfected, skilled workmanship before being released to the trade. As a result these Webster Electric products have met with trade acceptance and are the source of profitable repeat business. Dealers sell or use them with complete confidence of true tone reproduction.

Chart RC-147 shows the correct tone arm or cartridge for replacement use. A copy, along with full information, is yours by writing to Webster Electric Company, Racine, Wis.

(Licensed under patents of the Brush Development Company)

**WEBSTER**  **ELECTRIC**  
RACINE WISCONSIN

Established 1909

Export Dept. 13 E. 40th Street, New York (16), N. Y. Cable Address "ARLAB" New York City

**"Where Quality is a Responsibility and Fair Dealing an Obligation"**

### Sylvania Electric Elects Mitchell, Poor

Don G. Mitchell, former executive vice-president of Sylvania Electric Products, Inc., has been elected president of the



Don G. Mitchell

company. Walter E. Poor, who has been president of Sylvania Electric since 1943, was elevated to the chairmanship of the board of directors.

Mr. Mitchell at the age of 41, thus becomes one of the country's youngest presidents of a major corporation.

The new Chairman of the Board, Mr. Poor, has been associated with Sylvania since 1911. He is a brother of Frank A. Poor, founder of the company.

### Armstrong FM Licenses for Westinghouse

A licensing agreement under which all frequency modulation patents held by Major Edwin H. Armstrong become available to Westinghouse for use in FM receivers, has been announced by Harold B. Donley, manager of the home radio division.

Armstrong patents will be incorporated in the full Westinghouse FM line led by the Symphonic 14, a 14-tube AM-FM-shortwave phonograph combination just price-approved by OPA at \$299.95. Other sets affected by the agreement are: The Musicale, another 14-tube AM-FM-shortwave phonograph combination selling for \$249.95; and the Century, a straight FM receiver priced at \$59.95.

### Magnavox District Men in Meeting

A three day meeting of the Magnavox district sales managers has been wound up at the company's plant in Ft. Wayne, Ind.

The meeting included previews, review classes and tickets to an evening concert by the Ft. Wayne Philharmonic. Magnavox now has 9 combinations in production and also makes Illustravox reproducers, capacitors, speakers and solenoids.

# They make you look important!

Yes! This new, complete packaged sales promotional program gives you extra hands to make you "the" service shop in your community! Designed for your individual needs — prepared just as you would prepare it, if you had the time and money. Here's a program that links your name with Cornell-Dubilier, the world's largest manufacturer of capacitors. Here's a program that will give your customers confidence in you and the parts you use! But that isn't all! This integrated sales promotional program will reach into the homes of your prospective customer and build a solid reputation for you!



help yourself now — with the program that gives you three extra hands!

## C-D's helping hand No. 1 — PROMOTIONAL MATERIAL



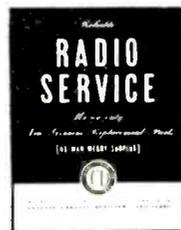
NEWSPAPER MATS



POSTCARDS



DECALS



WINDOW CARDS



MATCH BOOKS



STATIONERY

**C-D's helping hand No. 2**  
QUALITY CAPACITORS

Electrolytic Capacitor  
"BEAVER"  
CAT. NO. BR. 845  
CAP. .05 D  
SERIAL 8017 830

Take these Blue Beavers, for instance. They're quick-sure fits for tight-spot mounting, and they stand up longer under severe heat and humidity. Here's quality that builds a man's reputation.

**C-D's helping hand No. 3**  
"THE CAPACITOR"  
The one and only pocket-sized encyclopedia of radio data! All the important items-of-the-month, to keep you up to date on new developments, are reprinted in condensed, easy-to-read style. FREE, every month. Get on the mailing list now: Write: Cornell-Dubilier Electric Corp., South Plainfield, N. J.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_  
ZONE \_\_\_\_\_

ALL AVAILABLE THROUGH YOUR LOCAL C-D JOBBER

# Cornell-Dubilier World's Largest Manufacturer of Capacitors



MICA • PYRANOL • PAPER • ELECTROLYTIC



# HOWARD RADIO PHONOGRAPHS

WITH *Sensational Acousticolor*



When you listen to the new Howards with *Acousticolor Tone*, you'll realize that here is a selling feature with definite appeal to every radio-phonograph prospect.

You'll realize, too, that this exclusive Howard electronic development, which makes it possible to recreate the tonal balance, brilliance and beauty of the finest music, can be demonstrated on your own sales floor. Especially designed with many other advanced engineering features—the new Howards have everything for greater listening pleasure.

The artistry of Howard cabinets—chosen from the richest works of famous period designers and modern free-styled contemporaries—will bring added beauty to any surroundings.

You can count on Howard to continue bringing you merchandise with extra selling features and solid profits.

*America's  
Oldest Radio  
Manufacturer*

## HOWARD RADIO COMPANY

CHICAGO 13, ILLINOIS

*Pioneers in FM Radio*

### "Reps" Chapters Expand Activities

E. C. Edwards, secretary of the Buckeye Chapter of The Representatives of Radio Parts Manufacturers, Inc., has announced the addition of two new members to this group. They are John P. Ludgate, 345 Fourth Ave., Pittsburgh 22, Pa., and P. A. Boyd, 434 Biddle Ave., Pittsburgh 21.

In Indiana, Reps member Charles D. Southern, who operates as the Southern Sales Co., announced a new address: 1135 Lincoln Tower, Ft. Wayne 2.

The Wolverine Chapter of The Reps have elected officers for the year. H. E. Walton is president; J. P. Davenport is vice-president; and R. C. Nordstrom is secretary-treasurer. Mr. Walton and Mr. Davenport went to the national convention in Chicago last month as delegates; Mr. Nordstrom and William Lee acted as alternates.

In Los Angeles, the local chapter sent Norman B. Neely, J. T. Hill, Herb Becker, Emmett M. Hughes and Harry A. Lazure to the national meeting. Five other Los Angeles Reps acted as alternates: Carl A. Stone, W. Bert Knight, Milt D. Ealy, George S. Tivy and Frank Barstow.

### Sunbeam Plans Expansion

B. A. Graham, president, Sunbeam Corp., Chicago, announced the purchase by his firm of 53.7 acres of land on which the new Sunbeam factory will be built. This will provide a production capacity several times the volume of the present plant.

Looking to the future, Mr. Graham asserts that labor saving kitchen equipment will be sold not only to those in the better income brackets—but to the masses. "Believing in this outlook", Graham says, "Sunbeam has entered 1946 . . . with plans that we believe will build the business of our dealers and distributors more materially than ever in the past".

### Promoted by Solar

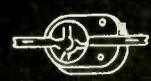


Sidney L. Chertok has been appointed advertising manager for Solar Mfg. Corp. He was formerly manager of Solar's technical service bureau, and in the new job will also be ad manager for the Solar Capacitor Sales Corp., a subsidiary.



**Centralab**  
 Division of GLOBE-UNION INC., Milwaukee

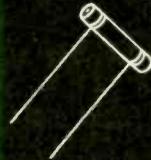
PRODUCERS OF



Ceramic Trimmers  
 Bulletin 695



Variable Resistors  
 Bulletin 697



Tubular Ceramic Capacitors  
 Bulletins 630 and 586



Selector Switches  
 Bulletin 722

Ceramic High Voltage Capacitors  
 Bulletin 814

# Distributor Activities

## Famous Jobber Shows New Lines

Dealers from western Montana, northern Idaho, and eastern Washington attended the 1946 Zenith line presentation held at Spokane, Wash., by the Columbia Electrical & Mfg. Co., distributors.

Eric Johnston of U. S. Chamber of Commerce fame, and still head of the Motion Picture Producers and Distributors of America, Inc., is president of the Columbia firm, which has been a Zenith distributor for more than 12 years. Maage E. LeCounte, general manager of the company, assisted in presenting the 30th Anniversary Line.

## Sound Sales Meeting in St. Louis

More than 50 store managers and counter-men of distributor organizations in the St. Louis area attended a sales-manual presentation given by Jack A. Berman, sales manager of Shure Bros., and Joe Morin, jobber contact man.

The use of illustrations, graphs, cartoons and special sales techniques was an innovation for the audience of St. Louis sound men. Loren Wood, of Wood & Anderson, was host.

## Training Film for Salesmen

Early parts of the 1946 Philco retail sales training program have been started with a pre-showing of a two-hour motion picture featuring Philco products to over 70 retail salesmen at Philco Distributors Inc., Philadelphia. Retail salesmen and distributors from the larger eastern cities were shown the entire radio, radio-phonograph, freezer and refrigeration line, analyzed by top Philco executives.

## Florida Distributor Opens Sunny New Quarters



Brand new headquarters for Florida Radio & Appliance Corp. in Tampa, Fla., is this modern building on Platt St. at Florida Ave. Marshall L. Foreman heads the operation, which will cover Central Florida and the peninsula west coast. This firm also has locations in Jacksonville and Miami, the latter being executive offices.

## In California News



Back from the Southwest Pacific with a Presidential Citation, Fred C. Feiten has been named field representative for J. N. Ceazan Co., Los Angeles jobbers. The firm's expansion also includes appointment of Carl K. Nickell as sales manager of Ceazan's new block-square location in San Diego.

## Gross Names Merchandising Manager

George F. Bart is the new merchandising manager of Gross Distributors, Inc., well-known New York metropolitan area distributing firm. The announcement was made by Benjamin Gross, president.

Mr. Bart will be general assistant to Mr. Gross, directing merchandising, advertising, sales promotion in New York City, Northern New Jersey and Connecticut. The firm is wholesale distributor for such lines as Stromberg-Carlson radios, Blackstone automatic washers, Schaefer

Pak-A-Way Food Freezers, I. & II electric ranges and water heaters, Premier vacuum cleaners and others. During the past 10 years, Mr. Bart directed the local sales promotional and advertising activities for General Electric radio, vacuum cleaners, kitchen and other appliances.

Also announced by Mr. Gross was the appointment of Arthur B. Cole as sales manager of the commercial division for Schaefer food freezer cabinets. All units of the "Clearview" display type will be handled by Mr. Cole through the commercial division, while the home and farm units remain in the appliance department.

## Federal Covers Calif. for Aviola

Aviola Radio Corp., Phoenix, Arizona, has announced the appointment of its northern California distributors, Federal Appliance Distributors, Inc., as exclusive Aviola distributors for the entire state of California. The big distributing concern has purchased the former Aviola plant at 703 West Ivy, Glendale, and will maintain its distribution and warehousing headquarters for Southern California at that address. A branch at 545 E. 10th St., Oakland, will continue as the northern California headquarters for the distributing concern. J. M. Stewart is vice-president and general manager of Federal.

W. Keene Jackson, Aviola general sales manager, stated that Federal will be the exclusive California distributors for the entire line—radio receivers, record changers, phonographs and phono-combinations.

## Fischer Named GE Electronic Jobber

Fischer Distributing Co., 222 Fulton St., New York 7, N. Y., is now the distributor in the Greater New York area for General Electric's line of electronic equipment, according to word from Milton Fischer. The firm will now handle GE receiving tubes, a complete line of radio and electronic test equipment, PA systems, speakers, transformers, etc. Mr. Fischer says that his company is now looking for larger quarters "to handle our greatly expanded post-war business."

## Yonts Co. Expansion

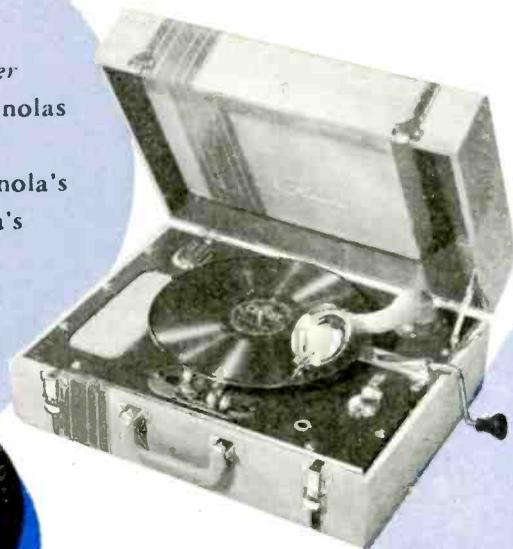
J. W. Yonts, Jr., president, Yonts Radio & Appliance Co., Inc., announced that his firm has taken larger quarters at 535 E. Third St., Dayton 2, Ohio. Mr. Yonts explained that constantly increasing business, coupled with the promising outlook for the appliance industry induced the firm to expand its facilities to permit better service to the trade. The Yonts Co. distributes L&II electric rangers and water heaters, Philco products, Easy washers and ironers, Eureka vacuum cleaners, and Proctor appliances.

**A background of 30 years' experience**

**building portable phonographs exclusively**

**puts PHONOLA**  
**'way out front today!**

Building *only* portable phonographs has enabled us to concentrate on building *better* portable phonographs . . . and today's Phonolas reflect, from every angle, our years of specialized experience in the field. Phonola's fame is now world-wide . . . so is Phonola's distribution. For your distributor contact our nearest Sales Office.



# Phonola

**ACOUSTIC AND ELECTRONIC  
PHONOGRAPHS**

**Eastern and Export Sales Office**  
17 E. 42nd St. ★ New York 17, VA. 6-2079

**Midwestern and Western Sales Office**  
224 S. Michigan Ave. ★ Chicago 4, HAR. 1880

**Factory and Engineering Laboratory**  
Rochester, Minn.



**WATERS CONLEY  
COMPANY**  
ROCHESTER, MINNESOTA

## Special Labs for Audiodes

New research laboratories devoted exclusively to sound recording and research and designed so that product developments may be placed immediately in pilot production, then within a matter of a few hours subjected to rigorous performance tests, have been opened by Audio Devices, Inc. The firm manufactures Audiodes— instantaneous recording blanks used for radio program transcriptions and master recordings from which phonograph records are made.

The new laboratories, located at Stamford, Conn., are in charge of Ernest W. Franck, research director. According to President William C. Speed, the labs are equipped with every known modern piece of electrical, electronic and other scientific apparatus as well as numerous specially designed instruments for the study of recordings. The equipment permits measurements of tone distortion, record surface noise, wearing qualities and other features "with a precision never before attempted".

## ECA Moves to New Plant

All sales and manufacturing operations of the Electronic Corp. of America have been moved to the new ECA plant at 170 53rd St., Brooklyn, N. Y. The new quarters are described by ECA sales manager Jack Geartner as "the last word in an electronic manufacturing set-up."

## All Models Have FM in New Freed Line

The new line of eight Freed-Eisemann radio-phonographs, all of them with FM, were introduced to dealers by the Freed Radio Corp., 200 Hudson St., New York



The New World Sheraton in mahogany, Model 30 of the new Freed-Eisemann line of AM-FM combos.

13, N. Y., just as this issue of RADIO & Television RETAILING went to press. All of these quality-type combinations are consoles, housed in period and contemporary cabinets, and were presented by Arthur Freed, vice-president and general manager of the company, as "the first line in which every model features an FM band covering the new FCC-approved

range of from 88 to 108 mc." Deliveries were expected during the first week in June.

The line consists of Models 30, 32, 34, 35, 37, 39, 46, and 48, which are, respectively, the New World Sheraton, New World Hepplewhite, Chippendale, Chairside, Hepplewhite, Modern, Sheraton and Regency. The Chairside, Sheraton and Regency are 20-tube units; the others have 21 tubes. All have two short wave bands and all have automatic record changers; the 21-tube units have Garrard changers.

## Chambers Appointed by Insuline Corp.

Insuline Corporation of America, maker of radio-electronic components, has announced the appointment of Alfred S. Chambers to the post of advertising manager, following his release from the Army, where he served for almost four years, thirty-two months of which were overseas in the North African and European theatres.

Mr. Chambers was previously connected with RCA, and prior to that, he was assistant advertising and sales promotion manager of Schick Electric Shaver.

## Eureka Names Connolly

James H. Connolly has been named as New England regional manager of the Eureka Williams Corp., in charge of the company's new sales office in Boston, it was announced by George Wilkens, sales manager of Eureka's eastern division.

# Sonata sets the Stage

for continuous, worthwhile profits, selling "the big three" in the mike field... for fun and education. These mikes may be attached to any radio for making funny announcements, for practicing voice and dramatics, etc. Dealers: ask your nearest jobber. **JOBBERS: WIRE OR WRITE FOR SELLING DATA.**



**"TRELA"**  
Wired automatic record changer is setting new sales records everywhere!

Sturdily constructed, handsome in appearance. Plays twelve 10", or ten 12" records.  
Retail Price **\$28<sup>95</sup>** (tax included)...



**MIKE JR.**  
A little beauty... complete with on-off push button switch and cord. Size 4 1/2" x 3 1/2" overall, wt. approx. 1/2 lb., packed in standard carton of 50.  
Retail at **\$1<sup>00</sup>**



**MIKE SR.**  
Deluxe type, all-metal spring suspension for quality transmission. On-off switch and cord. Size 7 1/4" x 5 1/4" overall, wt. approx. 3/4 lb., packed 25 to carton.  
Retail at **\$2<sup>00</sup>**



**HANDI-MIKE**  
Neat, sturdy handle for portability. Has push button switch and cord. Size 8" x 3 1/2" overall, wt. approx. 1/2 lb. Standard carton, 50.  
Retail at **\$1<sup>50</sup>**

**SONATA ELECTRONICS CORP.** 624 S. MICHIGAN AVE.  
FORMERLY SONATA PRODUCTS CORP. CHICAGO 5, ILLINOIS

# ELECTRO-TONE



Model 444

**\$69.95** LIST (Zone 1)  
**\$73.30** LIST (Zone 2)  
 OPA Order L-334

- 2 Post Seeburg Automatic Record Changer
- Matched PM Speaker
- Plays Ten 12" Records or Twelve 10" Records
- 4 Tube Amplifier Using Finest Approved Circuit
- Each Unit Individually Packed In Well-Cushioned Export Carton
- 110 Volt AC 60 Cycles



Model 212

**\$47.65** LIST (Zone 1)  
**\$49.95** LIST (Zone 2)  
 OPA Order L-5

- 4 Tube Amplified Player
- 2.0 Watt Output
- Extra Long Cord
- Balanced PM Speaker
- Featherweight Crystal Pickup
- Tone Control
- Needle Cup
- 110 Volt AC 60 Cycles
- Plays 10" or 12" Records

**EASY ON THE EYES**

**EASY ON THE EARS**

**EASY TO SELL**



Yes, it's **EASY SELLING** with **ELECTRO-TONE** — the **S-M-O-O-T-H** line of **TRUE-TONE**, **TWO-TONE** superb Phonographs!

Quality Electro-Tone construction throughout means magnificent concert **TRUE-TONE**—*easy on the ears!* Masterfully designed cabinets come **ALIVE** in knockout **TWO-TONE\*** color contrasts—*easy on the eyes!*

Yes, **ELECTRO-TONE** is mighty **EASY TO SELL!**

Feature the complete **ELECTRO-TONE** line—from Manual and Automatic Changer Portables to Table Model Combinations! The line that's "bringing in the bacon" for wide-awake, alert dealers from coast to coast! And you can *always rely on PROMPT DELIVERIES* from **ELECTRO-TONE!**

\*Cream & Royal Blue, Navy & Grey, Brown & Tan Simulated Alligator or Ostrich, and many others.

**Immediate Delivery on Both Models**

*Write, Wire or Phone*

National Distributors

**MONARCH SALES CO.**  
 13 East 16th St., New York 3, N. Y.

# ELECTRO-TONE

**CORPORATION**  
 NEW YORK, N. Y., U.S.A.

# MEDCO Radios for 1946

.. the choice of the discriminate.



The above photograph was used by W'OR of the Mutual Broadcasting System in a recent advertising campaign. The Medco Mfg. Co. is proud of Mutual's choice in selecting a MEDCO radio as representative of the radios in millions of listeners' homes.

## MEDCO Model 1635

Six tube superheterodyne (including rectifier). 5" Alnico speaker, built-in antenna. Cabinet of hardwood in blonde Swedish modern, solid maple, honey-maple and "Old World" mahogany.



No. 1637—Two Bands  
Solid maple, blonde Swedish modern honey-maple and "Old World" mahogany.

No. 1642—Standard  
No. 1643—Two Bands  
Plastic—black, ivory and walnut



Six Tube AC-DC SUPERHETERODYNES  
Built-in Loop Antennas  
No. 1638—Standard

The MEDCO line will be complete soon . . . watch for the announcement of Television, F.M. Phonograph-Combinations and Consoles.

**MEDCO**  
Manufacturing Co.  
5 West 45th Street  
New York 19, N. Y.

## RCA Buys \$4,000,000 Electron Tube Plant

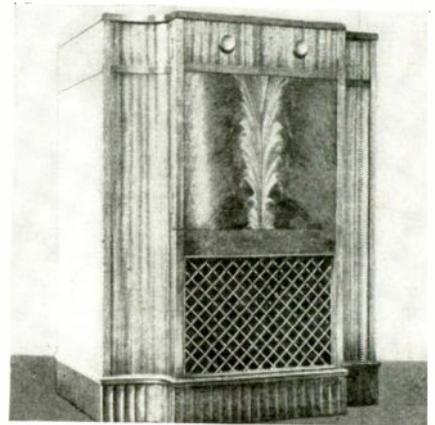
One of the most modern electron and television tube manufacturing plants in the world, located at Lancaster, Pa., has been purchased for \$4,362,500 from the Navy by the RCA Victor Division of the Radio Corp. of America. The action was announced by Frank M. Folsom, RCA executive vice-president in charge of the division, which built and operated the plant for the Navy during the war.

Television for the public will be speeded by RCA Victor's acquisition of the plant, Mr. Folsom stated. The plant is equipped for the manufacture of cathode-ray picture tubes used in television receivers and television camera pick-up tubes, he pointed out. These tubes will be available to other television home instrument and broadcast equipment manufacturers, in addition to RCA.

## DuMont Shows New Line of Telesets

Seven new models of AM-FM-Short Wave television receivers have been shown publicly in New York City by Allen B. DuMont Laboratories, Inc., 515 Madison Ave., New York 22, N. Y., ranging in price from approximately \$600 to \$2,400. All the DuMont teleset units are direct-view receivers, all featuring the "Inductuner," with screens ranging from 18" by 13" to pictures 10 1/4" by 7 3/4".

Quality designed cabinets in mahogany, walnut, rock maple limed oak and knotty pine, styled by Herbert Rosengren, designate the models as the Westminster, Hampshire, Revere, Plymouth, Sherwood, Devonshire and Hollywood. The first two have 18" pictures; all the others are 13" except the Hollywood, which is 10 1/4". All are consoles and all but the latter set are complete combinations with automatic record changers. Other fea-



DuMont's new Hollywood model television receiver, with 10 1/4" picture, \$600.

tures in these 43-tube units are the proscenium-framed pictures, disappearing screens, and extra large speakers.

In its local advertising of the public showing, DuMont listed a number of dealers and department stores as franchised outlets in the metropolitan area. Deliveries are scheduled for "early summer."

**IMMEDIATE DELIVERY!**  
DIRECT FROM STOCK

# 2A4G TUBES

also types 2050, 2051, 866-A, 884  
and other popular types

## CHATHAM ELECTRONICS

473 Washington St., Newark 2, N. J.  
Telephone MArket 2-1892

## Luzerne RSA Advertises

An aggressive local advertising campaign has been mapped out by the newly elected officials of the Radio Servicemen's Assn. of Luzerne County (Pa.). The campaign will focus attention upon the 45 active members banded together in the interests of the progressive and reliable radiomen of the locality.

At a recent meeting, Hayden White was elected president; Max Friedrich, independent servicer, became vice president; Edward Buckman of Radio Engineering Service, a past president, took the secretary's chair; C. F. Bogdan of C. F. Bogdan Radio Service, also a past president, continues as corresponding secretary; while Ben Gerstein, of General Radio & Electronic Co., will assume the post of treasurer. All are of Wilkes-Barre, Pa.

Also named as directors were Roy Stroh, of Stroh's Repair Shop, W. Pittston, Pa.; Edmund Nowicki, of Voss Sales Co., Nanticoke, Pa.; Joseph Sincavage, independent radioman of Wilkes-Barre; and Milan Krupa, WBAX station engineer, of Wilkes-Barre.

Luzerne's RSA meetings are popular in the locality, and before them have appeared most of the regional wholesalers to discuss their products, sales policies and technical features.

## Higher-Priced Radio Sales Jump

E. J. Halter, vice-president of the Scott Radio Laboratories, Inc., Chicago, has revealed that, "in spite of lagging schedules in most radio production, the Scott company has since February sold more sets than ever before sold by the company in any previous 18 months in its history . . . the demand has been three times what we anticipated but we have been able to meet these demands with an exceedingly favorable production record".

The Scott 24-tube AM-FM radio-phonograph is now available in a medium priced set, the series retailing in Zone 1 for \$937.50 and \$984.35 in Zone 2.

## McAllister Looks Forward to Volume Production

The Franklin-McAllister Corp., manufacturer of the McAllister Bagless vacuum cleaner, has been utilizing the period of material shortages, according to H. J. McAllister, vice-president, to set the stage for volume production once materials are again available. At a distributor meeting in Chicago, McAllister said, "We are looking forward to greatly increased manufacturing facilities which will assure our distributors full quotas of McAllister bagless vacuum cleaners."

## Ohio Jobber Back to Radio

Lawrence Golden, back from Okinawa after 42 months in the armed forces, has rejoined the Golden Appliance Co., Cleveland, Ohio, as general manager. The Golden organization covers the north central Ohio territory as exclusive distributors for Garod radio.

According to M. A. Golden, senior member of the company, an entirely new dealer service program is under way, headed by the younger Golden.

## Saftler and Russell for Alliance

R. F. Doyle, general manager and treasurer of the Alliance Mfg. Co., and John Bentia, sales manager of the manufacturing division, have announced the appointment of two new representatives who will do both sales and engineering consulting for the company. Both will handle the jobber's line of Alliance phonomotors and also the new lines of Powr-Pakt motors which are used to actuate radio and electronic controls.

Perry Saftler, 53 Park Place, N. Y. C., well known in the radio field, will represent Alliance in the metropolitan New York and northern New Jersey territories.

Frank Russell, 1200-01 Stock Exchange Bldg., Philadelphia 2, Pa., will cover eastern Pennsylvania, Virginia, Maryland, Delaware and southern New Jersey.

## Ten-Story Building for Distributor

A. Irving Witz, head of Emerson Radio of Pennsylvania has announced the company's purchase of a 10-story building at 219 N. Broad St., Philadelphia. The new site will serve as a showroom, stockroom, and warehouse for the firm, and extra space will be rented to others.



*Simple fool-proof action*

PICKUP ARM MAY BE MOVED IN CHANGE CYCLE

**WEBSTER**

*Automatic Record Changer*



MODEL  
56

Another "extra" on the Webster Model 56 is a protection against thoughtless handling of the record changer. The pickup arm can be moved while the machine is in change cycle, without damage. This is one more reason why Webster changers gives such long-lived and outstanding performance



- Shuts itself off — after the last record has played.
- Velocity trip — changes more types of standard records than the usual changer.
- Protects finest records but will change many old, badly worn — yet cherished — records.
- Feather-touch pickup.
- Fast change cycle.

The Choice of Music Lovers Everywhere

**WEBSTER**  **CHICAGO**

5610 Bloomingdale Avenue, CHICAGO 39, ILLINOIS

32 years of Continuous Successful Manufacturing

## Premier Sales Manager

The appointment of Paul W. Conrad as sales manager of the Premier Vacuum Cleaner Div. of the General Electric Co., was announced by J. B. Buckley, manager of the division. Mr. Conrad succeeds C. A. Thompson, resigned.

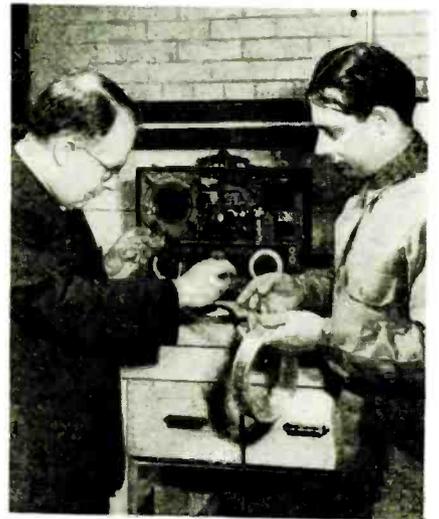
## New Retailer

Nat Meltzer, formerly sales manager for Heins & Bolet, New York, radio and camera dealers, is president of the newly formed N. H. Nelson Inc., dealing in radios, appliances, and photographic equipment at 113 Pearl St., New York City. With him are Jack Klein and N. Jackson.

## Hart Co. to Make Home Film Recorders

Frederick Hart & Co., Inc., of New York, manufacturers of film recorders, are developing models of home recorders and playback units; also audio-visual aids for education. They contemplate having them available through distributors on an exclusive territorial basis.

In the home, film recorders will make possible the recording from a radio of an entire opera, free of commercials, at a cost of \$1.50 on one 50-foot roll which records an hour and thirty-five minutes. No processing of film is necessary as the sound is embossed in parallel tracks the length of the film which has been spliced to form one continuous loop.



Dr. Oscar Lange, Polish ambassador to U. S. and UN delegate, sees film recording made of his address to the Council. Remarks of all Council members, in all languages, are made on Hart recorders.

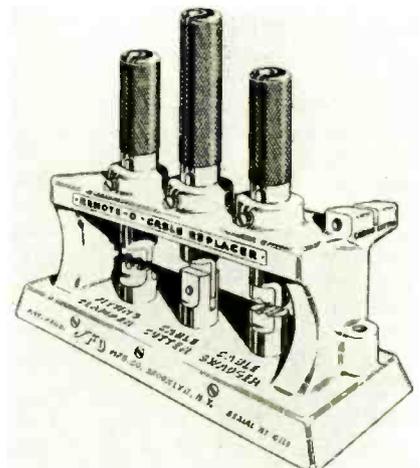
According to officials of the company, the quality of these recordings is of extremely good fidelity so that it is anticipated that music and books will be obtainable on these film rolls in the not-too-distant future.

## Kellogg Buys Select-O-Phone

Kellogg Switchboard & Supply Co., Chicago, has announced the purchase of the Select-O-Phone Co. of Providence, R. I., manufacturers of private, commercial and industrial automatic telephone systems. Select-O-Phone is one of the pioneer dial type intercommunicating systems, and has been located in Providence for the past 30 years.

Production of Select-O-Phone has been transferred from Providence to Kellogg Switchboard & Supply Co.

## Repairs Flexible Cables



This Remote-O-Cable Replacer is designed for servicing the flexible cables of auto-radio installations. It cuts, swages and replaces the shafting. JFD Mfg. Co., 4117 Ft. Hamilton Pkwy., Brooklyn, N. Y.

# DUOTONE OFFERS A NEW Sensational PROFIT MAKER!

## BRILLIANT ACHIEVEMENT OF THE MASTER JEWELER'S ART!

The Duotone Ruby tops everything else in the same price range—a blood-red, jewel-tipped needle that helps you to a generous slice of the permanent needle market and at a handsome profit, too!

The Duotone Ruby is new, different, a worthy addition to our line of quality record accessories. Compare the Duotone Ruby feature by feature. Check its lifelike reproduction, the almost complete absence of surface noise, its long life and kindness to cherished records. And the Duotone Ruby is guaranteed for 5,000 plays!

Attractively packaged for point-of-sale appeal, the Duotone Ruby will sell fast and make the cash register sing a mighty pleasant tune.

Regular Duotone discounts apply to the Duotone Ruby. An ample profit with every sale. Quantities are limited. Write now for details and prices.



# DUOTONE

DUOTONE COMPANY  
799 Broadway, New York 3, N. Y.

## THE \$3<sup>50</sup> DUOTONE RUBY

THE FAMOUS FIVE DOLLAR "STAR" SAPPHIRE LEADS THE DUOTONE FAMILY OF QUALITY TESTED PHONOGRAPH NEEDLES

**BIGGEST  
in PLASTIC**

Yes, they're the biggest one-piece molded plastic cabinets ever made in radio. And they're beautiful! Satin-smooth mahogany in color with plenty of eye-appeal. Here's convincing proof of Admiral leadership in producing the merchandise America wants.

**Look at the features!  
Compare the prices...from**

**Admiral**

**6RT41 Radio-Phonograph**

Featuring new "childproof" record changer . . . plays up to 12 records automatically . . . featherlight tone-arm assures longer record life . . . may be moved at any time without damage to mechanism . . . improved multi-tube superhet circuit with beam power output, bass compensation, and automatic volume control, gives outstanding performance . . . easy-to-tune colorful plastic dial . . . PM dynamic speaker with Alnico No. 5 metal assures superb tone quality.



OPA  
CEILING PRICE  
ZONE 1  
**\$59<sup>95</sup>**



OPA  
CEILING PRICE  
ZONE 1  
**\$44<sup>95</sup>**

**6RP48 Electric Phonograph**

Featuring new "childproof" record changer (see 6RT41) . . . 3-tube amplifier with beam power output produces sufficient volume for use in schools, club-rooms, etc. . . . PM dynamic speaker with new Alnico No. 5 metal assures superb tone quality.

*Admiral Corporation* CHICAGO 47, ILL. • WORLD'S LARGEST MANUFACTURER OF RADIO-PHONOGRAPHS WITH AUTOMATIC RECORD CHANGERS



**NOW!**  
**MRC-5 PORTABLE  
 RECORD  
 CHANGER  
 PHONOGRAPH**

**Built to MASCO'S  
 High Standards of Per-  
 formance and Appearance**

- FEATURES**
- Plays 10 twelve-inch records or 12 ten-inch records.
  - 2-Post Record Changer...unfailing action...freedom from record spoilage.
  - 2-tone luggage-type carrying case.
  - Low needle pressure pick-up.
  - 3-Tube Amplifier.
  - 2.5 Watts Power Output.
  - Five-inch Alnico 5 P. M. Speaker.
  - Separate tone and volume controls.
  - 115-Volt 60-cycle operation.

We're proud to present this handsome, sturdy, luggage-type model. Compact and acoustically built, it is destined for big sales on its eye appeal and splendid performance.

Note the many outstanding listed features.

In line with MASCO policy this unit will be priced competitively.

**EARLY DELIVERY**  
 Price Pending OPA Approval  
 Write Dept. D

**MASCO**  
**MARK SIMPSON MANUFACTURING CO., Inc.**  
 32-28 49th Street, Long Island City 3, N.Y.

**SOUND SYSTEMS and Accessories**

RAvenswood 8-5810-1-2-3-4

**New Chicago Store  
 for Concord**

Next month, the Concord Radio Corp. (formerly Lafayette Radio Corp.) will move into one section of the remodeled building at the company's new location, 227 W. Madison St., Chicago.

The new and modern store will carry the complete Concord line of radio sets, phono-radio combinations, amplifiers, and record players as well as complete stocks of radio and electronic parts, and ham equipment. A feature of the new store will be an up-to-the-minute record department. The company's plans also include a complete department for cameras and photographic supplies, and another featuring electrical appliances and accessories.

Concord's Chicago headquarters will be retained in the present quarters at 901 W. Jackson Blvd., Chicago. The firm also maintains a store and warehouse at 265 Peachtree St., Atlanta, Ga.

**Gawler-Knoop Opens  
 as Factory Reps**

Harry Gawler and Walt Knoop have formed the firm of Gawler-Knoop, Inc., 1060 Broad St., Newark, N. J. The company offers a sales engineering service throughout the Middle Atlantic States.

Harry Gawler has been in radio since 1904, with National Electric Signaling, RCA, General Radio, Wireless Specialty Apparatus, DeForest Radio, Clarostat and DuMont. Walt Knoop was formerly with the Whitestone Mountain Observatory, Central Hudson Gas & Electric, Detroit Edison, and more recently was manager of technical sales at the Allen B. DuMont Labs.

The firm is handling laboratory and production test equipment, transmitting tubes, cathode-ray tubes, and specialty resistors.

**Heads Pyramid Sales**



Sylvan A. Wolin, an executive with Solar for many years, is now sales and advertising manager of Pyramid Electric Co., 415 Tonnele Ave., Jersey City, N. J. Pyramid makes electrolytic capacitors and noise suppressors.

**PILOT RADIO**  
 your beacon to a better business  
 in better radios

PILOT RADIO  
 SYMBOL OF QUALITY



MODEL RBU-207...  
5-tube AC-DC table  
model. Walnut cabinet,  
smart inlaid striping.  
Slide-rule dial at top, tilted  
for greater visibility.  
Automatic volume con-  
trol. Beauty—plus!

MODEL RDU-209...  
This deluxe 6-tube AC-  
DC table model sounds  
like a console! And it's a  
beauty—in walnut or  
blond prima vera.



*The question is asked by Sonora  
Dealer Ed Spilker, Reno Radio,  
Detroit, Michigan.*

*Answered by  
Joe Gerl, President of Sonora*

The recent order issued by the CPA  
(Civilian Production Administration)  
limiting building construction and re-  
modeling will prevent the establishment  
of new FM radio stations. This factor,  
coupled with the limited FM broadcast-  
ing facilities now available, will prob-  
ably restrict the market possibilities of  
FM sets until well into 1947.

*Joe Gerl*

**HOW  
SOON  
FM?**

*Watch Sonora go places!*

# SONORA

HAS MORE THAN FAMOUS

## "Clear as a Bell"

### STONE

MODEL RBU-176...  
5 tube AC-DC Plastic  
superhet table model.  
Gleaming ivory plastic  
cabinet, the last syllable  
in modern design!



*It takes only a glance* to appreciate the striking beauty of Sonora's distinctive *bent wood* cabinets. Produced now in greater numbers through war-improved processing techniques, Sonora's smartly-styled bent wood cabinets combine the richness, the superior tone of wood with the graceful, flowing lines of plastic—mark Sonora bent wood cabinets *tops* for eye appeal. Yes, Sonora radios are styled to sell!

*But it takes more* than eye-catching beauty to make the sale. It's tone—superior tone—your customers are looking for. And only Sonora has the outstanding tone that's "Clear as a Bell." Sonora—radio's eye-filling earful—not only builds sales and prestige for you, but store traffic, too. Powerful advertising challenges your customers to compare... to hear Sonora's "Clear as a Bell" tone before they buy. When they *see* and *hear* Sonora—they all *want* Sonora.

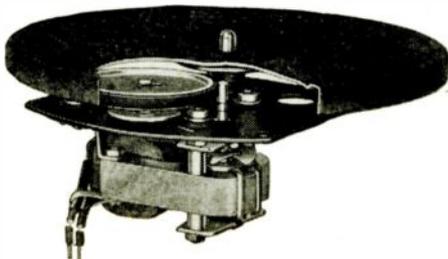
**Sonora**   
*Clear as a Bell*  
HOME ENTERTAINMENT AT ITS BEST

SONORA RADIO & TELEVISION CORP.  
325 North Hoyne Avenue, Chicago 12, Illinois

RADIOS • FM COMBINATIONS • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS

**BUILD  
YOUR LINE  
AROUND**

*Smooth  
Power*



For quick starting, uniform speed and quietness, equip your new phonographs and record-changers with *Smooth Power* motors. From the wide and modern GI line, accurately and carefully built, you can select exactly the right motors for your needs.

Then you'll be sure of giving your customers that smooth, all 'round performance that builds good will . . . and sales. For motors you can always depend upon, *standardize on Smooth Power.*

**THE GENERAL  
INDUSTRIES CO.**

DEPT. MV • ELYRIA, OHIO

## Servicing and Parts Data Presented with Pictures

"Photofact" folder is the name of a new service aid which will be distributed nationally starting June 15 by the Howard W. Sams Radio Encyclopedia Service. The purpose of the folders, it is claimed, will be to give more complete servicing information than has heretofore been generally available to radiomen.

"Photofact" folders for each receiver are 4 to 12 page letter size booklets. They will be distributed in groups of 30 to 50 folders, selling at \$1.50 per group, to cover the 30 to 50 newest sets. According to Sams, each folder will be in the hands of the servicer within 90 days after the commencement of sales of any set. Those sets placed on the market since January 1, 1946, will be covered in the first groups distributed.

As illustrated, the folders for each receiver will contain 2 to 12 photographs of the chassis taken from various angles, so that every component is clearly recognizable and identified in the accompanying parts list. The list of parts will give specifications for each component, the manufacturer's part number, and numbers by which a correct replacement can be ordered from other manufacturers.

### Diagrams with Values

Voltage-to-ground and resistance-to-ground values will be listed at each sockets pin on a tube-layout diagram. All measurements included in the folders will be made by the Sams organization on a normally-functioning set taken directly off the production line. Alignment procedure, stage gain measurements and a complete schematic diagram will complete the folders.

In addition, subscribers become members of the Howard W. Sams Institute, consisting of a board of some 30 experts who are available for consultation on servicing problems, shop operation, ac-

counting and general business administration.

The folders will be produced by Howard W. Sams & Co., 2924 E. Washington St., Indianapolis, Ind., and sold by radio parts distributors.

## Hamilton Plans for 2000 Sets Daily

Five of the twenty designed models of the Hamilton Radio Corp., 510 Ave. of the Americas, New York City, are being shipped in steadily increasing numbers, according to Adolphe A. Juviler, president.

"By midsummer, when we hope, provided the prevailing tube bottleneck ends, to attain out capacity rate of 2,000 sets daily," Mr. Juviler declared, "we propose to have at least 12 Olympic table models in production for our 75 distributors, serving approximately 9,000 retail dealers, and to our numerous export outlets."

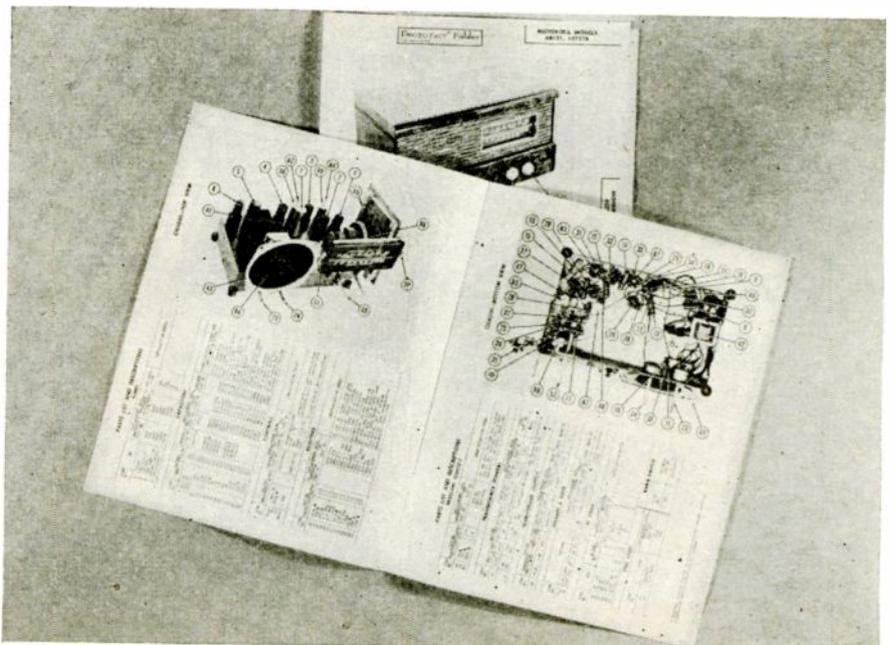
## Crowds Attend Showing of New Radios

More than 15,000 people crowded the opening half day of the 1946 Zenith public showing of its new sets at the Commonwealth Edison building in Chicago. It was estimated that over 250,000 saw the display within the first week.

Zenith officials report that the chief interest of the visitors was the radio-phonograph combinations; the interest in the new portable sets ranks next.

## Resigns Position

Richard H. Wann, Director of Purchases of the International Detrola Corp., Detroit, has resigned. He is now lined up with a new corporation for the manufacture of specialized products in the field of heat-transfer and thermo-electric devices.



Using a number system on clear pictures, Photofact folders give position and value of parts.

# PREMIER

THE RADIO THAT'S ENGINEERED FOR EXCELLENCE

*Here it is!*

A top-quality radio to appeal to the discriminating buyer in the mass market. Here's why:

For seventeen years Premier has been a leader in the engineering and production of electronic equipment requiring utmost precision and painstaking craftsmanship. This same leadership... this same engineering... this same craftsmanship have gone into the *new* Premier radio.

And Premier promises continuous improvements. Even now, Premier is preparing to put out the first of a series of crystal controlled radios. You can count on getting ahead—and *keeping* ahead—with Premier!

## CHECK THESE FEATURES:

- 1 . . . Genuine solid hardwood cabinet—lustrous walnut finish
- 2 . . . Three-dimensional inclined dial, with edge lighting.
- 3 . . . Five-tube ac-dc superheterodyne circuit.
- 4 . . . Ingenuity in circuit layout provides sharper tuning with outstanding sensitivity and selectivity.
- 5 . . . Ample reserve power—gives finer tone at high volume levels.
- 6 . . . Tone enhanced by extra power . . . Alnico #5 p.m. dynamic speaker . . . heavy, rigid cabinet.
- 7 . . . Lasting customer satisfaction assured by rugged, quality construction.



## Beauty:

Superb styling—neither dull nor gaudy, but in good taste for the discriminating customer. Fits into any home.

## Performance:

Ingenuity of design, adherence to high standards and skill in craftsmanship give the Premier radio greater selectivity, wider range, better tone.

## Dependability:

Lasting customer satisfaction is assured by rugged construction . . . quality components . . . careful workmanship . . . thorough inspection.

The Premier line will help you build for a lasting, profitable future. Premier supplies arresting window displays and counter cards—in compelling color—to help you display the Premier radio to best advantage. Dealers and distributors are now being selected. Write on your letterhead for details.

First in the Premier line is the Model 15—beautifully styled to appeal to the discriminating buyer of quality radios—the buyer with future buying power as well as Present! Filled with features — packed with plus values. Watch for later models!



67 PARK ROW (PULITZER BLDG.) • NEW YORK 7, N. Y.  
**PREMIER CRYSTAL LABORATORIES, INC.**

## BUSINESS OPPORTUNITIES

Analysis reveals — music in workrooms builds employee morale . . . increases efficiency in industrial plants.

**ALTEC LANSING  
LOUDSPEAKER SYSTEMS  
PREFERRED**



Can you just "go out and sell" sound installations? Of course, you can! Show any business man facts and figures on increased output per employee, and you have clipped his sales resistance at the root. But when you have sold the idea that music can help increase production, be sure you promote the Altec Lansing Loudspeaker System. For only then can you promise him that this new equipment will remain "modern" for years to come. The Duplex will actually *appreciate* in value as the new sound refinements take effect.

### THE ALTEC LANSING

**DUPLEX  
LOUDSPEAKER**



Both high and low frequency units are combined in one horn, reproducing 50 to 15,000 cycles, without intermodulation effects or distortion.

**ALTEC**  
LANSING CORPORATION

1161 NORTH VINE ST.  
HOLLYWOOD 38, CALIF.

250 W. 57th ST., NEW YORK 19, N. Y.



Gibson's West Coast refrigerator service school opens in the sales rooms of San Francisco jobber.

## Gibson Coast Service School at Basford Co.

W. D. Krauter, national service manager, Gibson Refrigerator Co., announces the extension of refrigerator service schools to the Pacific Coast. Educational device employed by Gibson is the unit demonstration board, which features transparent refrigerant coils, with a series of valves, which can be manipulated so that any service ill can be simulated.

Pictured are the Gibson factory and distributor sales and service representatives, during opening sessions of the school at the H. R. Basford Co. in San Francisco.

First row, left to right: Loyal S. Jones, service department, Spokane Paper & Stationery Co., Spokane, Wash.; W. H. Watson, service manager, Seattle Hardware Co., Seattle, Wash.; V. C. Vissiere, sales force, H. R. Basford Co.; Preston Cherry, sales force, H. R. Basford Co.; William G. Pockoc, advertising manager, H. R. Basford Co.

Second row, left to right: John H. Stone, sales force, H. R. Basford Co., standing; seated are: J. T. Templeton, director of sales, H. R. Basford Co.; Raymond Pyle, sales force, H. R. Basford Co.; D. H. Capelli, district merchandising manager, Graybar Electric Co., Los Angeles; Kent Weaver, Jr., sales force, H. R. Basford Co.; L. C. Meuter, plant superintendent, H. R. Basford Co.

Third row, left to right: E. F. Edsall, divisional sales manager, Gibson Refrigerator Co., standing; seated are F. E. Basler, divisional sales manager, Gibson Co.; M. L. Jones, service department, Jackson Distributing Co., Salt Lake City, Utah; Frank Johnesse, service manager, Electrical Distributing, Inc., Portland, Ore.; Robert D. Harris, parts department manager, H. R. Basford Co.; Thomas Tuckett, sales department, Jackson Distributing Co., of the Boise, Idaho, division.

Standing at rear of picture: Ray Clark, school director, Gibson Refrigerator Co., and instructor during the course.

## Sales Manager for Jobber

Samuel Goldner, head of the Goldner Distributing Co., has appointed W. C. (Dutch) Rodgers as sales manager for Motorola radios and the electrical appliance division of the Goldner firm in the Philadelphia area.

## Quality Portables Shown by GE

Initial orders for 150,000 portable radios, from dealers and distributors all over the U.S., greeted the introduction by General Electric Co. of its two new self-charging quality units. At a demonstration in New York, GE engineers and sales executives emphasized the reception qualities of the sets, their die-cast aluminum construction throughout, and the generally rugged design of the receivers.

The sets are powered by a 2-volt leak-proof storage battery of the plug-in type which plays the portable at a rated cost of 1c for 20 hours of operation. The



General Electric's new Model 250 portable.

battery, in a transparent lucite case, recharges when the set is played on ac or it may be recharged without playing the radio. It may also be recharged from a 6-volt auto battery.

In the design of the quality set, it was explained by Paul L. Chamberlain that "it incorporates 'rugged' electronic and mechanical features which GE built into military communications equipment for tanks."

The De Luxe Model 260 (shown in the "New Radios" section of this issue) is priced at \$118.50. Model 250 (shown herewith) has the same general features and is tagged at \$86.60.

## Ralph Berson to DeLuxe

Ralph Berson, formerly public relations director for Cosmo Records has left that organization to take charge of all publicity for DeLuxe Records, Linden, N. J.

# A QUALITY INSTRUMENT...



Above: The Meissner Chippendale, recently being advertised in Fortune, National Geographic, House Beautiful and other class publications

## FOR THE QUALITY DEALER



Impressed with the sterling quality of the new Meissner and the public acceptance accorded these superior radio-phonographs by a distinguished and discerning clientele, top dealers everywhere are selecting Meissner for their deluxe line... For further information on these new, luxurious radio-phonographs, write to: Meissner, 936 N. Michigan Avenue, Chicago 11, Illinois.

MEISSNER MANUFACTURING DIVISION OF MAGUIRE INDUSTRIES, INCORPORATED

# SUPREME

## TESTING INSTRUMENTS

AFTER A GREAT  
WAR RECORD

# BACK AGAIN!



### SUPREME MODEL 504- 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.

## Mapping the Merchandising Plans for Sparton



They're looking over new promotional plans for Sparton products—at a meeting of 3 district merchandisers and Sparks-Withington executives at Jackson, Mich. L. to r., William J. Burkhardt, dist. man for Mass., Conn., and R. I.; N. H. Terwilliger, advertising and sales promotion manager; E. C. Bonia, sales manager; J. B. Wheeler, Jr., New England zone manager; Frank Anderson, dist. man for Maine, N. H., and Vt.; and Clarke C. Wilmot, from Sparton's ad agency.

### Informative Labelling

In line with the work being done on informative labelling by the National Consumer-Retailer Council, Inc., applications of the principle have been made in radio.

"It is no easy task to translate sensitivity, undistorted output, selectivity, etc., into layman's language," declares Jack Geartner, sales manager Electronic Corporation of America. "We consulted with retailers and found they were anxious to cooperate. They offered suggestions not only as to the general content of an informative label for radios, but as to specific terminology. For example, in defining the term 'undistorted power output' we said, 'The key to clear tone, the ability to handle sustained sounds from a whisper to a shout without distortion.' But this still did not enable the consumer to compare the undistorted output of radio sets. So we added the phrase, 'Comparable AC-DC sets usually produce approximately 6/10 watts of undistorted sound output.' And for ready comparison there is indicated the relatively higher undistorted output of the specific model on which the label is fastened.

"Based on the same formula, when we rate our higher priced models, we will establish a different basis of comparison, perhaps 4 watts or more may be a fair standard.

### Preserve Confidence

"But perhaps the greatest problem of all, is how to merchandise the informative label in such a way as not to destroy confidence in the lower-priced sets. For example, it is extremely difficult to produce a low-priced AC-DC table model with a good sensitivity rating. If a proper standard of sensitivity rating is used, most of the low priced AC-DC sets will rate fair to poor. Some performance standards could not be considered at all on the low priced sets. Somehow the consumer must be educated to recognize the relationship of quality to price.

"Again we found the retailers ready with valuable advice. We showed them

how the items of performance rating would differ on the low and high priced models. We pointed out that certain items in performance rating were not as important on the low priced models as on the high. We found the retailers were not narrow in their attitude. They told us we should state the facts honestly on the labels, leaving out the data which should not be expected on the lowest priced sets and encourage the consumer to make his own comparisons from the labels on the various sets."

### New Tubular Capacitors

A thermo-plastic production technique is used in a new line of molded tubular capacitors announced by Nord Mfg. Co., Inc., Bridgeport, Conn. The advantages claimed include small size and resistance to weather effects such as humidity. The units are made in capacities from .001 mf to .1 mf. Information and samples available from the manufacturer.

### Directs Sylvania Sales



The new director of sales for Sylvania Electric Products, Inc., is Robert H. Bishop, whose supervision will cover all divisions and subsidiaries including Colonial Radio Corp. and Wabash Corp.

# Eye APPEAL IS Buy APPEAL



One look at the new, 1946 Sentinel Radio sets is enough to convince anyone of their eye appeal—sleek new beauty of design and materials to harmonize with any surroundings! And underneath the *outward* beauty of these new Sentinel creations is *inside* excellence—the kind of engineering and meticulous workmanship that results in rare clarity of tone; in performance-perfection that clinches sales! Line yourself up for increasing profits—make the Sentinel line *your* line! AM or FM, Electric or Battery, a model for every room in every home!

*for Studio tone In your Home!*

# Sentinel<sup>®</sup> Radio

2020 RIDGE AVENUE, EVANSTON, ILLINOIS

*Highest Quality*  
**RADIO & ELECTRONIC  
 TESTING EQUIPMENT**

**IMMEDIATE DELIVERY  
 FROM STOCK  
 GUARANTEED**

R.C.P. Model 448 Pocket Multitester.....	\$24.01
R.C.P. Model 424A Volt-Ohm Milliammeter...	28.91
R.C.P. Model 461A Sensitive Multitester.....	38.71
R.C.P. Model 664 Electronic Voltmeter.....	45.00
R.C.P. Model 705 Signal Generator.....	48.51
R.C.P. Model 802N Tube & Set Tester.....	58.31
R.C.P. Model 488 Multitester.....	70.07
R.C.P. 668 V.T. Volt-Ohm-Capacity Meter.....	73.01
R.C.P. Model 805 Tube & Set Tester.....	87.71
R.C.P. Model 665A V.T. Volt Ohmeggogor In- sulation Tester.....	92.61
Monitor Crystalliner Signal Generator.....	57.50
McMurdo Silver Model 905 "SPARX" Dynamic Signal Tracer.....	39.90
McMurdo Silver Model 904 Capacitance Re- sistance Bridge.....	49.90
McMurdo Silver Model 900 "Vomex".....	59.85
Reiner Model 530 Squarewave Generator.....	95.00
Reiner Model 450 V.T. Volt-Ohm Milliammeter.....	135.00
Superior Model CA-11 Signal Tracer.....	18.75
Superior Model 1553 Volt Ohm Milliammeter.....	24.75
Superior Model 680 Volt Ohm Milliammeter.....	27.65
Superior PB-100 Volt-Ohm Milliammeter.....	28.40
Superior Model 450 Tube Tester.....	39.50
Superior Model 650 Signal Generator.....	48.75
Superior 720 Multi-Range AC Ammeter.....	49.50
Superior Model 400 Electronic Multi-Meter.....	52.50
Superior Model 600 Tube and Set Tester.....	62.50
SHALLCROSS Decade Resistance Boxes.....	13.50
SHALLCROSS Portable Galvanometers.....	27.50
SHALLCROSS Model 630 Wheatstone Bridge.....	75.00
SHALLCROSS 637 Kelvin-Wheatstone Bridge.....	100.00
SHALLCROSS 638-2 Kelvin-Wheatstone Bridge.....	120.00
VM-Model 200-B Record Changer List Price \$37.50.....	net 22.50
Maquire ARC-1 Record Changer List Price \$47.41.....	net 24.50
Lots of 6 or more (each) 22.75	

**The New REINER  
 Model 333  
 MASTER TESTER  
 Net Price \$27.50**



Lifetime guaranteed meter is at the optimum angle for easy reading and visual accuracy.

Meter is hermetically sealed—positively dustproof and moisture-proof. Includes 2 Meter fuses.  
 6 D.C. VOLTAGE MULTIPLIERS 1% ACCURACY: 0-5-10-25-100-250-300 Volts.  
 6 D.C. CURRENT SHUNTS: 0-5-10-25-100-250-500 milliamps.  
 Basic ranges of 0-120 millivolts and 0-1 milliampere.

**The New REINER Model 334  
 MASTER TESTER**

Identical to 333 but has in addition SIX AC Voltage ranges. Each AC and DC range is at a sensitivity of 1000 ohms per volt. AC measurements free from temperature and frequency errors throughout a range of 25 cycles to 1 megacycles. New Germanium rectifier used. Basic motor sensitivity 400 microamperes full scale.....

**Net Price  
 \$32.50**

**WRITE FOR OUR FREE  
 NEW POST-WAR CATALOG**

**Metropolitan  
 ELECTRONIC & INSTRUMENT CO.**

Dept. RT 6 MURRAY STREET  
 NEW YORK 7, N. Y., U. S. A.  
 Phone: BArlay 7-5556  
 Cable Address: METRONICS

**NAMM Show Will Draw  
 Crowds to Chicago**

Exhibit space for the annual trade convention of the National Association of Music Merchants, to be held at Chicago's Palmer House, July 15 to 18, is going fast, and officials of the organization expect this year's show to be the most important in the industry's history. The get-together will also mark the first meeting of the membership since NAMM embarked upon its broadened program.

Highlights of the event will be the "keynote" luncheon on Monday; merchandising clinics Tuesday and Thursday, a sales training forum on Wednesday and the industry banquet on Thursday evening.

Radios, records, record players and record accessories will be featured along with a complete line of musical merchandise.

The officers of the association are: E. R. McDuff, president; Carl Wittich, L. G. La Mair, Russell B. Wells and Paul E. Murphy, vice-president; William R. Steinway, treasurer.

William A. Mills, executive secretary of NAMM, has called exhibitor's attention to the Chicago building code which restricts the use of crepe paper, corrugated paper and cardboard for decorative purposes. All cloth material must be flame-proofed.

**Astor Sales Campaign**

The Union Products Mfg. Co., New York City, has announced an increased advertising campaign for the promotion of its Astor line of electrical appliances. Dealers have received shipments of Astor broilers, electric stoves and heaters. Additional items are toasters and irons.

Company officials include: Maurice D. Astor, William Heller, and Samuel R. Horlick, and Jay M. Rieger. Jerome J. Siegel is sales manager.

**With Webster Electric**

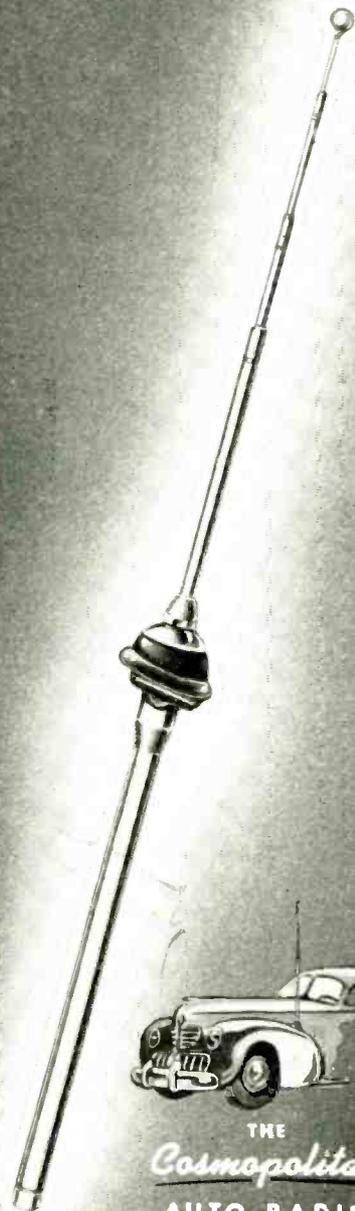
After almost four years' service in the Army Air Forces, L. H. Mingins has re-joined the sales organization of the Webster Electric Co., Racine, Wis., as its representative in the metropolitan New York, New York state and New Jersey.

**Air-Flo Heating Unit**



Now in mass production is the new Air-Flo fan-forced electric heater, by Acme Brands, Inc., 644 Broadway, New York 12, N. Y. It's an ac portable unit, 120 v, 1320 w, with sheet metal casing in wrinkled finish, chrome plated grill and handle. Rated at 30 sec. heat-up time.

*Antenn-gineered*  
 by  
**SNYDER**



THE  
*Cosmopolitan*  
 AUTO-RADIO  
 ANTENNA

\* COPYRIGHT 1946

**SNYDER**

MANUFACTURING CO.

PHILADELPHIA 40, U. S. A.



**NEW...**  
**HANDY...**  
**QUICK...**  
**ACCURATE...**

THE  
*Resist-O-Guide*  
 10¢ at all IRC Distributors

**Now!**

**RESISTANCE RANGES RIGHT AT YOUR FINGERTIPS  
 EASY TO TELL AT A GLANCE!**

**HERE'S SOMETHING NEW**—The RESIST-O-GUIDE, a practical aid in resistor range identification for every Radio Serviceman, Ham, Electrical Designer and Electronic Engineer.

To use the pocket size RESIST-O-GUIDE simply turn its three wheels to correspond with the color code on any composition-type resistor—the standard RMA range is automatically and accurately indicated. Readings are direct... no cumbersome calculations! Or, turn the wheels to indicate any desired standard range, and you are immediately shown the correct color coding.

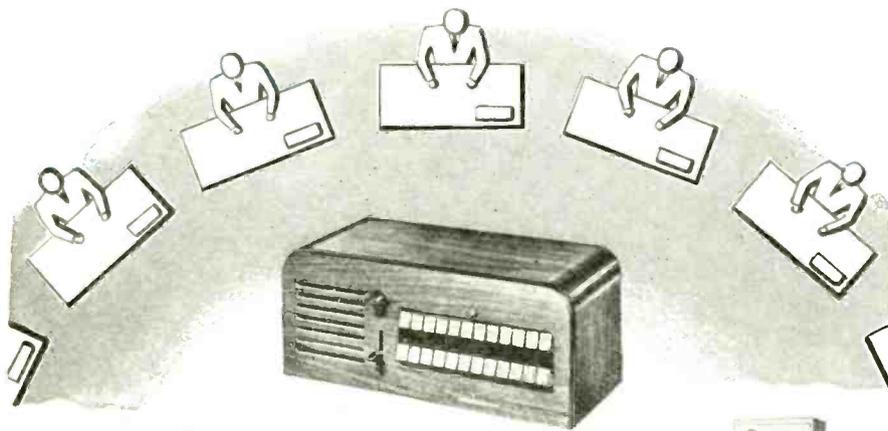
The RESIST-O-GUIDE is convenient and accurate—and varnished for durability. To get the RESIST-O-GUIDE contact your IRC distributor—it's not sold elsewhere.



**INTERNATIONAL RESISTANCE CO.**

401 N. BROAD ST., PHILADELPHIA 8, PA.

Canadian Licensee: International Resistance Co., Ltd., Toronto



## AMPLICALL

.. action center of business

Rauland AMPLICALL Intercom., Paging and PA Systems are serving businesses across the nation today with a dependable efficiency never before thought possible. Their multiple uses, flexible design and low cost operation make AMPLICALL an outstanding favorite with executives everywhere. There is a system of exact design and capacity to answer all needs perfectly.



AMPLICALL  
Weatherproof  
Speaker



AMPLICALL  
Paging Control  
Unit

Shown at top is the AMPLICALL Intercommunication unit, available for two-way communication between multiple stations.

*Electronicing is our business*

RADIO · RADAR  
SOUND



COMMUNICATIONS  
TELEVISION

THE RAULAND CORPORATION · CHICAGO 41, ILLINOIS

# CAMCO



## AUTO ANTENNAS

### • COMPLETE NEW LINE

"Way out front" with the most outstanding line of antennas. Besides critical engineering, Camco Antennas are also "Easy to look at" because they are superbly designed in true modern taste.

An antenna for every type of installation . . . and all have this in common—rattle proof. Admiralty brass, rustproof, smart styling and handsomely packaged.

Multi-colored dealer sales display helps sell Camco antennas. Write for complete line and prices.

**Camco**

**CAMBURN, Inc.**  
32-40 57th St. Woodside, N. Y.

## For IMMEDIATE DELIVERY

to Dealers & Servicemen

### GROSSMAN HEADS THE LIST

with

PHONOGRAPH MOTORS  
PICK-UPS  
RECORD CHANGERS  
SPEAKERS  
RESISTORS  
CONDENSERS  
TUBES

VARIABLE CONDENSERS  
CONTROLS  
with or without  
SWITCH  
ANTENNA LOOPS  
OSCILLATOR & IF COILS  
TUBE CARTONS (3 sizes)

plus

MANY OTHER  
HARD-TO-GET ITEMS

Write

**GROSSMAN RADIO  
& ELECTRIC CO.**

120 Cedar St., New York City

## Tele-tone in Mid-West



Planning more distribution on the mid-west area for Tele-tone Radio Corp.—Seated, left, Martin Zatulove, mid-western sales manager; right, John S. Mills, general sales manager; with Ed. Cavanagh, Mr. Mills' assistant.

## New Reps in Kentucky

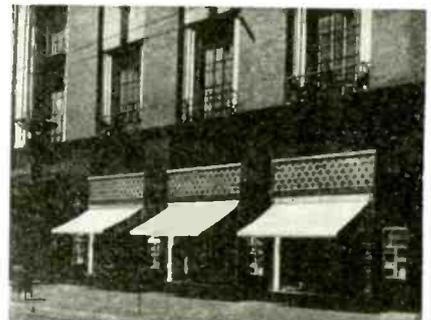
New organization entering the field as manufacturers' representatives in Louisville, Ky., is the Bullock-Cobb Co., at 233 E. Market St. The principals are Thomas W. Bullock and W. R. Cobb, Jr., both of whom were formerly sales executives for Ken-Rad.

Bullock-Cobb will cover the states of Kentucky, Indiana and Tennessee. They will contact electrical and radio parts distributors, broadcasting stations, electronic manufacturers, and industrials using electronic applications.

## Guth Display "Hy-Liter"

The Edwin F. Guth Co., 2615 Washington Ave., St. Louis, Mo., announces its new Guth "hy-liters", for use by dealers in providing spot or flood lighting effects for displays and show windows. The 150 watt spot or flood type projector lamps used, are shielded by concentric louvres which appear almost translucent when illuminated. The "hy-liters" are made for surface or recessed mountings.

## Aluminum Roll-Up Awning



Aluminum Awning Co., div. of Orchard Bros., Inc., 398 Meadow Rd., Rutherford, N. J., announce the "alumaroll" awning for stores. Made of 100% non-corrosive aluminum, available in a range of colors, they roll up neatly at top of store window.

Every ECA Radio is a quality "Electronic" radio..

# ECA

ELECTRONIC CORP. OF AMERICA

## RADIO

Today, customers may take "anything". But "anything" isn't good enough for ECA Radios. Whether it is for an inexpensive table model or for a deluxe radio-phonograph console, ECA Radio selects only first quality precision components. For ECA Radios are designed to build a firm foundation of consumer satisfaction—and a source of steady, profitable business for ECA Radio dealers.



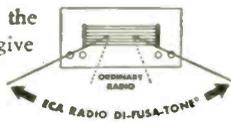
ECA RADIO  
MODEL 108  
7 tubes,\*\*  
AC-DC,  
Plastic cabinet.

Every ECA Radio carries a Warranty Tag of Accurate Performance Rating. This informative "label" establishes ECA Radio in the consumer's mind as the radio that gives them the facts they need to know before they buy. It enables them to judge for themselves the quality of ECA Radios . . . and to compare them with other radios in the same price range.



- Sold direct to a limited number of dealers.
- Retail profits maintained, dealer profits protected.
- Freight paid to your city.
- A complete range of models in every style and price.
- Handsome cabinets of fine wood or modern plastic.
- Exclusive ECA Radio DI-FUSA-TONE\* in every ECA Radio

. . . transmits to every part of the room, all the bass and treble tones and overtones that give music rich, thrilling beauty.



ECA RADIO-PHONO  
Chairside, MODEL 121  
7 tubes,\*\* Automatic

A few franchises still open. Write for details today.

\*Reg. U. S. Pat. Off.

\*\*incl. rectifiers

**ELECTRONIC CORP. OF AMERICA** 170 53rd STREET • BROOKLYN 32, N. Y.  
RADIO • RADIO PHONOGRAPHS • PORTABLES • FM • TELEVISION • RECORD PLAYERS

# For Economic Operation EVERY SERVICE DEPT. REQUIRES RIDER MANUALS



FOR THE PAST 16 YEARS  
Standard Equipment in Successful  
Service Shops Throughout the World!

Rider Manuals are musts for the efficient operation of any radio and phonograph service department. They enable the serviceman to quickly locate the source of trouble in any ailing receiver. The actual "repair" time spent on a set is frequently a matter of minutes, but the localizing of the trouble is often a long and time-consuming operation. Rider Manuals, by furnishing authentic servicing data and circuit diagrams, simplify the tracing of troubles and reduce the servicing time per set. In use throughout the world,

these reference books are the recognized standard of the trade—A sign of the successful repair shop. The reason: They quickly pay for themselves in the time they save—They pay continuing dividends.

Sold by leading radio parts jobbers throughout the world.

ORDER  
TODAY



Rider Manuals Save Servicing Time  
—Increase Production and Profits

Volumes XIV to VII (each volume)	\$15.00
Volume VI	11.00
Abridged Manuals I to V (1 volume)	17.50
Automatic Record Changers and Recorders	9.00

JOHN F. RIDER PUBLISHER, INC. 404 Fourth Avenue, New York 16, N.Y.  
Export Division: Rocke-International Electric Corp. 13 E. 40th Street New York City Cable ARLAB

**RIDER MANUALS** *are complete*  
**IN 14 VOLUMES**  
They Provide Schematics and Essential Servicing Data  
on American Made Radio Receivers.

*For Originality* LOOK TO **XCELITE**

When you sell XCELITE tools, you sell known, proven quality! Sales of XCELITE nut drivers (above) and the other XCELITE tools have out-paced production . . . but will soon be back on your shelves in quantity . . . for quantity selling!

**PARK METALWARE CO., INC.**  
Dept. M Orchard Park, New York

*Quality Tools* **PREFERRED BY EXPERTS**

## West Coast Rep



R. "Rudy" Ferda has resigned as sales manager of Webster Electric Co.'s sound division, and has become a manufacturer's agent with temporary headquarters at 7422 Melrose Ave., Hollywood 46, Calif. He'll handle radio and electronic lines.

## Speaker Firm Moves West

Cinaudagraph Speakers, Inc., has been transferred from Chicago to Slater, Mo., it has been announced by R. C. Walker, president of the parent company, Aireon Mfg. Co., Kansas City, Kan. Additional manufacturing facilities will thus be provided.

The Aireon Speaker division, with headquarters in Kansas City and headed by Madison Jones, will have direct supervision of all Cinaudagraph Speaker activities. National and international speaker sales will be centered there. Working under the supervision of Mr. Jones will be M. T. Olson, in charge of manufacturing.

## Chicago "Furniture" Display



Window display of the well known Chicago store, Bissell-Weisert, plays up the "furniture styling" of new Motorola radios. Galvin Mfg. Corp. reports that many other dealers are also featuring this sales theme.

## Annual RMA Convention in Chicago June 11-13

The Twenty-Second Annual Convention of the Radio Manufacturers Association will be held June 11-13 at the Stevens Hotel in Chicago.

The program on Tuesday and Wednesday, June 11 and 12, will consist of committee meetings, with a luncheon conference on industry production scheduled for Wednesday noon, RMA president R. C. Cosgrove presiding. On Thursday morning various RMA divisions will hold their meetings, followed by the annual RMA membership luncheon meeting at 12:30. The new RMA board of directors will then meet at 2 p.m. for reorganization.

The Radio Industries Annual Golf Tournament will be held on the following day, June 14, at the Calumet Country Club.

## Krich-Radisco Names Two

Fred Rosenstein has been appointed manager of the electronic parts division of Krich-Radisco, Inc., 422 Elizabeth Ave., Newark, N. J.

Krich-Radisco has also announced the appointment of Paul W. Grover as manager of its advertising and sales promotion department.

## Small Appliance "Hike"

A price increase of 9.3% has been granted by OPA to manufacturers of small electrical appliances. This will result in a retail price rise of between four and five per cent.

## Bendix Holds Elections

Judson S. Sayre was re-elected president of Bendix Home Appliances, Inc., South Bend, Ind., at the annual stockholders' meeting. H. J. Dowd, New York City, was re-elected chairman of the board. All directors and officers were re-elected as follows:

Mr. Sayre, Mr. Dowd, E. R. Farny and Oliver T. Cowan, New York City, and E. W. Ross, Detroit, directors; W. F. Oliver, A. R. Constantine, H. L. Spencer, vice-presidents; W. J. Reuscher, vice-president and treasurer; Mr. Cowan, assistant secretary.

Joseph D. Sharpe, chief accountant, was elected secretary to assume duties previously held by Mr. Reuscher.

## Parts Show Sets New Attendance Record

Attendance at the Radio Parts & Equipment Show set a new record this year, when 7,652 radio men registered for the event held at the Stevens Hotel in Chicago May 13-16. H. W. Clough, the Show president, announced the attendance figures, with the comment that about 5,000 had been expected when the conference opened.

Mr. Clough reported that many veterans, interested in entering the radio business, were among the guests. Radio men from 10 foreign countries were also on hand.



yet

**RUGGED AS  
OLD BIG BEN\***

**TURNER MODEL 99  
DYNAMIC**

Engineered for discriminating users who want utmost efficiency and dependability, the Turner Model 99 Dynamic is the most rugged microphone in the entire Turner line. Its precision-built dynamic circuit withstands the extremes of climate and temperature to reproduce sharp and clear under difficult operating conditions.

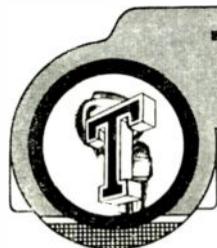
Large city police departments, commercial broadcast studios, and leading manufacturers of communications equipment depend on Turner 99 for unfailing performance. Professional case is finished in rich gun metal and equipped with adjustable saddle for semi- or non-directional operation. Range 40-9,000 cycles. Level — 52DB. Available in all standard impedances and complete with 20 ft. removable cable set.

## TURNER MODEL 999 BALANCED LINE DYNAMIC

The same professional appearance and rugged construction as Model 99 with voice coil and transformer leads insulated from ground and microphone case. Line is balanced to the ground. Especially recommended for critical applications. Range 40-9,000 cycles. Level — 52DB. In all standard impedances with removable 20 ft. balanced line, low capacity cable set.

Ask your dealer or write for full specifications

\*The famous clock of London



**The TURNER Company**

TURNER — Pioneers in the Communications Field

903 17th Street N.E., Cedar Rapids, Iowa

Licensed Under U. S. Patents of the American Telephone and Telegraph Company, and Western Electric Company, Incorporated.

# BURGESS Flashlight BATTERIES

Ready-packed  
for ready  
profit in  
smart new  
displays



## NEW ONE-DOZEN DISPLAY OF SIZE 1 BATTERIES No. 11V

Here's a handy carton for rapid counter sales! To fit baby-size cases.

Dealer cost 78c Retail value \$1.20



## NEW ONE-DOZEN DISPLAY OF SIZE 2 BATTERIES No. 12V

You'll get regular turnover with this counter salesman! Takes small space.

Dealer cost 78c Retail value \$1.20

## HANDY-PACK OF PENLIGHT CELLS No. 12Z

A little carton with big turnover for busy counters! For penlights and pocketlights.



## EYE-CATCHING DISPLAY CARTON SELLS FOUR-DOZEN SIZE 2 BATTERIES No. 48V

Colorful, sales-compelling carton gives you steady profits. Put it to work soon!

Dealer cost \$3.12 Retail value \$4.80

**ORDER FROM YOUR  
DISTRIBUTOR  
TODAY!**

# BURGESS Flashlight BATTERIES

-----No. 11V -----No. 12V

-----No. 12Z -----No. 48V

**BURGESS BATTERY COMPANY**  
Freeport, Illinois

## Change Frigidaire Regional Set-Up

P. M. Bratten, general sales manager, the Frigidaire Division, General Motors Corp., announced the increase of Frigidaire's regional sales territories from four to five, with headquarters in the respective areas. Formerly, all but two of the regional headquarters were located at the factory.

The southwest region, the new territory established under this reorganization, will be headed by W. G. Jennings. The temporary headquarters for this region will be at 1100 Cadiz St., Dallas, Texas. H. T. Matten will continue as central regional manager, with headquarters at the factory in Dayton. Headquarters of the eastern region will be located in New York City, with R. H. Huston as manager, H. M. Cline as appliance sales manager, and W. F. Layer as commercial sales manager.

F. M. Davison will head the southeastern region with headquarters at 1175 Peachtree, N. E., in Atlanta, Ga. R. G. Hutchison will continue as Pacific Coast regional manager with new offices located in the Western Merchandise Mart, San Francisco.

## Will Make Air Conditioners

The Electric Boat Co., 40 Wall St., New York City, makers of the Elco pleasure boats and other products, have announced that they will produce air conditioning equipment. The move is part of a big-scale diversification program undertaken by the firm.

## Eagle Glass Fuse Plug

The Eagle Electric Mfg. Co., Inc., Long Island City, N. Y., has released a new glass fuse plug, featuring the Eagle "OK" indicating feature, which tells when the fuse blows, or is dead short or overloaded.

## Ingersoll Prefab Unit



Adaptability of standard household appliances to new prefabricated home utility unit produced by Ingersoll Steel & Disc division of Borg-Warner Corp., is demonstrated by installation of Norge refrigerator in designated space in section.

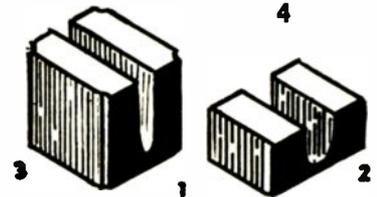


## SERVICE- MEN'S SPECIALS

<b>SERVICE-MEN'S KITS:</b> #1—Speaker Repair; contains 12 asstd. paper rings, 3 spiders, 4 strips felt (ea. for 12" spkr.), kit of 16 shims, 12 chamois segments for free edge cones plus tube cement.....	2.25
#2—Speaker Cones; 12 popular sizes, 4" to 12", moulded and free edge, less voice coil..	2.00
#3—Speaker Centering Shims; kit of 16, four thicknesses, in durable leather case.....	.29
#4—Filter Condenser Blocks; 6 asstd. high voltage, multi-section, paper wound for gen'l replacement or new set building.....	2.49
#5—Bakelite Mica Condensers; 50 asstd. capacities and voltages.....	2.95
#6—Tubular By-Pass Condensers; 50 asstd. .001 to .25 mfd, 200V-600V, clearly marked	2.49
#7—Dial Scales; 25 asstd. airplane & slide rule (acetate & glass included)	2.98
#8—Escutcheon Plates; 25 asstd. airplane, slide rule & full vision types.....	2.95
#9—Replacement Electrolytics; 10 asstd. standard multi-section & can types.....	1.95
#10—Replacement Voltage Dividers; 20 asstd. multi-tapped, high wattage.....	3.95

**RADIOMEN'S HARDWARE:** Approx. 1000 asstd. screws, nuts, washers, etc. in handy metal box... .49  
Standard switch mounting nuts, hex. brass, 100 for 1.25  
Grid cap tube shields with bases, 1 1/2" x 4 1/2", 18 for 1.00  
Standard phone tips, .....100 for .98  
**AUTO REMOTE CABLE:** 150 gauge, swaged, 100 ft. (less sheath); .08 per ft.; 100 ft. for..... 6.45

## ALNICO MAGNETS



<b>ALNICO MAGNETS:</b> #1—Bar. 8 1/2" x 1/2" x 1/2".....	.39
Bar in shorter lengths, per inch.....	.12
#2—Polished, 7/8" x 9/16" x 1/2" high.....	.35
#3—Face 3/4" x 1/2" x 1/2" high.....	.39
#4—Face 1 1/4" x 1 1/2" x 1/2" high.....	.98
#5—Heavy duty bar. 2 1/2" x 1 1/2" x 5/16".....	1.29

**TUBES:** Perfect condition, but not in sealed cartons. Guaranteed for 90 days. #26, 27, 41, 46, 56 & 6F6 .29; #6K7, 6V6 & 6L6 .39; #42, 77 & 6A8 .49; #50, 120 & 6A5..... .69  
**ORIGINAL REPLACEMENT PARTS:** Crosley pinion gears for dial drive; for moda. #20-22, 26, 708, 318, 708 etc..... .59  
Victor power transformer. For models R-32, 45, 52 & 75 (unshielded)..... 5.95  
Felt drum dial & scale, #851MP, O.D. 4 1/2". Specify zero top or bot. of scale..... 1.50  
Colonial push-pull output transformer coil for models 31, 32, 34 & 35..... 1.25  
**BAKELITE PANELS:** 1/2" glossy brown, 7" x 10" .59  
7" x 14"..... .69; 7" x 18"..... .79; 9" x 15"..... .85  
**SPEAKER ACCESSORIES:** Grille cloth, decorative gold weave; per sq. ft..... .15  
14" x 14" x 1/2" Celotex baffles. Specify size of speaker opening..... .35  
Plastic sq. louvre grilles for 8" speaker..... .15  
#42 enamelled on spools of approx. 2 oz.; per oz. .28  
**POWER RHEOSTATS, I.R.C. WIRE-WOUND:** all with pointer knobs & hardware:  
25 watt—25, 100, 200, 375, 1250 or 4000 ohms... .69  
50 watt—4, 15, 40, 75, 250 or 550 ohms..... .98  
I.R.C. 1% Precision Shunts—Multipliers:  
1, 1.02, .65, .90, .425, 1264, 2500, 3300, 3400, 4K, 5290, 8.8K, 9.8K, 15K, 35.8K or 47K ohms..... .35  
20 mfd-200V tubular electrolytics, 6 for..... 1.00

Write for better prices on above items purchased in quantity

Prompt service on all speaker & phono pick-up repairs  
**MINIMUM ORDER \$2.00**  
20% deposit required on all orders.  
Please add sufficient postage.



**MAKERS OF CONES AND FIELD COILS**  
65-67 DEY STREET, NEW YORK 7, N.Y.  
WORTH 2-0284-5  
12,000 SQ. FT. OF RADIO PARTS



*Note well...*

**MUSIC INDUSTRY'S**  
**SHOW** *Number*  
*of* **RADIO & Television RETAILING**  
*and New* **RECORD** *Section*

*Coming in July*

This is the leading radio-music dealer publication  
—an ideal medium for advertising and promotion  
of record-music products.

**P.S.** Will be at Booth 84, Palmer  
House, Chicago, July 15-18

**CALDWELL-CLEMENTS, INC.** 480 Lexington Ave., New York 17, Plaza 3-1340

Publishers also of **ELECTRONIC INDUSTRIES**

**RAYTHEON**  
MANUFACTURING COMPANY

*Excellence in Electronics*  
RADIO RECEIVING TUBE DIVISION  
NEWTON, MASSACHUSETTS CHICAGO

... and put Raytheon tubes in my set please." That's the customer specifying "Raytheon"—a name he knows to be synonymous with quality and dependability. Stock Raytheon tubes to keep your customers happy; to keep your business growing.

**TWO COMPLETE LINES**  
*of Newcomb Quality*  
**AMPLIFIERS**

*Newcomb now offers the first truly post-war amplifiers... the result of advanced electronic engineering, backed by experience and a strict insistence upon perfection.*

**Deluxe K Series**

**DELUXE K-SERIES:** designed to fill a growing demand for the finest possible amplification equipment. The superb operation of K-Series amplifiers signals an outstanding achievement of modern electronic research. . . **STANDARD H-SERIES:** offers characteristic Newcomb quality for applications in which economy must be considered, but dependability and performance cannot be sacrificed. . . Both series feature the exclusive hum-free, plug-in transformer for instant conversion from high to low impedance. . . both offer quality heretofore not available to the public address field.

**Standard H Series**

"NOT MERELY AS GOOD AS THE OTHERS . . . BUT BETTER THAN ALL OTHERS."

THE SOUND OF QUALITY

**Newcomb**  
**AUDIO PRODUCTS CO.**  
MANUFACTURERS  
DEPT. A, 2815 S. HILL STREET, LOS ANGELES 7, CALIFORNIA

## New Distributors for Stewart-Warner

Stewart-Warner Corp., through its radio division manager Floyd Masters, has announced new appointments and extensions of territory:

The Treasure State Gas & Electric Co., Metals Bank Building, Butte, Mont., has been appointed radio distributor for the Butte, Great Falls and Billings territory.

The San Francisco distributor, Edward F. Hale Co., 925 Harrison St., is expanding into Reno, Nev., where it will represent Stewart-Warner. Ed Hale is owner and T. N. Biglieri is sales manager of the Hale company.

Appliance Distributors, Inc., 51 Lawton St., New Rochelle, N. Y., has been appointed distributor for Rockland and Westchester counties. Harry Goldman will manage sales.

Ziffrin Distributing Co., Dave Ziffrin, proprietor, 121 E. Main St., Fort Wayne, and 301 Columbia St., South Bend, has been appointed Stewart-Warner radio distributor for northern Indiana.

## Gimmicks Got to Go!

Those elusive components known to the radio servicer as "gimmicks" are on the way out, according to Stackpole Carbon Co., St. Marys, Pa. A gimmick is simply two insulated wires twisted together, used generally to couple an r-f oscillator to a mixer, or to add capacity coupling between the primary and secondary of an antenna or r-f coil.

Gimmicks often unwind, causing a loss of gain difficult to trace. Also, the inductance of the twisted wires is bad on the high frequency bands. To eliminate these faults, Stackpole has introduced a new line of capacitors having extremely low values. A bulletin of circuit diagrams, showing where to replace gimmicks with the new midget capacitors, is available from Stackpole's electronic components division.

## Tele-tone Executive



The new director of industrial relations for Tele-tone Radio Corp. is Irving Brudner, who was formerly a Signal Corps captain.

THIS THRILLING ALL-NEW TONE SAYS:

*"Listen!"*



## Strobo-Sonic Tone

You can hear the difference!

Understand each word—distinguish every instrument—hear music in its true dimensions, picture-clear! Exclusively Stewart-Warner!

Stewart-Warner's amazing new Strobo-Sonic Tone captures the enthusiasm of listeners everywhere!

Listeners sense at once the new brilliance of the full chromatic range. They exclaim over the sensitive tone depth. (No more mere surface "skimming"! ) They like the sparkling tone that's picture-clear.

Hundreds more in your community *want* to listen to a Stewart-Warner. Now's the time to make sure—when customers stand in line—that they stand in *your* line!

### IN "THE POST" FOR OUR 39TH STRAIGHT YEAR

Stewart-Warner stands in the *top 10th* out of 349 big advertisers in *The Saturday Evening Post*—38 years of leadership! Watch for full-color Stewart-Warner pages *this* year in *The Post* and other magazines.



### NEW TABLE RADIO-PHONOGRAPH

Undistorted volume for dancing. Finger-tip changer plays up to 12 records. Performance you'd expect only in a big console! And 4 screw-in-type legs quickly make this model into the smart Consolette!



### NEW CONSOLE RADIO-PHONOGRAPH

All the features everyone wants, with no-lift top, lots of room for records, finger-tip changer, beautiful Sheraton styling. Listen to it!

After World War I, 886 different radio brands were sold. By 1940, 742 were orphans! Be sure you don't get an orphan! Depend on the 22-year radio leadership of . . .



# Stewart-Warner

*Radios · Radio-phonographs*

CHICAGO 14

Pardon Us for Pointing, But . . .



In Yet Another Survey

## RADIO & Television RETAILING

*Continues WAY OUT IN FRONT!*

Manufacturers are conducting many surveys now, to check on their distribution plans, their advertising, the magazine their distributors and dealers find most useful to them in their trade. One of the largest radio manufacturers in the country—ranking among the big five—has just released the results of a survey among its dealers, asking them "Which radio trade paper do you find most useful?" Here are the results:

Publication	Per Cent of First Place Votes
<b>RADIO &amp; Television RETAILING</b>	<b>45 %</b>
<b>A Radio Publication</b>	<b>12</b>
<b>An Electrical Publication</b>	<b>11</b>
<b>A Radio Publication</b>	<b>10</b>
<b>A Radio Publication</b>	<b>9</b>
<b>A Radio Publication</b>	<b>4</b>
<b>All other radio and record publications</b>	<b>8.7</b>

RADIO & Television RETAILING has more first place votes than all other radio trade magazines combined, and almost four times as many as the runner-up paper. Chief reason is that it has more paid circulation than any other radio trade magazine—because you dealers have made it so. In every radio trade survey conducted over the past twenty-one years, RADIO & Television RETAILING has finished FIRST.

*Caldwell-Clements, Inc.* 480 Lexington Ave.  
New York 17, N. Y.

Publishers also of ELECTRONIC INDUSTRIES

## SALES HELPS

### Nine-Piece Promotional Set

Stewart-Warner Corp. has released a nine-piece counter and window display set for distributors and dealers to use on the new line of SW postwar models.

Key figure in the display is a life-like full size cut-out in several colors of a



Shown with the new 9-piece promotional kit and the Stewart Warner set with the detachable legs, are SW radio division executives, l. to r., Floyd D. Masters, manager; L. B. Pambrun, advertising manager; and John Brandenburg, assistant manager.

young woman sitting on an ottoman—"listening" to an actual Stewart-Warner 22nd anniversary model radio.

The anniversary idea is carried out on a series of cards featuring a birthday cake with 22 candles. One of these cards summarizes the four features of the new line which Stewart-Warner is emphasizing.

### Dealers Like the "Michael Girls"

Reports from the Sparks-Withington Co. are that dealers and servicemen are writing an unexpected number of requests to the company as a result of the Sparton ad series in national magazines. The radio men want color reproductions of the girls in the ads, for "pin-up" purposes.

N. H. Terwilliger, the Sparton sales promotion manager, says the ad series has been very successful in its use of large direct color photos of the girls and the radios.

### Eureka Offering Dealers Sales and Training Kit

As part of its current national merchandising program, for its new complete home cleaning system, the Eureka Williams Corp., Detroit, is supplying visual sales training kits to branch offices

and distributors for use in instructing dealer sales personnel in the most effective methods and techniques for selling vacuum cleaner equipment, it was announced by George T. Stevens, vice-president and manager of the Eureka division.

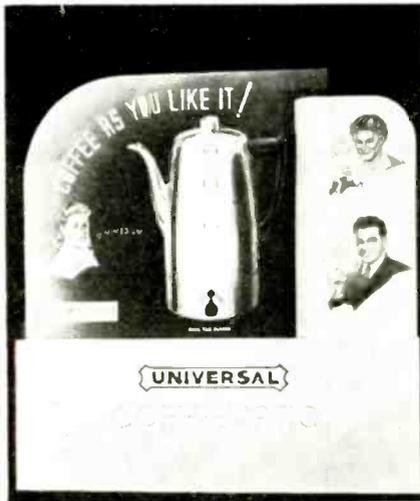
"The kit represents a concrete guide for training retail sales personnel in presenting our new vacuum cleaner home cleaning system to the public. Used to full advantage it should prove an invaluable aid in building strong and progressive dealer organizations," Stevens declared.

The kit contains two slide film presentations with sound recordings, a meeting guide, a sales portfolio, reprints of national advertising, brochures, and a retail sales album for use in "on the floor" selling.

In addition, the guide gives pointers on proper store display of the system, use of national advertising reprints, banners, and literature, and how to take full advantage of the sales manual and album.

### Flasher Display Makes Coffee

Animated and illuminated, a new 5½ x 5½ ft. display with a giant 3½ ft. cut-out of the Universal Coffeematic, has been issued by Landers, Frary & Clark,



Display "makes" coffee—and extra sales.

New Britain, Conn. Attention is drawn to the automatic dial feature of the coffee-maker accompanied by the glow of the Red-I-Lite which indicates that coffee is done and ready for serving.

Universal uses three portraits to dramatize medium, mild, and strong coffee, all of which can be secured in the Coffeematic. Flasher lighting of the display lettering gives added life to the colorful 3-dimensional display.

### Great Lakes Rep

Homer A. Pritchard has been appointed Great Lakes district representative for General Electric automatic blankets and vacuum cleaners, R. A. Buescher, district manager, has announced.



MANUFACTURERS OF RADIO, ELECTRICAL  
AND ELECTRONIC COMPONENTS

**VOKAR** Corporation

7300 HURON RIVER DRIVE • DEXTER, MICHIGAN

**THE BEST  
RADIO DEAL  
IN 3 YEARS**



*Coming!* Olson Radio Warehouse will soon announce a most unusual plan to give the radio service-man more for his money and something besides. Details will be sent FREE to all radio men on our mailing list. Don't miss out! If you are interested in making more money, clip the coupon and mail it to us right away.

MAIL  
TODAY

**OLSON RADIO WAREHOUSE**

73 E. MILL ST., Dept. 29, AKRON, OHIO

OK, put us on your mailing list. (No obligation.)

NAME . . . . .  
ADDRESS . . . . .



**Tube-type  
RESISTORS**

★ It's easy—and profitable too—to service those wornout resistor tubes in AC-DC radios. Just use Clarostat replacements. Remember, Clarostat developed and pioneered the tube-type resistor. Clarostat is notably superior to others. And Clarostat maintains the outstanding line of Standard and Universal types for your convenience.

### STANDARD TYPES

Several dozen types listed in latest catalog take care of standard radio set needs, with exact-duplicate replacements of the same numbers.

### UNIVERSAL TYPES

Ten carefully selected types take care of most standard radio sets. A handy Clarostat chart indicates the Universal type for any previous initial equipment. A minimum stock takes care of maximum needs.

### Ask Your Jobber . . .

Ask for copy of the Clarostat postwar catalog listing both Standard and Universal Resistor Tubes. Your Clarostat jobber carries a stock for your convenience.



CLAROSTAT MFG. CO., Inc. • 285-7 N. 6th St., Brooklyn, N. Y.

### Parnell Appointed to GE Radio Post

Fred A. Parnell has been named advertising and sales promotion manager for the General Electric Company's receiver division in Bridgeport, Conn. The announcement was made by Paul L. Chamberlain, manager of sales for the division.

As an account manager at Maxon, Inc., in New York, Mr. Parnell for the past year has supervised the GE Receiver Division's advertising and sales promotion handled by the agency. He had been in the agency field since 1941 after more than 12 years in advertising and sales work with GE.

### Cornell-Dubilier Buys New Plant

Cornell-Dubilier Electric Corp. has purchased an 8-story building in Worcester, Mass., 3 floors of which it had leased for the duration to produce the condensers required for the proximity fuse. The company will also purchase the plant's machinery and equipment.

Octave Blake, C-D president, pointed out that current demand for capacitors, while not quite as high as during the war, was several times as great as in 1941. He said that many new applications had been found for capacitors in the rapidly growing field of electronics.

### Aerovox Official

The appointment of Harold Montgomery, ex-Captain in the Infantry, as credit manager and assistant treasurer of the company, has been announced by Aerovox Corp., New Bedford, Mass.

### Kits Flown to Jobbers



First shipments of "Crystal Kits" go out via the fastest route, to distributors from the manufacturer, Crystal Research Laboratories, Inc., 29 Allyn St., Hartford, Conn. These kits contain materials for hams to finish their own crystals. L. to r., helping airmen to load the cartons, Francis R. Cowles, Development Division; Jean Castonguay, Sales Dept.; Rita Hennessey, Production Dept.; and S. I. Ward, president and general manager.

## Better ATLAS SOUND Equipment Ready for YOU



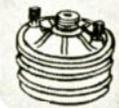
### DOUBLE REENTRANT PROJECTOR

Many sizes. From 15 in. air column to 6 foot air column.



### 360 RADIAL, CHANDELIER PROJECTORS

Double Reentrant. For driver units. 3 and 4 foot air column lengths.



### DRIVER UNITS

Various Power Handling Capacities. Newest types of Indestructible Phenolic Diaphragms.



### MINIATURE TYPE REENTRANT PROJECTORS—BOOSTER SPEAKERS

High-efficiency, Weather-proof. Complete with Driver Unit and Universal Bracket.



### CONE TYPE PARABOLICS and CHANDELIER BAFFLES

for all size cone speakers. Wooden and Metal Cone Speaker Enclosures, Baffles, Carrying Cases, Loud Speaker Support Stands and Brackets.



### MICROPHONE SUPPORT STANDS

20 types and sizes. All Fittings, Adaptors and Accessories. Floor Stands, Desk Stands, Banquet Stands, Boom Stands.

Write for New Illustrated Catalog Sheets.

# ATLAS SOUND CORPORATION

1451 39th St., Brooklyn 18, N. Y.

## On Sales Tour



Floyd Bittaker, national sales manager for Capitol Records, takes off from Hollywood, Calif., for tour of the firm's 21 branches throughout the U. S. Paul Weston, Capitol's musical director, gives him the handshake.

## Lewyt Appoints Benjamin

James I. Benjamin is the new manager of the radio and electronic division, Lewyt Corp., Brooklyn, N. Y. He has been in radio since the early '20's and was formerly general manager of Pilot Radio Corp.

## Hotpoint Sales Training

A nation-wide dealers' salesmen's training program has been inaugurated by Edison General Electric (Hotpoint) Appliance Co.

Asserting that a series of mail surveys conducted during the war years disclosed dealers' postwar thinking, John Fellmann, manager, kitchen sales, said that the information developed became the company's merchandising basis. While a few kitchen "packages" were sold before the war, the pattern for postwar sales with complete kitchen displays on a nation-wide basis had to be newly developed, he said.

## Haines Leaves Raytheon

E. Ralph Haines, assistant manager of distributor sales for the Raytheon Mfg. Co., Newton, Mass., has resigned his position. He has been with Raytheon for 11 years and during the war he handled contact on bids, contracts and negotiations with the Army and Navy. He also represented the firm on the radio tube advisory committee of the War Production Board.

Mr. Haines expects to make an announcement soon as to his future plans.

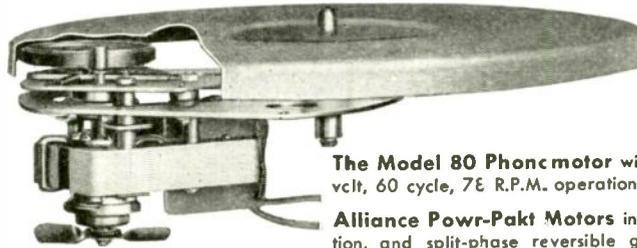
## Bendix Executives

Paul J. Reed has now been promoted to the position of assistant to general sales manager L. C. Truesdell of the Bendix Radio Div., Bendix Aviation Corp., Baltimore.

At the same time the appointment of Joseph L. J. O'Connor as sales promotion manager was announced by Earl L. Hadley, radio and television advertising manager.

# MOTORS

## PHONOMOTORS... POWR-PAKT MOTORS



The Model 80 Phonomotor with Turntable for 110 vclt, 60 cycle, 7E R.P.M. operation.

Alliance Powr-Pakt Motors in shaded pole induction, and split-phase reversible geared types rated from less than 1-400th h.p. up to 1-20th h.p. will power all kinds of devices and controls.

**Manufacturers—Jobbers—Retailers!** Just check a few features of the Alliance Model 80 Phonomotor. Smooth, dependable and quiet, it has all the advantages of rubber-tired rim-type drive! Extra-large self-aligning bearings with big oil reservoirs insure long life. Shock mounting motor and idler plate on rubber cushions minimizes vibration. A slip-type cooling fan ventilates — assures cool running.

WHEN YOU DESIGN ... KEEP

# alliance

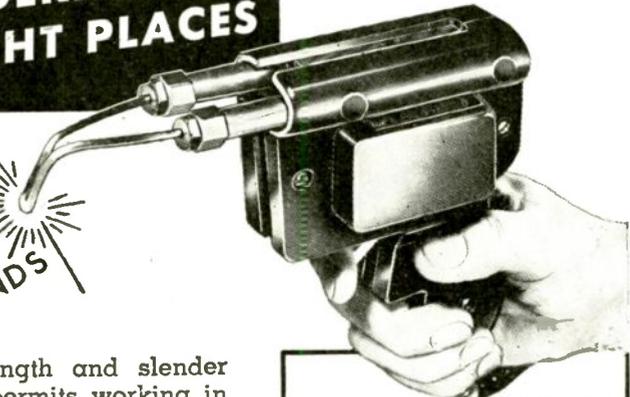
MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

Alliance Tool and Motor Ltd., Toronto 14, Canada

Transformer Type **SPEED IRON\***  
**FOR SOLDERING  
IN TIGHT PLACES**

HEATS IN  
5 SECONDS



Short pistol length and slender loop type tip permits working in close quarters and around sharp corners. Tip easily formed by hand to fit the job.

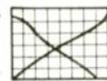
- BUILT-IN TRANSFORMER PRINCIPLE FOR FAST SOLDERING HEAT
- 115 VOLT — 60 CYCLE — 100 WATTS
- ALWAYS READY TO USE
- STAYS TINNED — NO TIP BURNING
- INEXPENSIVE TIPS EASY TO REPLACE
- IMPACT RESISTING CASE

## WELLER MFG. CO.

516 NORTHAMPTON ST. • EASTON, PA.

\*TRADE MARK REG. U. S. PAT. OFF.

LOW VOLTAGE →



HIGH CURRENT →



← SPEEDS UP WORK

PERFECTLY BALANCED  
EASY TO HANDLE →



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



... ASK YOUR JOBBER

**Named as  
Tube Manager**

John L. Brown is the new sales manager of the replacement tube department, Raytheon Mfg. Co., Newton, Mass., according to an announcement by L. R. O'Brien, general sales manager of the radio receiving tube division. During the past 3 years, Mr. Brown served as a Lieutenant Commander in the U. S. Navy as an electronic engineer and previously he was with Zenith.

Also, Mr. Brown was formerly with RCA, in charge of replacement tube division sales to distributors; commercial manager in the home radio set division and field representative on merchandising and sales promotional activities.

**Shallcross Takes Over  
Attenuator Production**

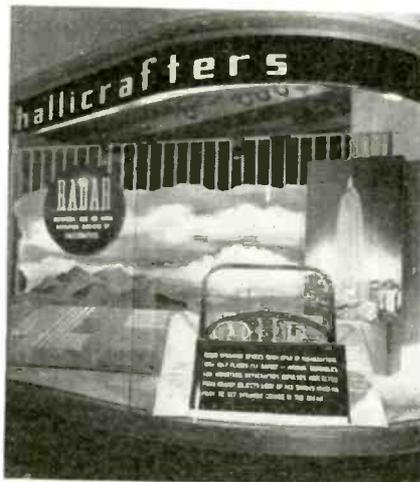
Shallcross Mfg. Co., Collingdale, Pa., has acquired the manufacturing rights and licenses to produce Variaten attenuators, gain sets, and other resistance devices made by the Cinema Engineering Co., Burbank, Calif. The announcement by D. H. Shallcross, general manager of the Shallcross firm, states that production has already begun at the Collingdale plant.

Cinema will serve as field engineers for Shallcross for the combined lines, in the Southwestern states.

**California Site  
for Columbia Records**

According to Edward Wallerstein, president of Columbia Recording Corp., Bridgeport, Conn., arrangements have been completed for the erection of new offices, studios and factory building on three acres of property recently acquired at Beverly and Robertson Boulevards in Los Angeles. Construction will start soon, under the direct supervision of Andrew Schrade, vice-president in charge of CRC Pacific Coast operations.

**Glorifying Radio**



How radio devices can guide planes through skyscrapers and mountains, is shown in this radar display on Michigan Ave., Chicago. The window, by the Hallcrafters Co., has caught the eye of hundreds of pedestrians.

**Order from LAKE!  
You'll Make No Mistake!**

**RADIO CABINETS &  
PARTS**

Now Available!



Postwar  
2 Post  
**RECORD-  
CHANGER**

With 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

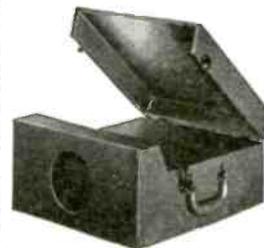
**DE LUXE RECORD-CHANGER AND  
AMPLIFIER CASE**

De luxe changer case with ample room for amplifier. Overall dimensions: 20" L x 16" W x 10" H. Sturdily built of 5/8" plywood, deluxe brass hardware throughout. Inside dimensions: 15 1/2" L x 14 3/4" W x 9 1/2" H. Net price.....\$12.95



**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 3/4" H x 5" D \$2.75
- \$3 — 13 1/2" L x 7 3/4" 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

**Order Our New Catalog Today!**  
Get on our mailing list!

**Lake Radio Sales Co.**

**615 W. Randolph Street  
Chicago 6, Ill.**

## 20 Years Ago

From the June, 1926, Issue  
of Radio Retailing

**THERE IS NO SLUMP**—Dealer experiences prove that radio sets can be sold in the Summer—at mid-Winter speed.

**GYM METHODS**—Why one dealer refuses to fall for the price-cutter approach.

**RADIO FOR EVERY ROOM**—Dealers may sell a radio outlet and speaker for every room in the house.

**DANGER LINE IN RETAIL COSTS**—Presenting the maximum figures for each division of sales expenses.

**TONE QUALITY**—How it depends on the audio transformer.

**WHAT THE INDUSTRY NEEDS**—Dealers and manufacturers alike state that less frequent models would solve many industry problems.

**WHAT'S NEW** — Portable 4-tube receiver by Crosley Radio Corp. for \$33; Receivers operating on house current by Garod Radio Corp. for \$115 to \$400; Short wave receiver by A. H. Grebe for \$100; Resistance-Coupled amplifier by DeJur Products Co. for \$10; Wiring connection harness by Belden Mfg. Co.; Five-tube receiver with built-in speaker by Machine Specialty Co. for \$88.

### Famous Estate Now an Appliance Lab

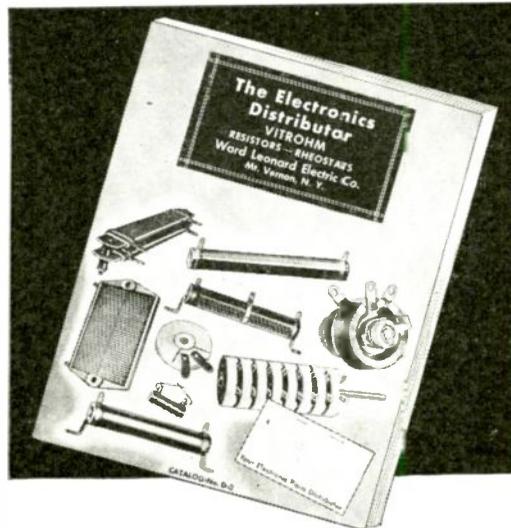
The historic mansion home of Anthony Campagna, noted philanthropist and builder, has been purchased by the Monitor Equipment Corp. of New York, who will use the house as a research center for testing and developing home appliances. The mansion at Riverdale, N. Y., is now the "Monitor House" and model kitchens and model laundries are being installed.

### Duo-Therm Names Anderson

Duo-Therm Division of Motor Wheel Corp., Lansing, Mich., has announced the appointment of Donald H. Anderson to the position of assistant advertising manager.

# IT'S NEW...

send for your copy of catalog D2



## WARD LEONARD

RESISTORS • RELAYS • RHEOSTATS

Electric Control Devices Since 1892

**WARD LEONARD ELECTRIC COMPANY**

Radio and Electronic Distributor Division  
53H WEST JACKSON BLVD., CHICAGO, ILL.

## BOIL DOWN YOUR SALES TALK TO TWO WORDS!



*"Has Everything"*

Save your breath, broaden your field of contacts, do more business with inter-communication that "Has Everything."

If it's superb beauty of design and finish that's wanted . . . if it's convenience . . . if it's efficient carefree operation . . . if it's sound economy . . . if it's *anything* in highly modernized inter-communication . . . Talk-A-Phone has it . . . yes, Talk-A-Phone "Has Everything."



Inter-comm business is heading for a tremendous boom. Demand will be gigantic. *Now* is the time to get in on the ground floor . . . with inter-comm that "Has Everything." Send for details *today*. Address Dept. R.T.

## Talk-A-Phone Co.

1512 S. Pulaski Road Chicago 23, Ill.

# R-L AND WARD AUTO RADIO ANTENNAS

## SIDE COWL MOUNT

5675 (as illustrated)—3 section 66". 2 stanchion mounting, rust-proof finish with 36" moisture-proof lead-in. Shipping Wt. 2 lbs.

NET.....\$2.25



## UNIVERSAL FENDER MOUNT

5681—3 section 56". Single stanchion mount. Fits all cars. With 48" HI-Q low loss detachable lead. Shp. Wt. 3 lbs.

NET.....\$4.67

## UNIVERSAL FENDER or COWL MOUNT

5684—3 section 68". Fits all cars. Shipping Wt. 2 lbs.

NET.....\$3.20

Write for Free 1946 Parts Catalog



731 West Washington Boulevard  
Dept. R CHICAGO 6, ILLINOIS

## IMMEDIATE DELIVERY

New SUPERIOR  
Model CA-11

## SIGNAL TRACER

Net Price **\$18.75**



Only one connecting cable... no tuning controls. Highly sensitive... uses an improved vacuum tube voltmeter circuit.

Signal intensity readings are indicated directly on meter. Provision is made for insertion of phones. Tube and resistor capacity network are built into the Detector Tube.

Portable. Measures only 5 x 6 x 7". Weighs only 5 lbs.

## New SUPERIOR Model 400 ELECTRONIC MULTI-METER

Only—\$52.50

RANGES:

DC V.T.V.M. Volts:  
0 to 3/15/30/  
75/ 150/ 300/  
750/1500/3000  
volts.

DC Volts: (at 1000  
ohms per volt)

0 to 3/15/30/75/150/300/750/1500/3000 volts.

AC Volts: (at 1000 ohms per volt) 0 to 3/15/30/  
75/150/300/750/1500/3000 volts.

DC Current: 0 to 3/15/30/75/150/300/750 Ma.

0 to 3/15 amps.

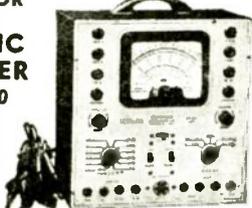
Resistance: 0 to 1,000/10,000/100,000 ohms. 0 to  
1/10/1,000 megohms.

Capacity: .0005-.2 .05-20 .5-200 mfd.

Reactance: 10 to 5M ohms 100-50M ohms .01-5 megs.

Inductance: .035-14 .35-140 .35-14,000 henries.

Decibels: -10 to +18 +10 to +38 +30 to +58.



**Lifetime**  
SOUND EQUIP. CO., Dept. TV-6  
911-913 JEFFERSON AVE., TOLEDO 2, OHIO

## BROWN'S

(Continued from page 57)

the direction of Neil H. Knipe, sales manager. These salesmen will have complete facilities, including a new electric kitchen, for the demonstration of major electrical appliances.

The lines of electrical appliances handled by Virginia Electric Supply Company include GE, Kelvinator, Crosley, Admiral, Philco refrigerators, Bendix home laundry, and Motor Products Corp. Deep-freeze. Radio franchises include RCA, Philco, GE, Zenith, Stromberg-Carlson, Sonora, Wilcox-Gay, Farnsworth and Bendix.

### Profits in Appliances

In his work of directing the sales effort of this store, Knipe expects keen competition. This is because Alexandria is so close to Washington, D. C.

He has, however, successfully sold major appliances for the predecessor company at the same location, and for other specialty sales organizations since 1934, and says that Alexandria dealers have always been able to make a good living in the appliance business.

### Watch Trading Area

To insure profitable operation, policies of the store have been geared carefully to the trading area. Alexandria has grown rapidly during the past few years, and its trading area now exceeds 75,000 population. Much of this, however, is made up of two tremendous housing projects, Park Fairfax and Fairlington.

Since major appliances are installed and maintained by the landlords, tenants in these projects are not prospects for large-appliance sales or service. It is this fact which helps account for the decision to have suppliers handle major appliance repairs.

## FLOOR PLAN

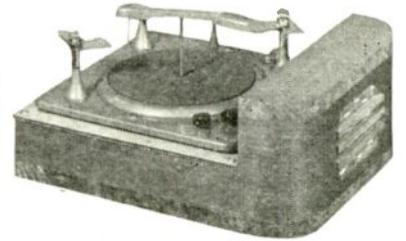
(Continued from page 66)

merchandise arrives in quantity, we are pushing service", Grossman explains. "In this way, we establish ourselves, and make many contacts for future sales."

Grossman considers the service department an extremely important asset to his firm, and will continue to play up that angle of his business operations in the future. He eventually plans to have all lines serviced by specialists in each field.

## IMMEDIATE DELIVERY!

## 2-Post Record Changer



### Automatically Intermixes

Record changer completely assembled—with amplifier ready to play. Dimensions 8" H. x 15½" x 15¼" D. Grilled speaker front, acoustic chamber 15" W. x 4" D. with rear louvre for eliminating cabinet resonance. Genuine walnut cabinet with decal trim, nickel plated mounting hardware, tone and volume control mounted on changer 6" heavy duty dynamic speaker. AC amplifier with power transformer, AC power cord and plug. 3 tubes 1-6V6, 1-6C5 and 1-5Y3. \$44.50 Net

Cabinet less changer and amplifier. \$9.50 Net

Accommodates Webster and V-M Changers

20% Deposit required on all orders

## UNION Radio Corporation

328 S. Paulina • Chicago 12, Ill.

## Bagshaw's NEEDLES

FAMOUS SINCE 1892

for Better Record Performance

100 PERCENT SHADOWGRAPHED



**ACTONE**  
TRANSCRIPTION NEEDLES

FOR PROFESSIONAL RECORDINGS

Above is illustrated the nationally identified envelope containing the shadowgraphed playback needle preferred by professionals. Just one of a most complete line, for cutting and playback... each stylus purposefully built to vindicate the fine old BAG-SHAW slogan:—

After all... you can't beat  
the BEST!

**H. W. ACTON CO., INC.**  
SOLE DISTRIBUTOR  
370 SEVENTH AVENUE NEW YORK 1, N. Y.

## Demonstrator's Uniform



Mrs. Laura A. Harley, a Bendix Home Service Director, shown in grey pin check dress which Bendix has recommended as a uniform for home service directors and field personnel who demonstrate Bendix laundry equipment.

## Ebeo District Manager

Lee Love, general sales manager, The Ebeo Mfg. Co., Columbus 8, Ohio, announces the appointments of John P.

Rainbault as district manager, Oasis Cooler division, with headquarters in San Francisco, and of Ronald D. Grey as district manager, with headquarters at Jacksonville Beach, Fla.

## Binghamton Jobber Expands Quarters

The Northrup Supply Corp., of Binghamton, N. Y., has completed the remodeling of its new headquarters at 168 Water St. The building is a 5-story structure with approximately 30,000 sq. ft. of floor space.

Extensive improvements have been made throughout the entire building and a new glass front added. On the first floor is a showroom and shipping department. Offices are located on the second floor, with the remaining 3 floors devoted to warehouse needs. There is a separate display room for the appliance division, recently added.

Officers of the corporation are: H. J. Northrup, president; H. J. Teetsel, vice-president; and C. H. Starr, secretary.

The appliance division is headed by C. E. Gulbran. Appliance lines distributed include: Stewart-Warner radio; Jacobs "Launderall"; Acme Steel cabinets; Parsons "Pureaire" kitchens; Co-roaire heaters; Rheem water heaters; "Polar-Freez" freezers; Samson United appliances; Sessions clocks; Rittenhouse chimes; and many other leading lines. Northrup operates two branches, at Iliion and at Onconta, N. Y.

## New Homes with "Electronic Heart"

In a statement on the arrival of "the electronic age" in the building of new homes, William J. Halligan, president of the Hallicrafters Co., Chicago, said that "the house of tomorrow, built to take advantage of the war-developed electronic wonders, will have 'an electronic heart' wherein will be contained a modern radio, an intercommunications system, a record changer, a home recording system, and a television receiver."

Mr. Halligan pointed out that "the modern radio will have all the required facilities for amateur broadcasting, standard reception and FM, and will have connections leading to every room in the house, with remote control units within easy reach so that any desired program can be tuned in at any time." The suggestion of the Hallicrafters executive is that provision should be made for all these things at the time the house is built.

## Retailer Honored

Robert E. L. Johnson, merchandise counsel for the Good House chain of stores in Philadelphia, has received a citation from James Forrestal, Secretary of the Navy, for "outstanding service while attached to the Ammunition Section, Bureau of Ordnance, from June 16, 1942, to September 18, 1945." Mr. Johnson is now supervising the opening of new stores in the Good House chain.

## NEED WIRE NOW?

**Columbia Has It for Radio, Electrical and Communication Applications**

	Per 1000 Ft.
**3 Conductor Extra Flexible with Tough Rubber Jacket.....	
25,000 ft. or over.....	\$15.90
under 25,000 ft.....	19.50
*Extra flexible antenna wire for AC-DC sets (3,000 ft. spools).....	2.95
**2 Conductor 19 Ga. Solid T/C Rubber Covered, Twisted Pair.....	6.50
**2 Conductor Geon Plastic jacket; flame, oil and water-resistant, 20 Ga. Solid Copper—	
25,000 ft. or over.....	11.95
under 25,000 ft.....	14.85
**2 Conductor, twisted with tough rubber jacket, small OD suitable for intercom, etc.—	
25,000 ft. or over.....	9.85
under 25,000 ft.....	11.95

\*\*WRITE FOR SAMPLES of Columbia's Newest Plastic Hook-up Wire, available in stranded and solid, 12 colors, economically priced.

**NOTICE: Our new address.**

We have just moved into our own new, larger quarters to better serve the industry. Come in and see our complete stock of electrical insulated wire and cord sets for radios and appliances.

**COLUMBIA WIRE & SUPPLY CO.**  
5740 ELSTON AVE., CHICAGO 30, ILLINOIS

**JFD NEW "BIG 4" SERVICEMEN'S BASIC KIT!**

**A Great New TIMESAVER For Radio Servicemen!**  
**FOUR Basic Radio Service Kits in ONE Package**

**JFD "BASIC-KIT"**

**\$18.00 SPECIAL SERVICEMEN'S COST**

- **B25A Belt Kit.** Assortment of 25 Dial Belts in Metal Container. Includes FREE 64-page JFD Servicemen's Manual, listing belts for more than 1500 set models.
- **770 Ballast Kit.** Contains five JFD Improved Aircooled AC-DC Adjustable Ballasts. Suitable for more than 95% of all ballast tube replacements.
- **5C25 Dial Cable & Cord Rack.** Contains 5 Metal Spools of fast-moving dial cables and cords.
- **BP-100-MC Plug Assortment.** 100 radio battery plugs, in 25 different popular types. Sturdy Metal Container. Includes FREE Battery plug folder with technical data and schematic diagrams of all plug types.

COMBINATION List Price Value, \$33.35

**J.F.D. MANUFACTURING CO.**  
4109-4123 FT. HAMILTON PARKWAY, BROOKLYN 19, N. Y.

## NEW BOOKLETS

A new rectifier replacement guide, which lists the correct type and size rectifier for a wide variety of test equipment, is offered free by Conant Electrical Laboratories, 6500 O St., Lincoln 5, Neb. Over 90% of all rectifier requirements are served by the 12 units of Conant's line. A second book, "Instrument Rectifiers and Rectifier Type Instruments," by H. B. Conant, is offered for 25c.

Stewart-Warner Corp., 1826-1852 Diversey Parkway, Chicago 14, has issued a new 4-color brochure on the firm's new line of radios and combinations. It describes and illustrates the company's 22 continuous years of radio production, and deals with cabinetry, engineering, television and FM.

A new booklet for dealers on what to look for and what to avoid in planning fluorescent lighting installations has been issued by the Day-Brite Lighting, Inc., 5411 Bulwer Ave., St. Louis 7, Mo. It is titled, "How to Get the Most from Fluorescent Lighting," and is available free on request.

The first new 112-page postwar catalogue of the Concord Radio Corp. is now ready. The elaborate publication shows the firm's new line of sets and combinations, and also features the exclusive line of Multiamp Add-A-Unit amplifiers. The

catalogue explains how the Add-A-Unit feature of the latter line "eliminates the need of adding costly cabinets and other equipment and enables a sound man to operate with two to four less amplifiers to cover the 30-90 w range." Included in the book are standard lines and parts, test equipment, tools, amateur supplies, etc. The catalogue is free to those writing Concord Radio Corp., 901 W. Jackson Blvd., Chicago 7, Ill.

Garod Radio Corp., 70 Washington St., Brooklyn 1, N. Y., has just released a new illustrated consumer folder covering table models, console combinations, farm radios, and portables in their new 1946 line. Copies are available from Garod or from the local distributor.

A 16-page booklet on all types of testing equipment has just been published by the Metropolitan Electronic & Instrument Co., 6 Murray St., New York City. It contains descriptions and prices on such units as signal generators, tube testers, multimeters, etc., and is free to radio men upon request.

Two new catalogues have been published by Insuline. Antennas for FM, television and auto radios are covered in one booklet. Five different types of auto-radio antennas are described, each to

meet special conditions, and adapted to Motorola and Delco receptacles. The other catalogue lists a wide variety of metal cases, insulators, test equipment accessories, plugs, and many other parts frequently used by servicemen and PA dealers. Both catalogues are available on request from Insuline Corporation of America, 36-02 35th Ave., Long Island City 1, N. Y.

The first issue of "The Solar System" has been released by the Solar Mfg. Corp., 285 Madison Ave., New York 17, N. Y. The company plans to issue this illustrated technical booklet six times a year, offering material of interest to electronic servicemen and engineers, radio amateurs, laboratory technicians and students.

A complete listing of all battery plugs used in portable receivers and test equipment, including schematic diagrams and sketches, is included in the new jobber's bulletin published by J.F.D. Mfg. Co., 4111 Ft. Hamilton Pkwy., Brooklyn, N. Y. Standard jobber's assortments and servicers' kits are listed. The catalogue is available on request.

The essential characteristics and ratings of General Electric and Ken-Rad receiving tubes are given in two new 40-page brochures ETR-15 and ETR-16, published by the tube division, Electronics Department, General Electric Co., Schenectady, N. Y. Copies available on request to GE.

for the Better Dealers-



"AMPLIPHONE"

Portable Record  
Player

MODEL 10

THE FINEST PLAYER on the market today . . . Sold by better dealers in United States and Canada . . . Ideally suited for home use or for any occasion where really fine reproduction is desired.

Full transformer operated, it delivers 5.5 watts of undisturbed power to the speaker. May be used with microphone and external speakers for public address system.

Write for information today

*Eastern Electronics Corp.*  
41 CHESTNUT STREET, NEW HAVEN, CONNECTICUT, U.S.A.

NO TEDIOUS HAND TURNING!

That's  
What  
SELLS  
It

**KASSON**  
*Electric Bar-B-Q*  
MEAT TURNER

NEW ELECTRIC Meat Turner revolves three times a minute without drudgery of hand turning. Meats barbecued evenly, effortlessly. Equipped with 50 feet of cord, ELECTRIC BAR-B-Q is sturdy, all-metal—won't tip over. Operates on house current (110 Volts AC). Height and width adjustable. Extra, short set of uprights included for use in indoor fireplaces. Holders for drip pan permit basting with natural juices. Distributors, Dealers: Write or wire for literature and discounts on this tested, fast-selling product. Immediate Delivery.



List Price \$39.50 F.O.B. New York

GENERAL DIE & STAMPING CO., 263 Mott St., New York 12, N. Y.

**BOOKKEEPING SYSTEM**

*Especially Designed For*  
**RADIO & APPLIANCE RETAILERS**

A direct, easy-to-understand system, devised by experienced men in your line of business. It is in practical use by many leading retailers throughout the country.

This system provides for: Cash Receipts; Cash Disbursements; Purchases; Sales Register; General Journal; General Ledger Control Accounts; Daily Cash Sheet; Stock Record; Customer's Ledger Record; Analysis Sheets; Rebuilding Cost Cards; and Individual Employee's Earning Record with Binders and Indexes for all forms.

Write today for price quotations

**HOFFMAN SYSTEMS**

2653 NO. MILWAUKEE AVE.  
CHICAGO

## Mt. Vernon Retailer Opens Showplace

Now being opened at 161 Gramatan Ave., Mt. Vernon, N. Y., are the newly modernized quarters of County Hardware Corp., one of the largest retailers of radios, records, appliances, housewares and hardware in the area. The firm was located at 61 Gramatan Ave. for 15 years.

The \$50,000 modernization at the new site gives the company over 10,000 sq. ft. of display area, and provides "the last word in modern lighting, acoustics and display technique." Jack Klarinan is president and other officials are A. L. Levitt, general manager; Saul Hollander, in charge of appliances; and Bert Steinmetz, industrial supplies manager.

## Columbia Wire Expands to New Building

Columbia Wire & Supply Co. of Chicago 30, Ill., manufacturers and distributors of insulated electrical wire, cord sets, cables and other products, has occupied its recently purchased building at 5734 Elston Ave. The firm takes over the entire building, increasing production facilities and personnel.

Columbia is announcing aerial kits and antennas for standard broadcast and FM, Geon plastic wire in 12 different colors for approved radio set wiring, packaged ac cord and plug sets and ac-dc cord sets, in addition to other products.

## Premier Manager



J. B. Buckley has been named manager of the Premier Vacuum Cleaner Division, General Electric Co., Cleveland, Ohio.

## Talking Display Now Ready

A new "electronic merchandiser," which is designed to deliver an audible sales message from a small speaker when it is approached by a customer, has been introduced by Electronic Advertising, Inc., 247 Park Ave., New York 17, N. Y. The display has shelves and panels made of panel board in various colors with aluminum facing; it comes in several sizes, all with built-in fluorescent light units.

One of these electronic units is com-

pletely portable and is activated when a customer steps on a rubber mat placed nearby. Others use an electric eye relay. The manufacturer says "the most amazing feature of this display is its dynamic delivery of a suggestive sales message whenever the customer reaches for one of the products."

## Speaks for Service Group

"Carbon Volume Controls", a talk and demonstration by George Mucher, vice-president and chief engineer of Clarostat Mfg. Co., Inc., was on the program at the latest meeting of the Rochester (N. Y.) Technicians Guild. Sponsored by several Rochester parts jobbers and arranged by *Electronic Associates*, Clarostat's reps in New York State, the meeting was attended by over 150 radio dealers.

Other Clarostat officials there were Jim Youngblood, industrial sales manager; Fran Chamberlain, jobber sales manager, and Ray Levitre of the sales department.

## Merit Offers Compact Line

Embracing a wide range of audio and power transformers and filter chokes, Merit's new line has been designed to cover 90% of the jobber's demands with a minimum of stock inventory. The simplified transformer line is packaged in printed and varnished cartons. Descriptive catalogs are available from Merit Coil & Transformer Corp., 4427 N. Clark St., Chicago 40, Ill.

**Electro**  
ELECTRICAL AND RADIO EQUIPMENT

## BATTERY ELIMINATORS



MODEL "P"

### A Complete Line for Every Requirement!

Models to convert dry battery radios to efficient AC receivers. Other models to convert dry battery radio for use only with 6 volt storage battery.

Cost but a few cents per hundred hours of operation. Completely filtered—hum free—silent and efficient. Sturdily constructed—no liquids or moving parts—operate in any position.

**MODEL "Q"**—Operates any 1.4 volt 4, 5 or 6 tube radio from 6 volt storage or dry battery, or Wincharger. Ideal for farms, camps, autos, boats, etc.

**MODEL "R"**—Operates 2 volt 4, 5, 6 or 7 tube radio from 6 volt storage or dry battery, or Wincharger. (5 Amp. filament max.)

**MODEL "P"**—Operates any 1.4 volt 4, 5 or 6 tube radio from 110 volt 60 cy. source. Cuts down current use and saves batteries for portable use.

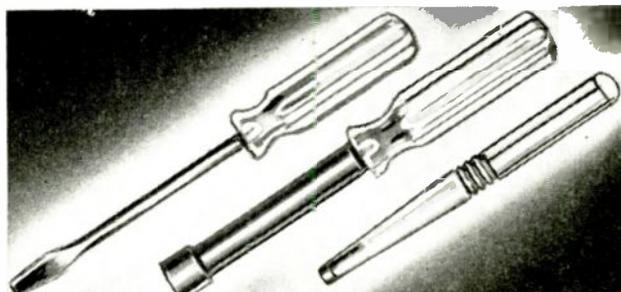
**MODEL "F"**—Operates any 2 volt 4, 5, 6 or 7 tube radio from 110 volt, 60 cy. source. (5 Amp. filament max.)

Canadian representative, ATLAS RADIO CORP., Toronto, Canada

## ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators

549 WEST RANDOLPH STREET CHICAGO 6, ILL.



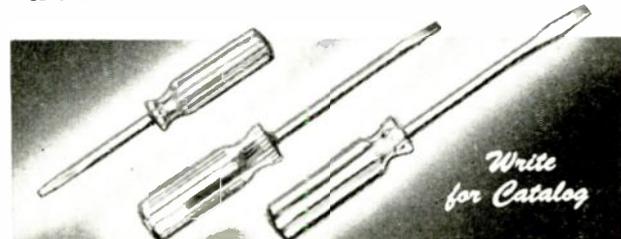
**For** every production line need . . . for factory maintenance . . . to speed repairs . . . to satisfy every employee requirement in a host of industries . . . there's a

**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



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for Catalog

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**DEPENDABLE MUTER PRODUCTS**

**Manufacturers  
of Component parts for  
the Radio, Electronic  
and Communications  
Industries . . . .**

**THE MUTER CO.**  
1255 South Michigan Avenue  
Chicago, U. S. A.

DEPENDABLE MUTER PRODUCTS \* DEPENDABLE MUTER PRODUCTS

### Forthcoming Convention, Show Dates to Remember

- June 11-13: Radio Manufacturers Ass'n. 22nd Annual Convention, Stevens Hotel, Chicago.
- June 16: Father's Day
- June 16-21: California Gift and Art Show, at manufacturer's display rooms, Los Angeles
- June 18-June 23: Midwest Toy and Housewares Trade Show, Convention Hall, Detroit
- July 8-20: Furniture Show, Summer Market, American Furniture Mart, Chicago
- July 15-18: National Ass'n of Music Merchants (NAMM), Trade Show, Palmer House, Chicago
- July 21-25: Southwest Gift Show, Municipal Auditorium, Kansas City, Mo.
- July 22-26: New York Lamp Show, Hotel New Yorker, N. Y.
- July 29-Aug. 31: Summer Furniture Market, Los Angeles Furniture Mart, Los Angeles, Cal.
- Aug. 4-8: Western Gift, Toy, Housewares Show, Civic Auditorium, San Francisco (Aug. 11-14: Portland, Ore; Aug. 18-22: Seattle, Wash.)
- Aug. 19-21: Appliance and Housewares Mart, William Penn Hotel, Pittsburgh
- Aug. 26-30: New York Gift Show, Hotels Pennsylvania-New Yorker, New York City
- Oct. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago
- Oct. 10-11: Television Broadcasters Assn. (TBA), Postwar Television Conference, Waldorf-Astoria, New York City
- Oct. 28-Nov. 1: Refrigeration Equipment Mfrs. Assn., Fourth All-Industry Refrigeration & Air Conditioning Exposition, Public Auditorium, Cleveland

### Two Added by Farnsworth

Philips B. Patton, formerly associated with the FCC and Western Union has joined the mobile communications staff of Farnsworth Television & Radio Corp., it has been announced by John A. Curtis, division manager.

Another expert announced by Mr. Curtis for his mobile staff is C. Murray Leeds, who was previously with Thomas A. Edison, Inc., and the Wright Aeronautical Corp.

### JFD Makes Shipping Offer

In an announcement to distributors, the J.F.D. Mfg. Co., 4111 Ft. Hamilton Parkway, Brooklyn 19, N. Y., has made a special freight-saving offer: "On all orders of \$50 or more net, covering dial belts, belt kits, dial cable and cord, also cable and cord displays—shipments will be made freight prepaid—these items should be written up on separate orders—a saving of 5% to 15% will be affected."



## NOW READY

The

# ELECTRONIC ENGINEERING HANDBOOK

The Handbook is a working tool for every engineer interested in electronic developments and applications in the industrial or communication fields. It is edited by Ralph R. Botcher, E. E., and William Moulic, who were aided by some of the foremost men in their fields. Original, authoritative, comprehensive, the Handbook can be followed with ease by any engineer with a basic knowledge of electrical principles and simple circuits. Examine the Electronic Engineering Handbook in your own home or office.

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**ELECTRONIC CIRCUIT FUNDAMENTALS:** Principles of Rectification. Amplification. Low Frequency. High Frequency Amplifiers. Principles of Oscillators. Modulation. Detection. Cathode Ray Oscilloscopes. Relaxation Oscillators. Photo-Electric Circuits. Electron Tube Circuit Application.

**ELECTRONIC APPLICATIONS:** High Frequency Heating. Industrial Sound Systems. **VACUUM TUBE DATA:** Electronic Tube Data and Tables:

456 Pages cover every important circuit and essential application.

### "COMPLETE . . . OUTSTANDING . . . AMAZED AT AMOUNT OF MATERIAL"

Engineers are enthusiastic about the Handbook as it answers current questions about electronic applications. "Deserves to be closed with the best texts on the subject," "Industrial and communications applications are unusually well balanced," "Extremely well prepared," are typical comments. Beginning with fundamentals, the Handbook proceeds to detailed discussions. More than 450 charts, diagrams, drawings and photographs. Only the book itself can prove its day-to-day worth to you. We invite you to study it for five days and if you do not find it worth the modest price of \$4.50, you may return it without further obligation. Fill in and return coupon below NOW.

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# INDEX To Advertisers

JUNE, 1946

	Page		Page
Acton Co., Inc., H. W. ....	134	Mallory & Co., Inc., P. R. ....	Cover 2
Admiral Corp. ....	109	Medco Mfg. Co. ....	106
Aerovox Corp. ....	140	Meissner Mfg. Div., Maguire Industries, Inc. ....	115
Alliance Mfg. Co. ....	131	Merit Coil & Transformer Corp. ....	4
Altec-Lansing Corp. ....	114	Metropolitan Electronic & Instrument Co. ....	118
American Magazine ....	72	Muter Co. ....	138
Atlas Sound Corp. ....	130		
		Newcomb Audio Products Co. ....	126
Bendix Radio Div., Bendix Aviation Corp. ....	21	New York Herald Tribune ....	20
Burgess Battery Co. ....	124	Noblitt-Sparks Industries, Inc. ....	85
Caldwell-Clements, Inc. ....	125, 128, 138	Olson Radio Warehouse ....	129
Camburn, Inc. ....	120		
Centralab ....	101	Park Metalware Co., Inc. ....	122
Chatham Electronics ....	106	Philco, Inc. ....	49
Chicago Tribune ....	6	Pilot Radio Corp. ....	110
Clarostat Mfg. Co., Inc. ....	130	Premier Crystal Laboratories, Inc. ....	113
Collier's ....	22, 23		
Columbia Wire & Supply Co. ....	135	Quam-Nichols Co. ....	139
Commercial Credit Co. ....	67		
Cornell-Dubilier Electric Corp. ....	99	Radio Corp. of America	
		RCA Victor Div. ....	70, 71
Duotone Co. ....	108	Tube Div. ....	69, 83
		Engineering Products Div. ....	90, 91
Eastern Electronics Corp. ....	136	Rauland Corp. ....	120
Electro Products Laboratories ....	137	Raytheon Mfg. Co. ....	126
Electronic Corp. of America ....	121	Rexon, Inc. ....	17
Electro-Tone Corp. ....	105	Rider Publisher, Inc., John F. ....	122
Emerson Radio & Phonograph Corp. ....	81	R-L Electronic Corp. ....	134
Fada Radio & Electric Co., Inc. ....	13	Sams & Co., Inc., Howard W. ....	93
Farnsworth Television & Radio Corp. ....	14	Seeburg Corp., J. P. ....	Cover 3
Federal Telephone & Radio Corp. ....	89	Sentinel Radio Corp. ....	117
		Simpson Mfg. Co., Inc., Mark ....	110
Galvin Mfg. Corp. ....	Cover 4	Snyder Mfg. Co. ....	118
General Die & Stamping Co. ....	136	Sonata Electronics Corp. ....	104
General Electric Co. ....	11	Sonora Radio & Television Corp. ....	111
General Industries Co. ....	112	Sprague Products Co. ....	16
Graybar Electric Co., Inc. ....	61	Steelman Radio Corp. ....	94
Grossman Radio & Electric Co. ....	120	Stewart-Warner Corp. ....	127
		Stromberg-Carlson Co. ....	24
Hearst Advertising Service ....	10	Supreme Instruments Corp. ....	116
Hoffman Systems ....	136		
Howard Radio Company ....	100	Talk-A-Phone Co. ....	133
Hytron Radio & Electronics Corp. ....	95	Templeone Radio Mfg. Corp. ....	5
		Triplett Electrical Instrument Co. ....	92
International Resistance Co. ....	119	Tung-Sol Lamp Works, Inc. ....	2
		Turner Co. ....	123
Jensen Radio Mfg. Co. ....	19		
J.F.D. Mfg. Co. ....	135	Union Radio Corp. ....	134
Ken-Rad Div., General Electric Co. ....	7	Vaco Products Co. ....	137
Kwikheat Div., Sound Equipment Corp. ....	132	Vokar Corp. ....	129
Lake Radio Sales Co. ....	132	Ward Leonard Electric Co. ....	133
Landers, Fray & Clark ....	65	Warwick Mfg. Corp. ....	97
Lear, Inc. ....	87	Waters Conley Co. ....	103
Leotone Radio Co. ....	124	Webster Chicago Corp. ....	107
Lifetime Sound Equip. Co. ....	134	Webster Electric Co. ....	98
		Weller Mfg. Co. ....	131
Maguire Industries, Inc. ....	8, 9, 12	Wilcox-Gay Corp. ....	15
Majestic Radio & Television Corp. ....	18		
Malleable Iron Range Co. ....	52	Zenith Radio Corp. ....	3

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

# QUAM

the speaker that's

## 2 STEPS AHEAD

with

*Adjust-a-Cone*

and Alnico 5

You can always depend on Quam for the most advanced speaker design. The new Quam Speakers are not one, but two steps ahead. First, all Quam P. M. Speakers use Alnico 5, the magic magnet metal, that provides better performance with greatly reduced weight and size. Second, there's the new Adjust-A-Cone speaker construction, a revolutionary new development that permits precise centering of the voice coil on every Quam Speaker before it leaves the factory, and assures trouble free sales for distributors and dealers. For tops in speaker performance and design—look to Quam.



# QUAM

SPEAKERS

QUAM-NICHOLS COMPANY

33rd Place at Cottage Grove  
Chicago 16, Illinois



**Just another of the  
quality controls that**

**put the final OK on AEROVOX**

# **CAPACITOR CRAFTSMANSHIP**

● "Leakers" are few and far between in Aerovox oil capacitors. And here's why:

Each and every oil-filled capacitor is examined under ultra-violet or so-called "black" light. The slightest trace of impregnating oil seeping through seams or cracks in containers, shows up as a bright fluorescent spot as the operator peers through the cabinet window. A "leaker" just cannot get by.

Such typical Aerovox quality inspection

means much to the oil capacitor user. The life of such capacitors is dependent upon perfect hermetic sealing. This prevents the entry of moisture. Also, even a slight oil leak might damage or interfere with the operation of associated equipment.

Outstanding quality control — from incoming raw materials through each step in production and on to final inspection — is the final endorsement of Aerovox Capacitor Craftsmanship.

- See extensive listings of Aerovox oil capacitors in our post-war catalog. Ask your jobber for copy—or write us direct.



**FOR RADIO-ELECTRONIC AND  
INDUSTRIAL APPLICATIONS**

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**Simple — Dependable — Trouble-Free!**

# Seeburg Record Changer

## Wire Recorder

Sound on a wire as thin as a hair! The new Seeburg Wire Recorder permits perfect home recording of speeches, plays, music—it takes radio programs off the air. One simple control knob makes anyone a skilled sound technician. A new development everyone will want in tomorrow's phonograph.

### *It Will Be Necessary*

*for radio manufacturers to make provision in their circuits to accommodate the Seeburg Wire Recorder. We invite inquiries from radio manufacturers.*



The name Seeburg on record changers has always stood for the finest in mechanisms. Now the new line of Seeburg Record Changers brings improvements in engineering that mean longer life — quieter, simpler operation — plus constant speed that assures better playing qualities. Phonograph owners appreciate the gentle handling of precious records — the simplicity that characterizes the new Seeburg line.

**Seeburg**  
RECORD CHANGERS ★ WIRE RECORDERS  
J. P. SEEBURG CORPORATION  
500 N. DAYTON ST. • CHICAGO 22



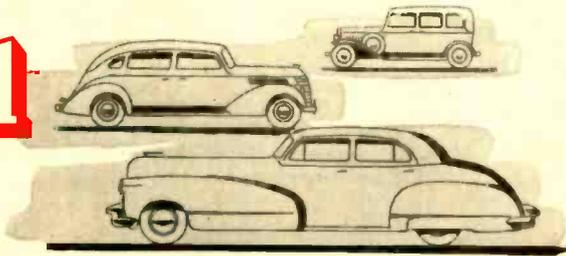
MINIMUM FRICTION • SILENT • LONG LIFE • CONSTANT SPEED • TROUBLE FREE OPERATION



4 REASONS WHY IT PAYS YOU TO FEATURE

# Motorola **AUTO** Radio

1



## EVERY CAR OWNER IS YOUR CUSTOMER

Motorola Fits and Matches all cars—every make, every model. The control panel and dashboard speaker are individually designed to harmonize with each particular car. *More*—the Motorola may be transferred from car to car quickly and easily.

3



## THE TONE ALONE DOES YOUR SELLING JOB

Just flick the switch and let the rich, radiant tone of the Motorola sing its way into your customer's heart. Never before has an auto radio offered such extreme sensitivity, razor-sharp selectivity and *living-room quality tone!*

2



## A HOST OF OUTSTANDING FEATURES

You've got plenty of *selling* features to talk about with Motorola: Easily set push buttons, 3-gang permeability tuning, 3-dimension VITATONE—and prices to allow you worthwhile profits. Motorola is acknowledged the standard for comparison in auto radio!

4



## POWERFUL NATIONAL ADVERTISING SUPPORT

When you feature Motorola you are backed by the largest outdoor sign program in radio history. National ads in leading magazines reach millions of consumers with each insertion. From every angle, Motorola is the auto radio that makes your cash register *sing!*

# Motorola **AUTO** Radio



**GALVIN** MFG. CORPORATION • CHICAGO 51 • ORIGINATORS OF THE FAMOUS "HANDIE TALKIE"