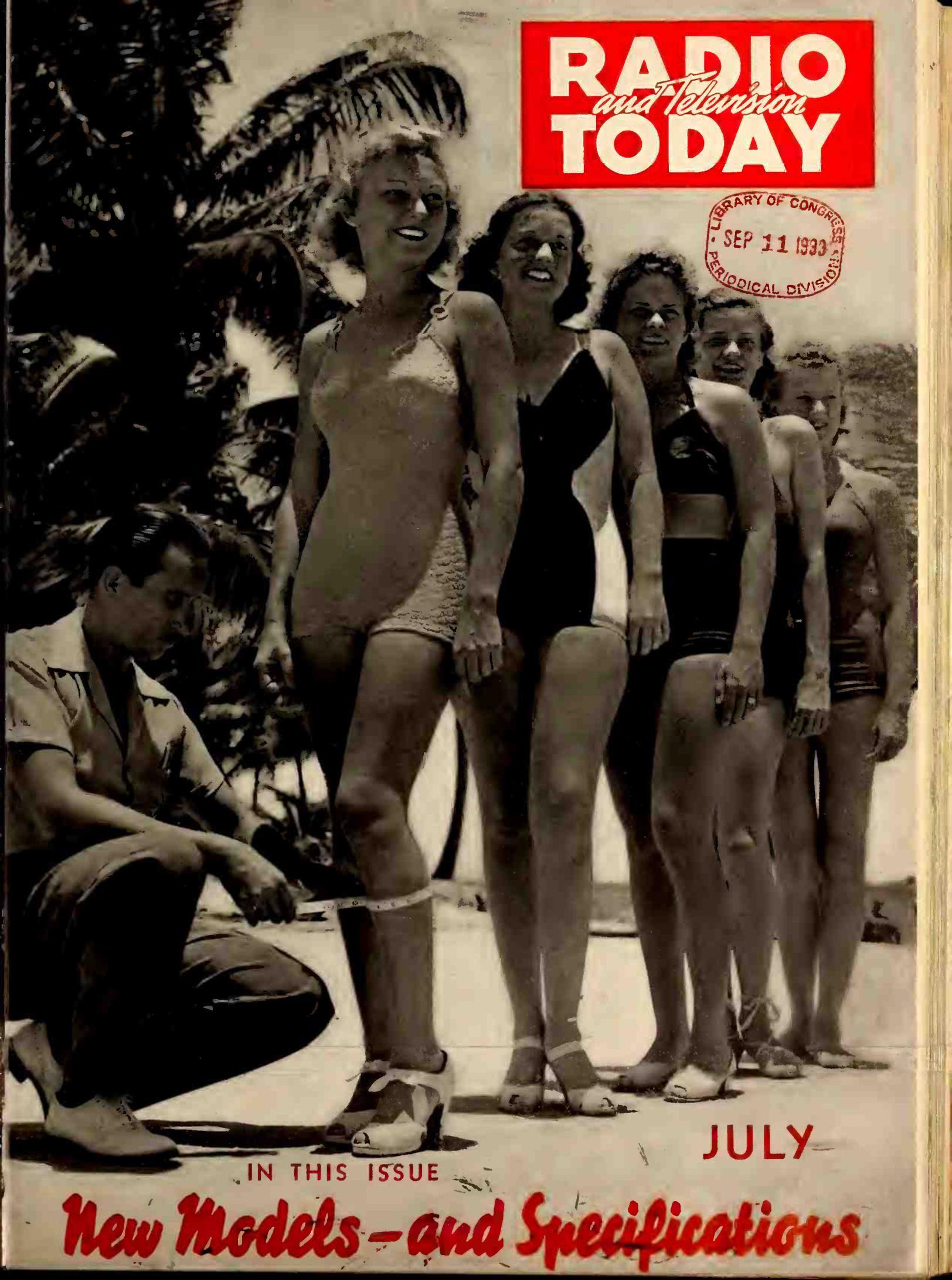


RADIO *and Television* TODAY

LIBRARY OF CONGRESS
SEP 11 1933
PERIODICAL DIVISION



JULY

IN THIS ISSUE

New Models - and Specifications

What's in the Wind ?

What will
P.R. MALLORY & CO., Inc.
MALLORY YAXLEY
do next ?

SOMETHING BIG FOR
SERVICE MEN - I'LL BET !

ABSOLUTELY !
MALLORY-YAXLEY
ALWAYS LEADS
THE PROCESSION !

You'll find
the answer
in the next
issue of this
publication!

Use

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

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

Cable Address—PELMALLO

Use

YAXLEY
REPLACEMENT
VOLUME CONTROLS

Where "EMERGENCY"
means LIFE OR DEATH--
they Depend on

**RAYTHEON
TUBES!**

DR. MARSHALL REPORT TO!
SURGERY IMMEDIATELY!



In hospitals, where life itself often hangs on the proper operation of equipment and the painstaking accuracy of the staff, particular emphasis is placed on dependability.

That's why so many hospital call systems are equipped with Raytheon Tubes—they cannot afford a breakdown when seconds may be vital to some patient's life.

Raytheon Tubes, in addition to their utter dependability and long life, contribute to clearer, quieter amplifier performance—another essential requirement for efficient hospital service.

This same dependable, superior performance can be obtained for your customers without additional expense—for RAYTHEONS cost no more than the second-best tube. They are your soundest—and most profitable—tube investment.

RAYTHEON

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

"WORLD'S LARGEST EXCLUSIVE RADIO TUBE MANUFACTURERS"

RADIO & TELEVISION TODAY, July, 1939, Vol. V, No. 7, published monthly by Caldwell-Clements, Inc., 480 Lexington Ave., New York, N. Y. Subscription price U. S. and Latin American countries, \$1.00 for 2 years; Canada: \$1.25 for 2 years. All other countries, \$2.00 for 2 years; single copy, 15c. Reentered as second class matter April 29, 1939, at the post office at New York, N. Y., under the act of March 3, 1879. Originally entered as second class July 24, 1936. Printed in U.S.A. Member of A. B. C. Copyright 1939 by Caldwell-Clements, Inc.

Leading Distributors

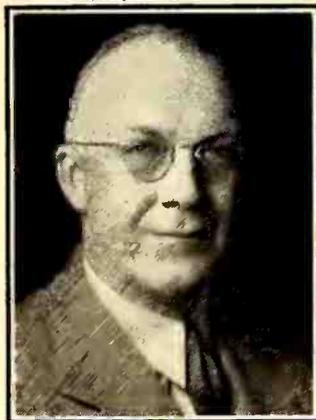


A. Hattenbach, Pres.
Electric Products Corp.
Pittsburgh, Pa.
Frigidaire Dist.

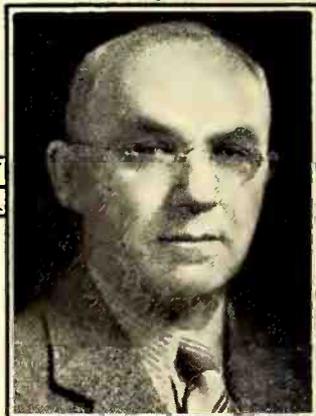


Peter Sampson, Pres.
Sampson Electric Co.
Chicago, Ill.
Norge Dist.

The climb onto the Bandwagon continues—for example, since this ad was released, General Equipment Co. of Boston, Farrar-Brown of Portland, Maine, B. H. Spinney Co. of Springfield, Albany and Syracuse, and Buffalo Nipple & Machine Co. of Buffalo have joined the Farnsworth distributor organization. The most important franchise since 1930 is attracting more distributors every day.



A. L. Shellworth, Mgr.
Sunset Electric Co.
Portland, Ore.
Frigidaire Dist.



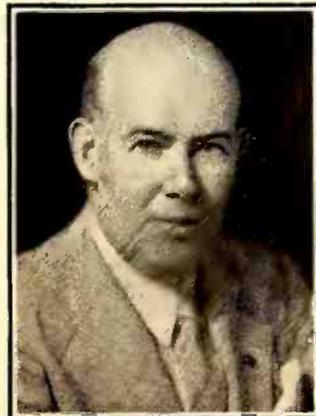
David C. Lappin, Pres.
Lappin Electric Co.
Milwaukee, Wis.
Universal Dist.



George Fulenwider, Mgr.
Southern Bearings & Parts Co.
Charlotte, N. C.
Norge Dist.



David Trilling, Pres.
Trilling & Montague
Philadelphia, Pa.
Norge Dist.



John T. Morgan, Sec'y
Charleston Elec. Supply Co.
Charleston, W. Va.
Norge Dist.



Ray P. Harten, Pres.
The Harten-Knodel Dist. Co.
Cincinnati, Ohio
Norge Dist.



J. W. Miltgen, Mgr.
Radio Distributing Co.
Grand Rapids, Mich.
Norge Dist.



Maurice B. Isaacs, Pres.
Mory Sales Corp.
New Haven, Conn.
Bendix Dist.

THE HISTORY OF TELEVISION IS

"Go" Farnsworth

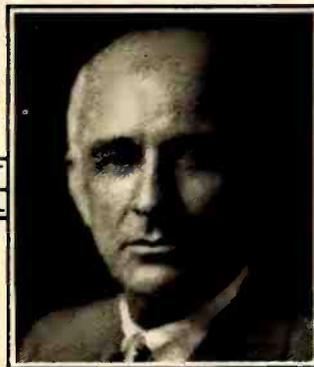
Farnsworth district managers fall into the Farnsworth "tempo" in signing-up the leading distributors shown on these pages . . . In the short period of less than 30 days, 43 major and secondary distributing points have been "set" with outstanding distributors who were quick to get on board the Farnsworth "Band Wagon". Interest continues to grow—other territories are now being covered by Farnsworth district sales managers—being signed up as rapidly as contacts can be made.

Farnsworth quickens its pace in the design and production of the newest line in Radio. The next 30 days will show fuller evidence of this progress. By that time Farnsworth distributors and dealers will begin to receive initial stock—the newest and finest in Radio—table models, consoles and combinations. And as for television—distributors, dealers and the public alike are quickly accepting this fact that—"The History of Television is the History of Farnsworth."

FARNSWORTH TELEVISION & RADIO CORPORATION
3700 Pontiac St., Fort Wayne, Indiana

Farnsworth

RADIO — COMBINATIONS — TELEVISION



B. J. Oppenheim, Pres.
B. & O. Radio, Inc.
Newark, N. J.
Norge Dist.

Arthur L. Nelson, Pres.
Nelson & Co., Inc.
Baltimore, Md.
Universal Dist.

Frank Edwards, Pres.
Frank Edwards Co., Inc.
San Francisco, Calif.
Bendix Dist.

C. B. Warren, Pres.
Warren-Norge Co., Inc.
New York City
Norge Dist.



B. K. Sweeney, Pres.
The B. K. Sweeney Elec. Co.
Denver, Colo.
G. E. Dist.

R. L. Wilcox, Mgr.
Kemp Equipment Co.
Rochester, N. Y.
Leonard Dist.

E. D. Henley, Pres.
Birmingham Elec. Battery Co.
Birmingham, Ala.
Norge Dist.

J. L. Perry, Pres.
J. L. Perry Co.
Nashville, Tenn.
Westinghouse Dist.

THE HISTORY OF FARNSWORTH

Leading Distributors "Go" Farnsworth



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Electric Products Corp.
Pittsburgh, Pa.
Fridalair Dist.



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Cincinnati, Ohio
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Radio Distributing Co.
Grand Rapids, Mich.
Norse Dist.



Maurice B. Isaacs, Pres.
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New Haven, Conn.
Bradley Dist.

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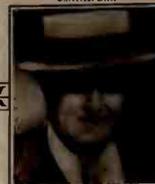
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Norse Dist.



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The B. K. Sweeney Elec. Co.
Denver, Colo.
G. E. Dist.



R. L. Wilcox, Mgr.
Kemp Equipment Co.
Rochester, N. Y.
Lessor Dist.



E. D. Henley, Pres.
Birmingham Elec. Battery Co.
Birmingham, Ala.
Norse Dist.



J. L. Perry, Pres.
J. L. Perry Co.
Nashville, Tenn.
Washington Dist.

THE HISTORY OF TELEVISION IS

THE HISTORY OF FARNSWORTH

RECEIVING

Does your tube line give you...



COMPANY DEPENDABILITY?—Sylvania has always tempered "profit" with "progress"—maintained a constant program of growth, to insure the leadership and stability which both the company and its dealers enjoy today.



PRODUCT DEPENDABILITY?—Sylvania tubes are made by skilled craftsmen...each unit undergoes rigid testing to insure quality...each tube carries a 6-month guarantee to the consumer.



PROFIT DEPENDABILITY?

Sylvania gives you a complete merchandising service—window displays, newspaper mats, mail campaigns... a public preference that has made Sylvania one of the world's largest-selling tube lines... and quality that means repeat sales, extra profits.

BANK DEPOSITS are most important to you, of course—but you need *all three* for a sound tube business... company, product AND profit de-

pendability. Follow this trend to better business: feature the tube line that gives you full measure on "all three."

Hygrade Sylvania Corp., Emporium, Pa. • Also makers of Hygrade Lamp Bulbs.

SELL SYLVANIA

SET-TESTED RADIO TUBES

DEPENDABLE ALLWAYS

**LONGER DISCOUNTS ON
GREATER VALUES
MAKE**

Emerson
for 1940
YOUR

BIGGEST MONEY-MAKING LINE!

EMERSON is giving radio dealers what they need most—LONGER PROFITS on FASTER MOVING, higher quality merchandise! EMERSON's national and local advertising program is DOUBLE that of any preceding year. EMERSON's dealer promotion is even GREATER IN SCOPE than ever before. . . . EMERSON's is the LEADING radio proposition in the industry. . . . Telephone your Emerson distributor NOW for all of the facts.

EMERSON RADIO AND PHONOGRAPH CORPORATION—NEW YORK, N. Y.

World's Largest Maker of Small Radios

63 GREAT MODELS

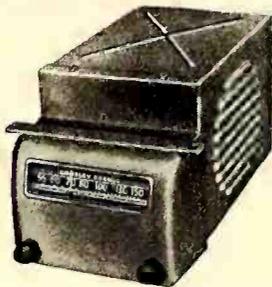
\$795 to \$9995



40%
*Minimum
Discount*

CROSLLEY DEALERS HAVE THE BEST AUTO RADIO POSITION IN THE INDUSTRY

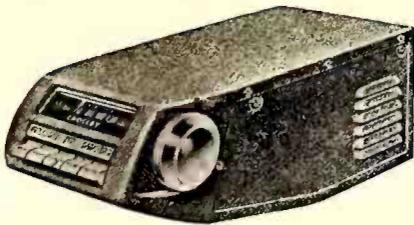
1 THE LOWEST PRICED AUTO RADIO ON THE MARKET AT \$14⁹⁹



HERE IS VALUE! It's a sturdy, remarkably performing radio that owners will be as enthusiastic about as the original ROAMIO FIVER. This, too, is a five working tube set with a noise level to give good reception at all car speeds. The edge lighted dial provides sharp visibility. It's a Crosley achievement!

Used car dealers can move their used cars a lot faster when equipped with this inexpensive yet effective set. Experience on used car lots in many cities shows a BIG market if you'll go after it.

2 AN EXCITING IMPROVEMENT OVER THE OLD ROAMIO FIVER AT \$19⁹⁹



AUTOMATIC ELECTRIC TUNING,—"feather touch" we call it, is but one of the improvements in this masterpiece, the 5-tube **MAGNETUNE FIVER ROAMIO**, we offer just below \$20. Illuminated call letters is another. Greater sensitivity, more efficient performance and finer tone mark this a greater success than the FIVER it replaces of last season. It's an easy seller. Nothing like it on the market at its price level—and nothing like its instantaneous finger touch tuning **AT ANY PRICE.**

3 "TOPS" IN PERFORMANCE AND QUALITY AT \$24⁹⁵



SIX TUBE MAGNETUNE SIXER—the best in auto radio. Oscillator coil sealed in glass eliminates mis-tuning from extreme temperature and humidity changes. 2-position tone control is another innovation, new to auto radios. To cap this sensitive "feather touch" automatic tuning offers the cleverest station selector yet devised for ANY radio. It's a Crosley triumph.

The CROSLLEY auto radio position is better than last year—when we swept the country with the competition-stopping PUSH BUTTON ROAMIO FIVER. Not content to rest on that achievement the 3 models of the 1939 line offer improved engineering, added features and lowered prices for the BEST selling you have ever enjoyed in this field. See your Crosley distributor or write, wire or phone us

Prices slightly higher in South and West

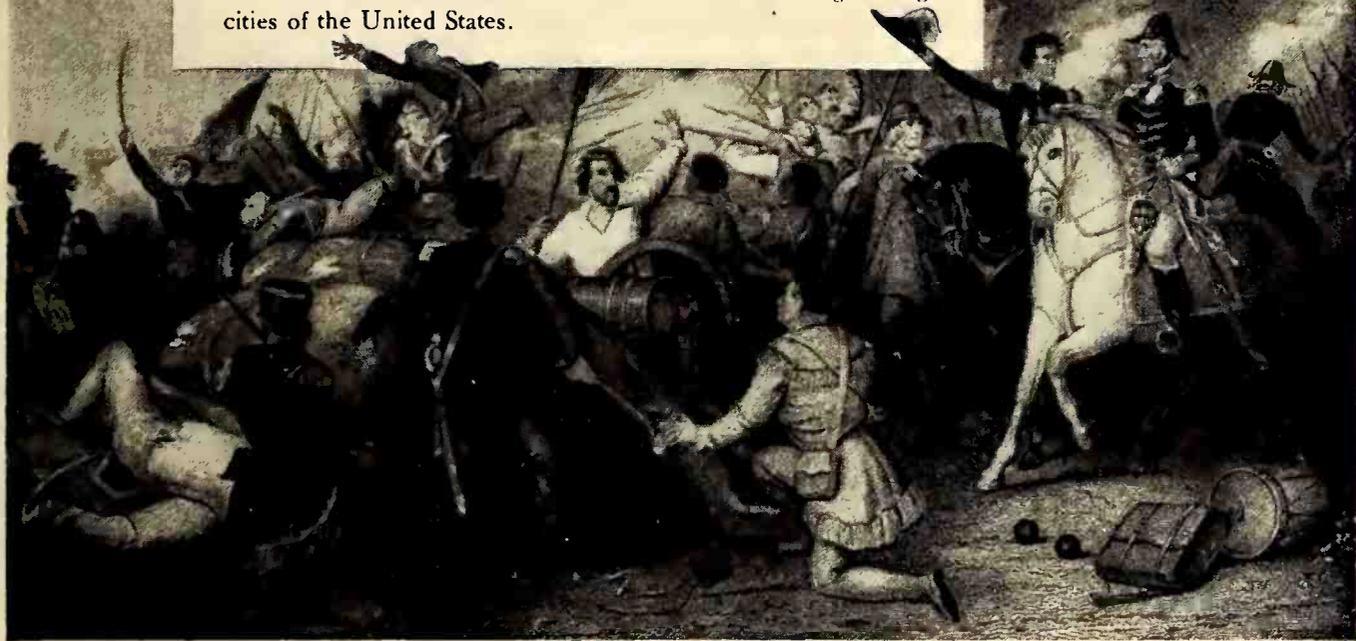
THE CROSLLEY CORPORATION

POWEL CROSLLEY, Jr., President Home of "the Nation's Station"—WLW—70 on your dial CINCINNATI

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

RADIO WOULD HAVE SAVED OVER 2,000 LIVES!

The battle of New Orleans would never have been fought had radio communications been developed in 1815. Andrew Jackson met and defeated the British at New Orleans two weeks after peace had been signed at Ghent, Belgium... Today via R.C.A. Communications, Inc. news travels at lightning speed. This radio message service of the Radio Corporation of America provides instant communication to and from 43 countries and among leading cities of the United States.



RCA Helps Make Radio a Welcome Guest in 27,500,000 Homes

RADIO provides millions of dollars worth of entertainment, education, and news which listeners receive free. In addition radio renders services to the government, churches, universities, farms, ships airplanes, and business which have an untold value.

How vital these services are is dramatically illustrated in contrasting pre-radio days with the present. For example... just imagine the cost and confusion if news of the signing of a peace treaty should take two weeks to travel now from Europe to America as it did in 1815!

RCA's Role in Increasing the Services of Radio!

Research in RCA Laboratories is the basis of the ever expanding services of the Radio Corporation of

America. Research made possible the development of NBC and its two networks, the Red and the Blue. Research creates the extra values offered in RCA Victor Radios, RCA Victor Television Receivers, RCA Victrolas, Victor and Bluebird Records, and all of the sound, radio, and motion picture equipment built by RCA Victor.

All the activities of RCA are dramatized in the RCA exhibits at the New York World's Fair and at the San Francisco Exposition. We invite you to visit these exhibits. They will give you a much clearer idea of how you can make more money by going "RCA All The Way."

Trademarks "RCA Victor," "Victrola" and "Victor" Reg. U.S. Pat. Off. by RCA Mfg. Co., Inc.

Listen to the "Magic Key of RCA" every Monday, 8:30 to 9:30 P. M., E. D. S. T., on NBC Blue Network.



RADIO CORPORATION OF AMERICA RADIO CITY, N. Y.

RCA Manufacturing Co., Inc.
Radiomarine Corporation of America

R.C.A. Communications, Inc.
National Broadcasting Company

RCA Laboratories
RCA Institutes, Inc.

PHILCO for 1940

*gets tremendous reception
at dealer meetings from
coast to coast!*

TEN

Straight Years of

PHILCO

Leadership

DEALERS ACCLAIM NEW INVENTIONS—BEAUTIFUL CABINET STYLING—SENSATIONAL VALUES!

Throughout the nation—in practically every city—during the past few weeks, radio dealers have swarmed to meetings to see PHILCO for 1940. Never before such interest! And never before such enthusiasm for a new line of radio receivers!

Philco has “got something” they say—in the Built-in *Super Aerial System*—in the provision for Television Sound—in the magnificent array of beautiful cabinets to suit every taste. And in the **NEW LOW PRICES!**

Everywhere Philco dealers are set for a banner year—already they are making sales records. Merchandise is being shipped at a tremendous pace and sales are soaring. A big advertising campaign is already running in magazines and newspapers. Get on the *Philco All Year 'Round* band wagon **NOW** and cash-in!

PHILCO RADIO & TELEVISION CORPORATION

RADIO *and Television* TODAY

New Models and Specifications

Radio manufacturers generally have done a fine job with the new models just introduced for 1940 in providing greater selling opportunities than dealers have enjoyed for many years.

Cabinets are styled in better taste, and look better, automatic tuning systems have been improved and perform better, tone quality takes on new realism and sounds better. Values reach new peaks. Provisions for television sound reproduction remove the buying resistance of the new art.

Built in antenna systems reduce the effort and cost of home demonstrations to a minimum, and provide the means of offering a flattering comparison of the newest models with the customers' obsolete model.

We stand on the threshold of a very important year in the retailing of radio. For helpful means of capitalizing on the trends of merchandising the new models and specifications for 1940, see page 14.

"Aeroscope" Helps Fishermen Find Harbor

Fishing fleets operating out of San Francisco into the Pacific Ocean frequently find it impossible to see the Golden Gate entrance to San Francisco Bay due to the extremely heavy fog banks.

Small radio stations operate daily in Santa Rosa, about 50 miles north of San Francisco, and also in San Jose, about 50 miles south of San Francisco. Fishermen carrying Admiral portable battery radio sets on their boats, reports J. H. Clippinger in Admiral "Broadcaster," have found they can line up each station directionally by manipulation of the radio cabinet, and by steering between these points they always hit the entrance to the Golden Gate.

Kahn Added to Trade Show Board

At the annual meeting of member-exhibitors of Radio Parts National Trade Show, held at Chicago, June 15, the four directors elected for the forthcoming year were: S. N. Shure, representing the Western Division of the Sales Managers Club; A. A. Bernard, representing the Eastern Division of the Sales Managers Club; H. E. Osmun, and Jerome J. Kahn, representing the Radio Manufacturers Association.

"Jerry" Kahn was elected to fill the vacancy created by the resignation of Arthur Moss who becomes secretary of the National Parts Distributors Association. In addition to continu-

ing as a director, "Hal" Osmun will serve as Secretary-treasurer, the position formerly held by Mr. Moss. Kenneth A. Hathaway was reappointed managing director of the Show.

German Auto-radios Include Phonographs

To American auto-radio manufacturers and dealers, who are looking for new conveniences to sell, news of German automobile sets should prove interesting. Of the six manufacturers offering radios to automobile owners in Germany, three include phonograph attachments and practically all models have a connection for a second loudspeaker. The smallest German set measures 11 x 33 x 14 cm. and the largest 36 x 23 x 18 cm. Prices range from 300 to 350 reichsmarks or about \$120 to \$140 at the present exchange.

While a few auto-radios with phonograph attachments have been made in this country, no appreciable number has been sold. However with the present trend to small receivers and portable combinations who knows but what this may be the next development?

Portables Lead Sales



With battery portables accounting for a majority of radio sales in most cities, portables lend themselves to novel sidewalk promotions as in this dealer's tie-up with a movie.

Unique Legislation Favors Auto Radio

Electric power lines would be moved and trees on rural highways cut down, to prevent interference with radio reception in automobiles, under the terms of a unique bill introduced in the South Carolina legislature by Representative Herbert W. Smoak. Power lines on rural highways, under the bill favoring automobile-radio, would be hereafter placed at such distance from the public highways as not to materially interfere with auto-radio reception. Power lines heretofore constructed would be moved, under a five-year removal program, and trees cut down if authorized by owners.

Manufacturers' New Policies

The long-standing practice of introducing a complete new line of radio sets at a time when seasonal buying was at low ebb, has some theoretical advantages in supplying artificial ballyhoo and sales stimulus.

But the practical disadvantages have long been a sore spot in the trade.

RCA has announced it will have "no annual showing of new models" in the future. Such a policy is a long step ahead on the road of industry stabilization and no doubt will some day become the practice of the industry.

When new models are not introduced en-masse, it helps the entire trade.

1st, it relieves the high tension necessary in engineering, production, and sales promotion divisions of the manufacturer, by removing the arbitrary date deadline.

2nd, by eliminating the single date after which *all* models are obsolete, it will reduce price demoralization, and seasonal liquidation of obsolete dealer's stocks.

3rd, by removing the date of obsolescence, it will protect the dealer's time-payment contracts in the spring season, and encourage dealers to promote sales during this period without fear of customer reactions to a break in prices when new models appear.

4th, it will spread new model advertising and sales stimulation over a much longer period, the cumulative effect of which should be more uniform, and greater, sales stimulation.

5th, it will obsolete fewer sets at one time, give dealers a longer period to liquidate. This will reduce losses



Pierre Boucheron, sales mgr. of Farnsworth Television, is a radio old-timer, beginning with RCA back in the early 1920's. (See p. 51)



T. N. French, Louisville distrib., gets "Silver Dollar Manual" from L. L. Kelsey, Stewart-Warner's radio sales mgr.

in stock value, yet will always give the dealer some model he can sell at a price.

6th, it will reduce the concentration of artificial enthusiasm, and promote sound, if less spectacular, selling work, sustained over a longer period of time.

7th, it will provide new models when they are seasonally right, and when they can be sold best.

With all indices pointing to the fact that the compact set will long account for the majority of our unit sales, and with low prices and short margins making operating profits mighty hard to produce, dealers will welcome the announcement of Emerson Radio and Television Corp. that the smallest dealer will receive a minimum of 40 per cent discount on the entire Emerson line, including the lowest priced model.

The lowest priced model was also raised in price, which would seem to indicate that at long last we have seen the low level of radio prices.

These steps are in the right direction, they may soon become trade-wide in their application.

Recorders Popular

U. S. business men are showing a new interest in the use of the "talking letter", with which commercial correspondence is carried on by means of recorded speech rather than in writing.

A trend of this kind means that dealers will have more and more chance to sell the blank discs and the studio service connected with getting

these new letters into mailing condition.

Executives are attracted to the device for a number of reasons. In the first place, they can present their message to their associates in a way that involves more of their personality. Emphasis on certain points has more dramatic quality, in speech. Personal excitement can be registered. Also, the speaker cannot be interrupted. Furthermore, many executives are already used to the idea of dictating for electrical transcription, via modern office equipment.

The increasing importance of this streamlined communication method is another reason why dealers are stocking recording machines. And the recording-minded retailers are being alertly assisted in the new merchandising developments by the manufacturers, notably Presto.

Ways of Controlling Radio Interference

A survey of the radio-interference situation discussed by C. V. Aggers, Westinghouse engineer, suggests redesign of apparatus to diminish the radio interference from it. A conspicuous example of this is the new type of pin-type porcelain insulators which now have a preforming treatment that renders the finished insulator free of radio noise. This consists in the application of a semi-conducting glaze that prevents the development of high-voltage gradients that result in minute arc discharges. In attempts to eliminate radio interference the seemingly obvious expedient does not always work. Measures taken to reduce corona, instead of decreasing



John B. Hawkins, vice-president in charge of manufacture, for Kadette Radio Corp., of Ann Arbor, Mich.

the generation of interference voltages, actually increased it in some cases.

For apparatus whose radio noise voltage cannot be satisfactorily curtailed by its construction, some type of filter can generally be applied with benefit. The most common is the low-impedance shunt filter. Commutator-type motors and contact make-and-break apparatus such as the interrupter motor can be effectively silenced by this method.

Colored Families Like Radio

After a swing through the South covering Tennessee, Mississippi, Louisiana and Arkansas, Vic Mucher, sales manager for Clarostat Mfg. Co., Inc., reports on a little discussed angle of radio ownership.

"I was particularly impressed with the radio sets in use among colored folks. Practically every colored household today has a radio set, which is precisely as it should be. Those poor folks struggle hard to buy an inexpensive set, no matter how long drawn out the small weekly payments may be. I was impressed by at least one colored serviceman who sells sets and services them for thousands of colored customers. Radio has become an every-day commodity among our colored citizens, and that means a big market for sets, servicing and parts."

New Cabinet Designs Due to Women

The radio industry has advanced another far-reaching step towards fine furniture design, giving radio its proper and important place as harmonious furniture in the American living-room, declares Ben Nash, famous industrial designer and consultant for Philco.

"Radio makers are being drawn further away from the bulky 'borax' lines which, for so long, have kept console radios from universal acceptance in homes of better taste. A new gracefulness and simplicity in line is coming into acceptance as radio-furniture takes on increasing importance.

"Horizontal better," says Nash

"The industry having gone through the cycle of flaunting big mechanical-looking contraptions on the outside surface of cabinets, is giving greater consideration to the furniture aspects of radio. The operating devices are being skillfully blended into the piece of radio furniture, with the controls appropriately related in the body of the cabinet, as is the case with the piano.

"For many years radio seemed unable to shake off the design influence of the old phonograph cabinet in its



Ben Abrams, Emerson president, launches new broadcast series over Mutual chain featuring Elliott Roosevelt.

upright proportions and in its bulk." But now better furniture for radio involves design along horizontal lines rather than vertical, as in the past. This affords greater harmony with other living-room furniture which is generally horizontal in nature.

One indication of the changing trend, he reports, is that the finest walnut woods are being treated with more conservative veneers. This is especially true in the case of the larger console models which must fit into a conservative room setting and actually live in the home. The other type of radio style embraces the small incidental radio which can use a maximum amount of decorative interest and flash to make an appeal in sell-

ing and lend a touch of color in a room, without dominating it.

Women are behind this change in radio design. Nash declares Philco's continuous consumer research has demonstrated that women have had the greatest influence in bringing about this trend; it has also discovered that they are exceedingly receptive to it.

"There is but one conclusion," Nash remarked, "and that is:

"Women are determined to get what they want in radio cabinets, and they are now well on their way toward getting it."

10,000 Play as One Via Radio

Audience participation offers another reason for radio buying. No less than 10,000 music lovers now play instruments at home, synchronizing their playing with great orchestras, says Ernest La Prade, NBC director of music research. And the audience is growing every day.

Until recently most of these people were musical hermits, but through radio they have become parts of a nationwide ensemble. They play with Toscanini and his NBC Symphony or other famous musical groups.

Of interest to radio dealers looking for a good selling point is Mr. La Prade's belief that "audience participation is still in its infancy. We have had orchestral and choral participation, but as yet none for band music, chamber music or opera. I think we may look forward to supplementary courses in ear-training, sight reading and solfège."



Larry E. Gubb, Philco's president, D. J. MacKillop, manager Philco's Southern Division, and James T. Buckley, new President of Philadelphia Storage Battery Co., chat about the new 1940 Philco radio receivers, which are all wired for television sound.

Merchandising 1940 Radio

New lines offer new selling opportunities and greater profit possibilities

Radio lines for 1940 have been announced, and soon most dealers will be displaying and selling these new sets.

Several trends in the new models are pronounced, and will have an important bearing on how sales of the new models may be promoted. Smart dealers will capitalize on these design advantages.

In the main, console cabinet styling has been simplified, lines are cleaner, and the clash with tasteful furniture has been greatly reduced.

Automatic tuning has been refined and improved, and is almost universal. This will help clinch many a sale, particularly in the replacement of the older models.

Provision for the reproduction of television sound is common, and will go a long way in breaking down the "let's wait for television" attitude which so many prospects expressed during the last two seasons.

HOME DEMONSTRATIONS EASY NOW

Most manufacturers have adopted the loop antenna, under a variety of trade names, for consoles, compacts and portables.

With installation costs thus reduced to a minimum, dealers may now freely promote home demonstrations, where the prospect cannot fail to see the better appearance, hear the better tone, and enjoy the easier tuning of the new sets in comparison with her own old console.

With the fear of obsolescence resulting from television removed, and with the greater values apparent, dealers who promote home comparisons by direct mail, phone and personal calls, should enjoy their best console sales in several years.

COMBINATIONS MORE POPULAR

Another very pronounced trend is to the radio-phonograph "combination" which is now being produced by every major manufacturer. These sets range from the little portable to the large automatic record-changer playing 10 or 12 inch records interchangeably.

With combination prices down to the former straight-radio console level, the potential sales of combinations and records is greater than ever before. Combinations should be promoted by displays, store and home demonstrations and featured in direct mail advertising. Combinations are riding a new wave of popularity. Alert dealers will take on records, to build store traffic, help sell combinations and record players, and cash in on the public desire for "the music they want—when they want it."

Record players, too, can be successfully promoted to the owners of late-model radios, in the same manner as combinations.

Other factors in merchandising 1940 radios, are the models which fall between the typical consoles and table models.

Some of these are the familiar "chair-side" type, with and without record players.

This style makes no pretense to being anything other than what it is, but because of the convenience of operation, its public favor is increasing.

Others in this category, hide their identity as radios, in cabinets which



Novelty portables as handy as the Motorola Sporter will suggest many new uses.



Consoles with provision for television, like the RCA Victor model K-80 at left, will break down the "let's wait" attitude.

Regard for lines, finishes, etc., is necessary to sell "period-furniture" models. At left is Wilcox-Gay's Sheraton model.



Keene Jackson's Kadette beauty at right, illustrates the convenience angle of the bantams. Multi-directional speakers will help sales.



are reproduced from classic furniture pieces. Such furniture cabinets harmonize perfectly in homes furnished in the same style period.

Women of discriminating taste, more style-conscious now than ever before, appreciate this type of cabinetry. Since the whole appeal of such radio lies in the adherence of the cabinet to traditional lines, woods, finishes and styles, such radios must be sold with keen regard for those factors.

WOMEN'S MAGAZINES HELP SELL RADIO

Women's magazines, such as *McCall's*, *House and Garden*, *Woman's Home Companion*, are increasing the appreciation of women for this type of radio, and furnish alert dealers with a timely means of tying in their own displays and direct-mail on furniture radio cabinets with these educational editorial articles.

Compacts and table models have been improved in appearance and performance, and so well satisfy the desires of the majority that they will account for about the same proportion of total sales as last year. Dealers must be reconciled to little change in this general condition for a long time to come. Their own scale of operation, methods, policies, promotions, must be streamlined and simplified, geared to profitable operation on the smaller-package, "no-installation" price level.

Proof of the unlimited market for portable receivers comes in news from station WTMJ, Milwaukee, Wisconsin. Every salesman carries an RCA "Pick-Me-Up" as an essential part of his equipment and an aid in showing busy executives the type of program available. Since prospects may listen

to the program in their own offices auditioning costs are cut and a greater number of potential customers are reached in less time. A market of this kind is also an advertiser, for, reports Harry Eldred, WTMJ's director of continuity, "Salesmen are finding lively interest on the part of the men interviewed in purchasing such a portable as an office radio to hear news broadcasts and other programs of interest to them."

SELLING MORE NECESSARY THAN EVER

Certainly all dealers must recognize that the day of people rushing to their stores to buy radio is gone. The new lines have enough "buy appeal" to warrant enthusiastic sales promotion, and given this, we should enjoy the best radio year since 1929.

With the bottom passed in low price, and the trend slowly upward, dealers who scale their operation to the new order, should find this their most profitable year too.

The outlook for the coming year is good.

The great damage, and the great threat, of television is *past*.

The time has come for enthusiastic sales promotion in radio, and results to individual dealers will closely parallel their own efforts in showing their prospects why they should own 1940 radios.

All dealers should "sell radio,"—program excellence and variety, symphonic and swing music, comedy drama, news, sports—as the primary basis for selling newer and better sets, and the real need for several sets in each home.

Consistent sales promotion of this type will pay big dividends.



Combinations such as the Westinghouse model above are becoming large sales factors. The GE. console below shows how 1940 models eliminate clash with furniture.

New Models - and Specifications

Sales Features and Characteristics of the 1940 Lines

CODE

CABINET STYLE

A—Auto radio
 Con—Console
 CS—Chairside
 EP—Electric phono.
 PF—Period furniture
 PCA—Phono-combination; automatic record changer
 PCM—Phono-combination; manual record change
 PRP—Portable radio phono.
 Port—Portable
 TELC—Television console
 TELT—Television; table

PC—Phono-combination.
 MT—Miniature table
 T—Table

SPEAKER TYPE

EE—Electro-dynamic
 PM—Permanent magnetic

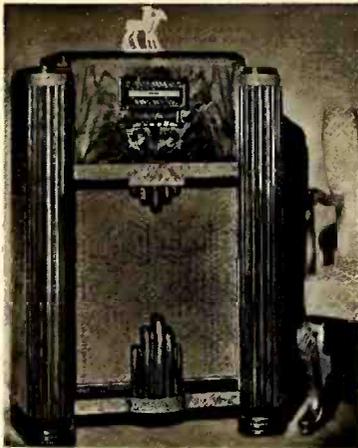
POWER SUPPLY

AC—Alternating current
 DC—Direct current
 AC/DC—Alternating or direct current
 B—Battery
 BA—Battery or AC
 ABD—AC, Battery, or DC

... Data not supplied

SPECIAL FEATURES

AA—Attached antenna
 ET—Electric tuning
 HF—High fidelity
 IA—Internal antenna; such as a loop
 MC—Microphone connection
 PK—Phonograph key
 PW—Portable weight
 RC—Remote control
 TA—Provision for television audio
 V—Video receiver only



Admiral Model 381-7H



Admiral Model 362-5Q



General Electric Model 632

Model	List Price	Cabinet Style	Size H X W X D	Number of Tubes	Station Push Buttons	Wave Bands	Power Supply	Speaker		Special Features
								Size	Type	

ADMIRAL—Continental Radio & Television Corp., 3800 Cortland St. Chicago, Ill.

361-5Q	\$ 9.95	MT	9½x7x5	5	4	1	AC/DC	5	PM	TA
362-5Q	11.95	MT	9½x7x5	5	4	1	AC/DC	5	PM	TA
371-5R	14.95	MT	11x6x7	5	4	1	AC/DC	5	PM	TA
372-5R	16.95	MT	11x6x7	5	4	1	AC/DC	5	PM	TA
373-5R	16.95	MT	11x6x7	5	4	1	AC/DC	5	PM	TA
352-5R	17.95	MT	11x6x7½	5	4	1	AC/DC	5	PM	TA
366-6J	16.95	T	12½x7x6	6	4	1	AC/DC	5	PM	TA
367-6J	19.95	T	12½x7x6	6	4	1	AC/DC	5	PM	TA
368-6J	19.95	T	12½x7x6	6	4	1	AC/DC	5	PM	TA
369-6J	24.95	T	12x7x8	6	4	1	AC/DC	5	PM	TA
148-6K	27.95	T	14x9x7	6	4	1	AC	5	EE	EE
305-7C	29.95	T	18x9½x11½	7	6	2	AC	6	EE	TA
104-4A	24.95	T	18x9½x11½	4	0	1	B	6	PM	...
351-4A	39.95	Con	36½x25x12	4	0	1	B	8	PM	...
380-7H	49.95	Con	26x39x12	7	6	2	AC	8	EE	TA
381-7H	59.95	Con	27½x41x15½	7	6	2	AC	12	EE	TA
382-7H	69.95	PCM	30x35½x16	7	6	2	AC	12	EE	TA, MC
383-7H	119.95	PCA	36x34½x17½	7	6	2	AC	12	EE	TA, MC
394-11B	79.95	Con	42x29x15	11	6	2	AC	12	EE	TA
395-11B	139.95	PCA	36x34½x17½	11	6	2	AC	12	EE	TA, MC
335-4Z	19.95	Port	9x13x7½	4	0	1	B	5	PM	PW16
336-5N	29.95	Port	9x13x7½	5	0	1	ABD	5	PM	PW16
CW-13	29.95	EP	13½x13½x6½	2	0	0	...	5	PM	...
153-5LL	36.95	PRP	14½x15x10	5	0	1	AC	PW 26
159-5L	32.95	PRP	14x10½x11½	5	0	1	AC	5	EE	PW 18½
311-4D	39.95	PRP	15x14½x10½	4	0	1	B	5	PM	PW 33

ANDREA—Andrea Radio Corp., 48-20 48th Ave., Woodside, L. I., N. Y.

2D5	\$ 19.95	T	9x14½x6½	5	0	2	AC	5½	EE	...
6D5	...	T	9x14½x6½	5	6	2	AC	5½	EE	...
2E6	...	T	11x17x9	6	6	3	AC	6½	EE	TA
2E8	...	T	12½x19x10	8	6	3	AC	8	EE	TA
4E8	...	T	22x17x12	8	6	3	AC	10	EE	TA
4E11	...	T	22x17x12	11	6	3	AC	10	EE	TA
14E6	...	T	9x16½x8	6	6	2	AC	6½	EE	TA
626	...	T	13x22x11	6	0	3	B	8	EE	TA
630	...	T	11x17x9	6	6	3	AC/DC	6½	EE	TA
1530	...	T	22x17x12	15	6	3	AC/DC	10	EE	TA
4E6	...	Con	35x24x17	6	6	3	AC	12	EE	TA
6E6	...	PC	35x24x17	6	6	3	AC	12	EE	TA
6E8	...	Con	40x26x16	8	6	3	AC	12	EE	TA
6E11	...	Con	40x26x16	11	6	3	AC	12	EE	TA
8E8	...	PC	40x26x16	8	6	3	AC	12	EE	...
8E11	...	PC	40x26x16	11	6	3	AC	12	EE	...
10E8	...	PC	31x36½x17½	8	6	3	AC	12	EE	...
10E11	...	PC	31x36½x17½	11	6	3	AC	12	EE	...
628	...	Con	41x24½x12	6	0	3	B	8	EE	...
632	...	Con	35x24x17	6	6	3	AC/DC	12	EE	TA
634	...	PC	35x24x17	6	6	3	AC	12	EE	...
1534	...	Con	40x26x16	15	6	3	AC	12	EE	TA
1536	...	PC	40x26x16	11	6	3	AC/DC	12	EE	...
1538	...	PC	31x36½x17½	15	6	3	AC/DC	12	EE	...

ANSLEY—Ansley Radio Corp., 128 W. 57th St., New York, N. Y.

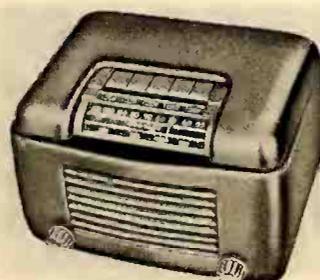
U10	\$ 44.50	T	8x13½x7	7	0	2	AC	6	EE	...
D10	84.50	PC	11½x16½x13	7	0	2	AC	6	EE	...
D17	140.00	PC	33x22½x14½	7	0	2	AC	12	EE	...
D18	190.00	PC	33x26½x17½	7	0	2	AC	12	EE	...
D21	170.00	PC	33x22½x14½	13	0	2	AC	12	EE	...
D22	220.00	PC	33x26½x17½	13	0	2	AC	12	EE	...
D23	115.00	PC	24x23½x14½	7	0	2	AC	12	EE	...
D24	225.00	PC	35x27x18	15	0	3	AC	12	EE	...
D25	205.00	PC	35x23x15	17	0	3	AC	12	EE	...
D9	79.50	Port	14½x13x8½	7	0	2	AC	6	EE	...
U11	49.50	Port	9½x13½x8	7	0	2	AC	6	EE	...
D1	69.50	EP	9½x11x20	6	0	0	AC	8	EE	...
D1-A	69.50	EP	11½x16½x13½	6	0	0	AC	6	EE	...
D12	105.00	EP	18x18½x10½	6	0	0	AC	8	EE	...
D16	115.00	EP	33x22½x14½	6	0	0	AC	12	EE	...
D20	165.00	EP	33x26½x17½	6	0	0	AC	12	EE	...
D26	44.50	EP	7½x11½x18	3	0	0	AC	6	EE	...
D27	120.00	AP	24½x25½x16½	0	0	0	AC	0
D-A	34.50	P	7x14x14	0	0	0	AC	0

Model	List Price	Cabinet		Number of			Speaker		Special Features	
		Style	Size H X W X D	Station Push Buttons	Wave Bands	Power Supply	Size	Type		
ARVIN—Noblitt-Sparks Industries, Inc., Columbus, Ind.										
40	\$ 6.95	MT	5x6½x4	2	0	2	AC/DC	4	EE
40A	6.95	MT	5x6½x4	2	0	2	AC/DC	4	EE
502	9.95	MT	5½x7½x4¾	5	0	2	AC/DC	4	EE
602	16.95	T	9x14½x7½	6	0	2	AC/DC	5	EE
58	16.95	MT	11½x8x6¼	5	0	2	AC/DC	5	EE
58A	19.95	MT	11½x8x6¼	5	0	2	AC/DC	5	EE
71	22.95	MT	11½x8x6¼	5	4	2	AC	5	EE
71A	24.95	MT	11½x8x6¼	5	4	2	AC	5	EE
78	34.95	MT	9x14½x7½	5	4	2	AC	5½	EE
88	39.95	T	14½x10½x11½	5	0	2	AC/DC	6	EE
89	T	19½x10½x8½	6	6	2	AC	8	EE
91	64.95	Con	34½x28x11½	6	6	2	AC	10	EE
92	99.95	Con	35½x32x13¾	8	6	AC	12	EE
7A	21.00	A	5	0	1	DC	5	EE
8A	29.95	A	6	6	1	DC	5½	EE
44C	42.15	A	6	0	1	DC	8	EE



Brunswick Model 1700

AUTOMATIC—Automatic Radio Mfg. Co., 122 Brookline Ave., Boston, Mass.										
40	\$....	MT	9½x6½x5½	4	0	1	AC/DC	..	PM	IA
905	MT	9½x6x5½	6	0	1	AC/DC	..	EE	IA
923	MT	11x6½x5	5	0	1	AC/DC	..	EE	IA
929	MT	10½x6½x5½	5	0	1	AC/DC	..	EE	IA
930	MT	6x5x3½	4	0	1	AC/DC	..	EE	IA
935	MT	6x5x3½	4	0	1	AC/DC	..	EE	IA
939	MT	12x8x6	6	0	2	AC/DC	..	EE	IA
944	MT	11x8x6½	5	0	1	AC/DC	..	EE	IA
949	T	13½x9x6½	6	0	2	AC/DC	..	EE	IA
950	MT	6x5x4	5	0	1	AC/DC	..	EE	IA
955	MT	6x5x4	5	0	1	AC/DC	..	EE	IA
979	T	13½x8½x6½	6	0	2	AC/DC	..	EE
986	T	21x15x9½	8	6	2	AC/DC	..	EE
988	T	15x8x8	7	0	2	AC/DC	..	EE
999	Con	38x24½x12	11	6	2	AC/DC	12	EE	ET
P43	Port	14x8½x8	4	0	B	..	PM
P45	Port	12x9x6½	4	0	1	B	..	PM
P57	Port	12x9x6½	5	0	1	B	..	PM
M20	A	11x7x5	5	0	1	B	..	EE
M60	A	11x7x5	6	0	1	B	..	EE
M66	A	12x11x5	6	4	1	B	..	EE
M70	A	7x8½x7	6	0	1	B	..	EE



Crosley Model 719A

BRUNSWICK—Brunswick Radio Division Mersman Brothers Corp., 206 Lexington Avenue, New York, N. Y.										
T1580	\$ 29.75	T	9x15x8	5	0	1	AC/DC	8	PM	PK-TA
T2580	35.50	T	9x15x8	5	0	1	AC/DC	8	PM	PK-TA
3580	49.50	Con	26½x18½x11	5	0	1	AC/DC	8	PM	PK-TA
4580	59.50	Con	26½x20x20	5	0	1	AC/DC	8	PM	PK-TA
4580½	64.50	Con	26½x20x20	5	0	1	AC/DC	8	PM	PK-TA
1680	69.50	Con	28½x20x14	6	6	2	AC/DC	10	PM	PK-TA
2660	69.50	Con	26x18x14	6	6	2	AC/DC	10	PM	PK-TA
2689	89.50	Con	28½x28x28	6	6	2	AC/DC	10	PM	PK-TA
3689	89.50	Con	32x27x14½	6	6	2	AC/DC	10	PM	PK-TA
1700	99.50	Con	38½x24x15	7	6	3	AC	10	EE	PK-TA
P5580	69.50	PC	26x17x15	5	0	1	AC/DC	8	PM	TA
A2600	139.50	PCA	32½x24½x16½	6	6	2	AC/DC	10	PM	TA
A2700	169.50	PCA	37½x24½x17½	7	6	3	AC	10	EE	TA
A3720	199.50	PCA	36x34½x18½	7	6	3	AC	12	EE	TA
A1020	214.50	PCA	36½x36x18	10	6	3	AC	12	EE	TA
A2020	229.50	PCA	35x36x18	10	6	3	AC	12	EE	TA



Crosley Model 819M

CROSLEY—Crosley Radio Corp., 1329 Arlington St., Cincinnati, Ohio. Adv. P. 6										
519A	\$ 9.99	MT	6x9x4½	5	0	1	AC/DC	4	EE
529A	12.99	MT	6x9x4½	5	4	1	AC/DC	4	EE
529D	15.99	MT	6½x9½x4¾	5	4	1	AC/DC	4	EE	IA
599A	7.99	MT	6x9x4½	4	0	1	AC/DC	4	EE
648A	14.99	MT	8½x11½x6½	5	4	1	AC/DC	5	EE
648D	19.99	T	7¾x12¼x6½	5	4	1	AC/DC	5	EE
719A	19.99	MT	8½x11½x8½	7	5	1	AC	5	EE	ET
719D	24.95	MT	9x12x8½	5	5	1	AC	5	EE	ET
729A	20.99	MT	8½x11½x8½	5	5	2	AC	5	EE	ET
729D	25.95	MT	9x12x8½	7	5	2	AC	5	EE	ET
739A	29.95	T	9x13½x8½	7	5	2	AC	5	EE	ET
5529A	13.99	MT	6x9x6	5	4	1	AC/DC	4	EE	IA
5529D	16.99	MT	6½x9½x6	5	4	1	AC/DC	4	EE	IA
B449A	15.99	MT	8½x11½x6½	4	4	1	B	4	PM
B459A	24.95	T	13x19x8	4	4	1	B	4	PM
5648A	15.99	MT	8½x11½x9	5	4	1	AC/DC	5	EE
5648D	20.99	T	7¾x12¼x9	5	4	1	AC/DC	5	EE	IA
B579A	19.99	MT	8½x11½x8½	5	5	1	B	4	PM
B589A	24.95	T	9x12x8½	5	5	2	B	6	PM
B6579A	29.95	T	14½x19x8½	5	5	1	B	4	PM
819M	69.95	Con	43x31x15¾	8	8	3	AC	10	EE	ET-TA
5539M	39.95	Con	39x24x13¾	5	5	1	AC/DC	8	EE
7739M	49.95	Con	40x25x12	7	5	2	AC	8	EE	ET
B5579M	49.95	Con	40x25x12	5	5	1	B	8	PM
B5589M	54.95	Con	40x25x12	5	5	2	B	8	PM
539M	49.95	PC	33x25x13¼	5	5	1	AC	6	EE
629M	69.95	PC	33½x33½x14	6	5	1	AC	8	EE
639M	114.50	PCA	34½x33x16½	6	5	1	AC	8	EE
B429A	19.99	Port	11½x10x7¾	4	0	1	B	5½	PM	IA
A169	24.95	A	5x5½x12½	6	5	1	B	4	EE
A259	19.99	A	5x5½x12½	5	5	1	B	4	EE	ET
A559	14.99	A	6x5½x11½	5	0	1	B	4	EE



Stewart-Warner Model A6-1Q

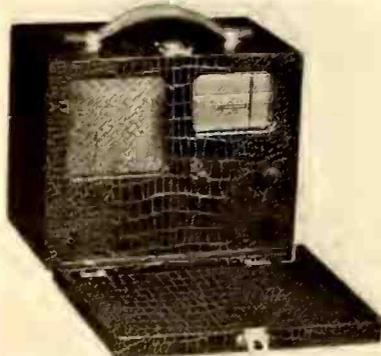
DE-WALD—Pierce Airo Inc., 440 Lafayette St., New York, N. Y.										
406R	\$ 9.95	MT	7¼x5x4½	4	0	1	AC/DC	4	PM
538L	11.99	MT	7¾x4¾x4½	5	0	1	AC/DC	4	EE	IA
538L-SW	11.99	MT	7¾x4¾x4½	5	0	2	AC/DC	4	EE	IA
537	17.95	MT	10x6x5	5	0	1	AC/DC	4	EE
655	22.50	T	13½x8½x7	6	0	1	AC/DC	6	EE
645	26.50	T	13½x8½x6½	6	0	2	AC/DC	6	EE
648	32.95	T	15½x9½x7½	7	6	2	AC/DC	6½	EE
649	34.95	T	16½x10¼x7½	7	6	2	AC	6½	EE
650	34.95	T	15½x9½x7½	6	6	3	AC/DC	6½	EE
651	36.95	T	16½x10¼x7½	6	6	3	AC	6½	EE
810	48.75	T	17½x10¼x7½	8	6	3	AC	8	EE
812	45.00	T	17½x6½x11	8	6	3	AC/DC	8	EE
1004	79.50	T	17x3½x11	10	6	4	AC	8	EE
411	26.95	EP	13½x6½x11	2	0	0	AC	4	PM
408	24.95	Port	11½x8x7	4	0	1	B	5	PM	PW 14
415	19.95	Port	8x8x6½	4	0	1	B	4	PM	PW 9½



Emerson Model CX-263



Emerson Model CV-290



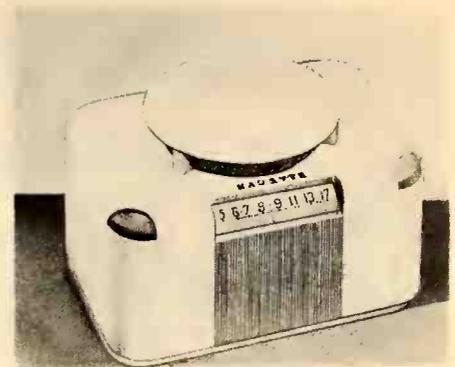
Espey Model 942A



General Electric Model H118

Model	List Price	Style	Cabinet			Tubes	Number of Station Push Buttons	Wave Bands	Power Supply	Speaker		Special Features
			Size H X W X D	Style	Speaker Size					Type		
EMERSON—Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y. Adv. P. 5												
DH-264	\$ 14.95	T	5 1/2 x 9 1/2 x 5 1/2		5	0	1	B		6 1/2	PM
CX-285	24.95	T	9 1/2 x 19 x 9		5	0	1	B		6 1/2	PM
CU-265LW	14.95	MT	5 x 8 x 3 1/2		5	0	2	AC/DC			PM
CR-274LW	17.95	MT	5 1/2 x 9 x 4 1/4		5	0	2	AC/DC			EE	*
CR-261LW	22.95	MT	6 x 9 x 4 1/2		5	0	2	AC/DC			EE	*
CR-262LW	24.95	MT	5 1/2 x 9 1/2 x 4 3/4		5	0	2	AC/DC			EE	*
CS-268LW	27.96	MT	7 1/2 x 11 x 7		6	0	3	AC/DC		6 1/2	EE	TA*
CS-270LW	34.95	MT	9 1/2 x 12 x 7 1/2		6	0	3	AC/DC		6 1/2	EE	TA*
CS-272LW	37.95	T	9 x 13 x 8		6	0	3	AC/DC		6 1/2	EE	TA*
CF-255	7.95	MT	4 1/2 x 6 1/2 x 3 1/4		2	0	1	AC/DC			PM
CU-265	9.95	MT	5 x 8 x 3 1/2		5	0	1	AC/DC			PM
CR-274	12.95	MT	5 1/2 x 9 x 4 1/4		5	0	1	AC/DC			EE
CR-274	14.95	MT	5 1/2 x 9 x 4 1/4		5	0	1	AC/DC			EE
DB-301	14.95	MT	7 x 9 1/2 x 5 1/4		5	0	1	AC/DC		5	EE	IA
CV-264	14.95	MT	5 1/2 x 8 1/2 x 5 1/2		5	0	1	AC/DC			EE	IA
DB-247	14.95	MT	7 1/2 x 10 1/2 x 5 1/2		5	0	1	AC/DC		5	EE	IA
CW-279	17.95	MT	5 1/2 x 9 1/2 x 4 1/4		5	0	1	AC/DC			EE
CR-261	17.95	MT	6 x 9 x 4 1/2		5	0	1	AC/DC			EE
CG-268	17.95	MT	7 1/2 x 11 1/4 x 6 1/2		5	0	2	AC/DC		5	EE
DB-296	17.95	MT	7 1/2 x 10 1/4 x 5 1/4		5	0	1	AC/DC		5	EE	IA
CR-262	19.95	MT	5 1/2 x 9 1/2 x 4 3/4		5	0	1	AC/DC			EE
CV-295	19.95	MT	6 x 9 x 5 1/2		5	0	1	AC/DC			EE	IA
CJ-257	19.95	T	5 1/2 x 15 x 4		5	0	1	AC/DC			EE
CZ-282	22.95	MT	6 x 10 1/2 x 5 1/2		5	0	1	AC/DC			EE	IA
CY-269	22.95	MT	7 1/2 x 11 3/4 x 7		5	0	2	AC/DC		5	EE
CG-276	22.95	T	8 1/2 x 12 1/2 x 7		5	0	2	AC/DC		5	EE
CV-298	22.95	MT	6 x 10 1/2 x 4 3/4		5	0	1	AC/DC			EE	IA
CS-268	22.95	MT	7 1/2 x 11 3/4 x 7		5	0	2	AC/DC		6 1/2	EE	TA
CI-238	24.95	MT	5 1/2 x 10 x 5 1/2		5	0	1	AC/DC			EE
CS-270	29.95	T	9 1/2 x 12 x 7 1/2		5	0	2	AC/DC		6 1/2	EE	TA
CY-286	29.95	T	10 x 16 x 7 1/2		5	0	2	AC/DC		8	EE
CO-269	29.95	MT	7 x 11 3/4 x 7		5	0	2	AC/DC		6 1/2	EE	TA
CO-271	32.95	T	9 1/2 x 12 x 7 1/2		6	0	2	AC/DC		6 1/2	EE	TA
CS-272	32.95	T	9 x 13 x 8		6	0	2	AC/DC		6 1/2	EE	TA
CO-269	32.95	MT	7 1/2 x 11 3/4 x 7		6	0	2	AC/DC		6 1/2	EE	TA
CO-273	39.95	T	9 x 13 x 8		6	0	2	AC/DC		6 1/2	EE	TA
DA-287	39.95	T	10 1/2 x 16 x 7		6	0	3	AC		8	EE	TA
CY-288	39.95	T	10 1/2 x 17 1/2 x 8 1/2		5	0	2	AC/DC		8	PM
CV-289	32.95	PC	9 x 14 1/2 x 13 1/2		5	0	1	AC			EE	IA
CV-291	39.95	PC	9 3/4 x 13 3/4 x 13 1/2		5	0	1	AC		6 1/2	PM	IA
CV-1-291	49.95	PC	9 3/4 x 13 3/4 x 13 1/2		5	0	1	AC/DC		6 1/2	PM	IA
CV-290	39.95	PRP	8 x 13 1/2 x 13 1/2		5	0	1	AC			EE	IA
CV-1-290	49.95	PRP	8 x 13 1/2 x 13 1/2		5	0	1	AC/DC			EE	IA
CR-303	79.95	PRP	8 1/2 x 15 x 17		5	0	1	AC		6 1/2	PM
CR-1-303	89.95	PRP	8 1/2 x 15 x 17		5	0	1	AC/DC		6 1/2	PM
DG-307	39.95	EP	6 3/4 x 15 1/4 x 14 1/4		4	0		AC/DC		6 1/2	PM
CR-297	49.95	PC	30 1/2 x 20 1/2 x 15 1/2		5	0	1	AC		8	PM
CG-293	69.95	PC	34 x 31 x 15 1/2		5	0	2	AC		12	PM
CG-294	99.95	PCA	34 x 31 x 19		5	0	2	AC		12	PM
CX-292	44.95	PRP	9 1/2 x 13 x 11 1/4		5	0	1	B		6 1/2	PM	IA
DC-308	19.95	Port	10 1/2 x 12 1/2 x 5 1/4		5	0	1	B		5	PM	IA
CX-283	19.95	Port	10 x 8 3/4 x 6 1/2		5	0	1	B		5	PM	IA
CX-263	24.95	Port	9 x 13 x 6 1/2		5	0	1	B		6 1/2	PM	IA
CX-284	29.95	Port	8 1/2 x 12 1/4 x 6 1/2		5	0	1	B		6 1/2	PM	IA
D-306	29.95	Port	10 1/2 x 15 x 7 1/2		6	0	1	ABD		6 1/2	PM	IA
CX-205	34.95	Port	9 1/2 x 14 1/2 x 6 1/2		5	0	1	B		6 1/2	PM	IA
CV-280	19.95	Port	5 1/2 x 9 x 6 1/2		5	0	1	AC/DC			EE	IA
*Long wave band.												
ESPEY—Espey Manufacturing Co., 67 Irving Place, New York, N. Y.												
O51	\$....	T	10 x 7 x 6		5	6	1	AC/DC		5	PM
O51T	T	15 x 15 x 8		5	6	1	AC/DC		6	PM
O81	Con	35 x 25 x 18		8	6	2	AC/DC		12	EE
O101	Con	35 x 25 x 18		10	7	3	AC/DC		12	EE
O161	Con	35 x 25 x 18		16	7	3	AC/DC		12	EE
943	Port		4	0	1	B		5	PM	PW-12
942A	Port		4	0	1	B		5	PM	PW-12
P42F	Port		4	0	1	B		5	PM	PW-12
942C	Port		4	0	1	B		5	PM	PW-12
958	Port		5	0	1	ABD		5	PM	PW-12
GAROD—Garod Radio Corp., 115 Fourth Ave., New York, N. Y.												
415	T		5	0	1	AC		5	PM	IA
451	T		5	0	1	AC/DC		5	PM	IA
451X	T		5	0	1	AC/DC		5	PM	IA
452	T		5	0	2	AC/DC		6 1/2	PM	IA
453	T		5	0	3	AC/DC		5	PM	IA
453W	T		5	0	3	AC/DC		5	PM	IA
473	T		7	0	3	AC/DC		6 1/2	PM	IA*
493	T		9	0	3	AC/DC		8	PM	IA*
4123	T		12	0	3	AC/DC		8	PM	IA*
4124	T		12	0	4	AC/DC		8	PM	IA*
4310	T		10	0	3	AC		8	PM	IA*
43100	T		10	0	3	AC		8	PM	IA*
4730	T		7	0	3	AC		8	PM	IA*
BP7	Port		5	0	1	B		5	PM	PW 16 IA
*Available in console.												
GENERAL ELECTRIC—General Electric Co., 1285 Boston Avenue, Bridgeport, Conn.												
H-400	\$....	MT	5 x 7 1/2 x 4 1/2		4	0	1	AC/DC		4	PM	AA
H-500	MT	6 x 9 x 4 1/2		5	0	1	AC/DC		4	PM	AA
H-510	MT	6 x 9 x 4 1/2		5	4	1	AC/DC		4	PM	AA
H-520	MT	6 x 9 x 6		5	4	1	AC/DC		4	PM	IA
H-600	MT	7 x 10 1/2 x 7 1/2		6	0	1	AC/DC		5	PM	IA
H-610	MT	7 x 10 1/2 x 7 1/2		6	4	1	AC/DC		5	PM	IA
H-620	MT	7 x 10 1/2 x 7		6	4	2	AC/DC		5	PM	IA
H-640	T	10 1/2 x 20 x 10		6	7	3	AC/DC		6 1/2	PM	IA-TA-PK
H-73	T	12 x 21 x 10		7	9	3	AC		6 1/2	PM	IA-TA-PK
GB-401	T	9 1/2 x 13 1/2 x 8 3/4		4	0	2	B		5	PM
H-77	Con	38 1/2 x 28 1/2 x 12 1/2		7	9	3	AC		12	PM	IA-TA-PK
H-87	Con	41 x 30 x 16		8	9	3	AC		14	PM	IA-TA-PK
H-116	Con	40 x 32 x 14		11	11	3	AC		14	PM	IA-TA-PK
HB-403	Port	9 x 13 x 4		4	0	1	B		4 1/2	PM	IA-PW 10
H-78	PC	38 x 29 x 16		7	9	3	AC		12	PM
HB-408	PC	9 x 14 x 13		4	0	1	B		4 1/2	PM	PW-19 1/2
GA-62	A	7 x 7 x 13		6	5	1	B		6 1/2	EE
HOWARD—Howard Radio Company, 1731-5 Belmont Avenue, Chicago, Illinois												
300	\$ 19.95	T	12 x 8 x 7 1/2		5	4	1	AC		5	EE	TA-IA
305	29.95	T	14 x 11 1/2 x 7 3/4		5	4	2	AC		6	EE	TA-IA
575	39.95	T	16 x 12 1/2 x 9		6	6	3	AC		6	EE	TA-IA
580	49.95	T	16 1/2 x 13 1/2 x 10									

Model	List Price	Cabinet		Number of			Speaker		Special Features
		Style	Size H X W X D	Tubes	Station Push Buttons	Wave Bands	Power Supply	Size Type	
HOWARD—Contd.									
303	39.95	Con	38½x22x11½	5	4	1	AC	12	EE TA-1A
580C	79.95	Con	27x39½x13	8	6	3	AC	12	EE TA-1A
518HB	129.95	Con	27½x42½x13	12	6	3	AC	14	EE TA-1A
301APC	109.95	Con	29½x34½x15½	6	4	1	AC	14	EE TA-1A
101B	26.95	Port	12x8¾x6¾	4	0	1	B	5	PM
KADETTE—Radio Corporation, Ann Arbor, Michigan.									
L20	\$ 14.95	MT	5	0	1	AC/DC	4	IA
L21	12.95	MT	5	0	1	AC/DC	4	IA
L22	12.95	MT	5	0	1	AC/DC	4	IA
L23	12.95	MT	5	0	1	AC/DC	4	IA
L24	12.95	MT	5	0	1	AC/DC	4	IA
L25	16.95	MT	5	0	1	AC/DC	4	IA
L26	16.95	MT	5	0	1	AC/DC	4	IA
L27	16.95	MT	5	0	1	AC/DC	4	IA
L28	16.95	MT	5	0	1	AC/DC	4	IA
L29	19.95	MT	5	0	1	AC/DC	4	IA
L34	24.95	Port	5	0	1	B	4	IA
L35	19.95	T	6	..	2	AC	6	IA
L36	29.95	T	6	..	2	AC	6	IA
L37	39.95	T	7	..	3	AC	8	IA
L38	29.95	PC	5	0	1	AC/DC	5	IA
L39	49.95	PC	7	..	1	AC	10	IA
L40	29.95	*	6	0	1	AC	5	IA
*Mantle clock—radio.									
MARCONIPHONE—Marconiphone, Inc., 679 Madison Avenue, New York, N. Y.									
VA7	\$ 49.50	Port	10	0	2	AC/DC	8	EE
D10	159.50	PRP	6	0	..	AC/DC	6	EE
D6	110.00	PRP	16	5	4	AC/DC	12	EE
16T	269.50	PC	5	0	0	AC/DC	8	EE
PA	79.50	EP	17	0	2	AC	8	PM
MEISSNER—Meissner Mfg. Co., Mt. Carmel, Ill.									
10-1153	\$159.50	TELT	12	7	5	AC
10-1165	110.50	T	22x10x11½	9	7	4	AC
10-1167	84.00	T	22x10x11½	8	0	4	AC
10-1164	67.50	T	15½x11x11½	6	0	1	B
10-1107	38.75	T	14x11x10	5	0	1	B
MOTOROLA—Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill.									
51A	\$ 9.95	MT	9x6x5	5	0	1	AC/DC	4	EE
51C	12.95	MT	9x6x5	5	0	1	AC/DC	4	EE IA
53C	13.95	MT	9x6x6¼	5	0	1	AC/DC	4	EE IA
52C1	17.95	MT	9½x6x6	5	0	1	AC/DC	4	EE IA
52C2	17.95	MT	9½x6x6	5	0	1	AC/DC	4	EE IA
52C3	17.95	MT	9½x6x6	5	0	1	AC/DC	4	EE IA
52C4	17.95	MT	9½x6x6	5	0	1	AC/DC	4	EE IA
53A	14.95	MT	10x6x5	5	0	1	AC/DC	4	EE
61A	15.95	MT	11x7x6	6	5	1	AC/DC	5	EE
61E	17.95	MT	11x7x7¾	6	5	1	AC/DC	5	EE IA
62E	18.95	MT	11x7x7¾	6	5	1	AC/DC	5	EE IA
63E	19.95	MT	11½x7x8	6	5	1	AC/DC	5	EE IA
61B	19.95	MT	11x7x6	6	5	2	AC/DC	5	EE
62B	21.95	MT	11x7x6	6	5	2	AC/DC	5	EE
61C	29.95	T	16½x9x8¾	6	6	2	AC	6	EE
61F	44.95	PC	17x12x13	6	0	1	AC	8	EE
41A	13.95	MT	9x6x5	4	0	1	B	4	PM
41E	19.95	T	17½x9x9	4	0	1	B	5	PM
41B	17.95	MT	11x7x6	4	0	2	B	6	PM
41F	23.95	T	17x9½x10	4	0	2	B	6	PM
61D	49.95	Con	39x26x12	6	6	2	AC	10	EE
81C	69.95	Con	43x29x12	8	6	2	AC	12	EE IA
82A	99.95	Con	43x30x12	8	6	2	AC	12	EE
41D1	19.95	Port	9¾x10¾x7	4	0	1	B	5	PM IA-PW 15
41D2	19.95	Port	9¾x10¾x7	4	0	1	B	5	PM IA-PW 15
51D	29.95	Port	9¾x10¾x7	4	0	1	ABD	5	PM IA-PW 15
41S	19.95	Port	5x8½x4	4	0	1	ABD	4	PM IA
11A	9.95	EP	12½x4x9	1	0	0	RC
PHILCO—Philco Radio & Telev. Corp., Tioga & C Streets, Philadelphia, Pa. Adv. P. 8									
40-90CB	\$ 17.50	T	8x12x6¼	4	0	1	B	5¼	PM
40-95T	24.95	T	9¾x17x9	4	0	1	B	5¼	PM
40-100T	29.95	T	11x14¼x9¼	4	6	1	B	..	PM
40-105B	39.95	T	17½x17½x9¼	4	0	1	B	5¼	PM
40-110B	49.95	T	17½x17½x9¼	4	6	1	B	5¼	PM
40-115C	20.00	T	7¾x12½x5¾	6	0	2	AC/DC	4	EE AA-TA
40-120CI	23.50	T	6½x11x6½	6	0	2	AC/DC	..	EE TA-1A
40-120C	22.50	T	6½x11x6½	6	0	2	AC/DC	4	EE TA-1A
40-124C	25.00	T	8x12½x5½	6	6	2	AC/DC	4	EE TA-AA
40-125C	27.50	T	7½x11x6¾	6	6	2	AC/DC	4	EE IA-TA
40-130T	29.95	T	10x14½x8	6	0	2	AC	5¼	EE IA-TA
40-135T	35.00	T	10x14½x8	6	6	2	AC	5¼	EE IA-TA
40-140T	35.00	T	10x14x8	6	0	3	AC	5¼	EE IA-TA
40-145T	39.95	T	10x14x8	6	6	3	AC	5¼	EE IA-TA
40-150T	49.95	T	10½x18½x12½	7	8	3	AC	6	EE IA-TA
40-155T	59.95	T	11x18½x12½	8	8	3	AC	6	EE IA-TA
TH-4	9.95	MT	5½x8½x4	5	0	1	AC/DC	..	EE AA
TP-4-W	10.95	MT	5½x8½x4	5	0	2	AC/DC	..	EE AA
TP-4-1	12.95	MT	5½x8½x4	5	0	2	AC/DC	..	EE AA
TH-5	15.95	MT	6¾x9¾x4	5	6	1	AC/DC	..	EE AA
TP-5-1	18.50	MT	6¾x9¾x4	5	6	2	AC/DC	..	EE AA
TP-5-W	16.95	MT	6¾x9¾x4	5	6	2	AC/DC	..	EE AA
TP-10	13.95	MT	5¼x9x4	5	0	2	AC/DC	..	EE AA
TP-11	19.95	MT	6¾x10x4	5	6	2	AC/DC	..	EE AA
PT-12	15.00	MT	5¾x9x4	5	0	2	AC/DC	..	EE AA
TH-14	17.50	MT	5¾x8¾x6	5	0	1	AC/DC	..	EE IA
TH-15	22.50	MT	7x10x6½	5	6	1	AC/DC	..	EE IA
TH-16	11.95	MT	5½x8½x5	5	0	1	AC/DC	..	EE IA
TH-17	17.95	MT	6¾x9¾x6	5	6	1	AC/DC	..	EE IA
TH-18	13.95	MT	5½x8½x4	5	0	2	AC/DC	..	EE AA
TP-20	15.95	MT	5¼x9x6	5	0	2	AC/DC	..	EE IA
TP-21	22.50	MT	6¾x9x6	5	6	2	AC/DC	..	EE IA
40-95F	34.95	Con	36¾x23¾x9¾	4	0	1	B	..	PM
40-100F	47.50	Con	37½x26¾x11½	4	6	1	B	8	PM
40-105K	59.95	Con	37½x26¾x11½	4	0	1	B	6½	PM
40-110K	69.95	Con	37½x26¾x11½	4	6	1	B	6½	PM
40-160F	45.00	Con	36¾x23¾x9¾	6	6	2	AC	8	EE IA-TA
40-165F	55.00	Con	36¾x23¾x9¾	6	6	3	AC	8	EE IA-TA
40-180XF	69.50	Con	39½x25¾x13¾	7	8	3	AC	12	EE IA-TA
40-185XX	79.95	Con	38x29½x12¼	8	8	3	AC	12	EE IA-TA
40-190XF	89.95	Con	41x29½x14½	8	8	3	AC	12	EE IA-TA
40-195XX	100.00	Con	38x29½x13¾	10	8	3	AC	12	EE IA-TA
40-200	135.00	Con	36½x34½x14¼	11	8	3	AC	12	EE IA-TA
40-205RX	159.50	Con	38x30x15¾	12	8	3	AC	12	FE RC
40-216RX	195.00	Con	36½x35x14¼	14	8	3	AC	12	EE RC



Kadette Model L25



Motorola Sporter



Motorola Model 52C



Philco Model 216-RX

(Continued on page 45)

Merchandising is an Art

Run your business—or your business will run you—ragged

There appears to be no more frequently—or loosely—used word in business today than “merchandising.”

Just what is this thing we call “merchandising” and what does it mean?

The best answer to that question is:

1. *Merchandising is the art of buying and selling wanted merchandise, at a profit, in ever increasing volume, and in a manner calculated always to increase customer good-will.*

If you study that definition you will find it actually covers almost every phase of the operation of a retail business, and so—

2. Merchandising means the co-ordination of buying, selling, and operation on a long-range planned basis.

MERCHANDISING IS IMPORTANT

Before we start to explore the possibilities of merchandising as applied to your radio business, let's see if it is really important.

First, Dun and Bradstreet tell us the average life of all businesses in this country is about 5 years, and this includes all those very old, and very large companies, too.

Second, we are told that over 80 per cent of all business failures are due to (a) lack of experience, (b) lack of capital, (c) lack of management skill.

Third, competent business analysts say that at least 30 per cent of all retail business is not operating at a profit, and is either insolvent or on the verge of insolvency, due to poor merchandising and poor management.

RADIO TODAY feels that there is no more important subject for independent retailers today, harassed as they are by a complex business fast becoming more complicated—than merchandising.

KNOWING HOW, WHAT, WHEN

Let's see just what merchandising involves.

1. *Buying*—Knowing how to buy the right models at the proper price, in the correct quantity, and at the right time.

2. *Selling*—Knowing how to locate prospects, convert them into customers, and have customers produce more prospects.

3. *Wanted merchandise* — Knowing what the customers want, so that you can buy it rather than having to make the customer want what you have bought.

4. *At a profit*—Knowing the effect on profits, of everything you do, which covers (a) size and effectiveness of your organization, salaries and method of paying salesmen, size and turnover of your stock, trade-ins, discounts, control of expense, efficiency and cost of service division, productivity of advertising and sales promotion methods, effective use of your floor space, accounting, record keeping systems, and the general policies and practices of your business.

5. *In ever increasing volume*—which is basically, everything which relates to holding your own customers, including new merchandise, store appearance, and personality, reputation for friendliness and fairness, and the entire ramification of advertising and sales promotion methods.

6. *In a manner calculated to always increase customer good will.* As the word “calculated” indicates, this involves a *planned policy* of customer satisfaction, together with the *follow through* to be certain that the practice is always in agreement with the policy. In a broad sense, this covers the entire field of customer relations, but more particularly after the sale has actually been made, it is the fulfillment of all of your promises, both expressed and implied, which you conveyed to the customer in making the sale.

(Continued on page 25)



ASK YOURSELF THESE SIX QUESTIONS

BUYING—

Have I right lines, right quantity?

SELLING—

Do I go to prospects, or make them come to me?

WANTED MERCHANDISE—

Does my stock turn uniformly?

PROFIT—

Do I make it, keep it, or throw it away?

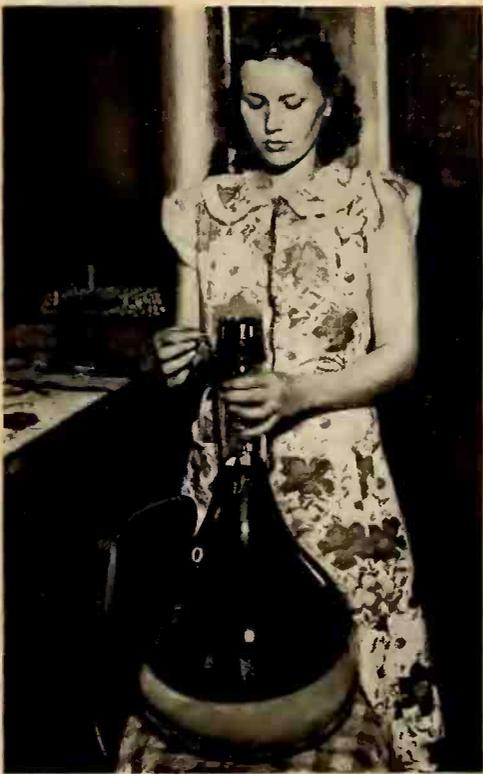
VOLUME—

Is it up or down—and why?

GOOD WILL—

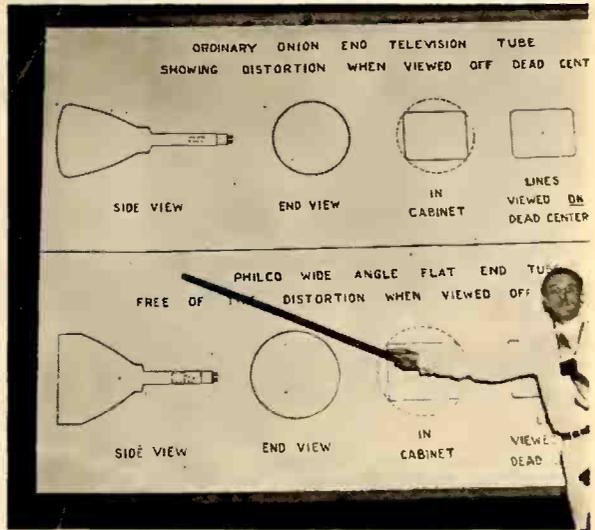
Do I forget customers after I've sold 'em?

New Television Products



Careful testing of picture tubes, such as this DuMont 14" tele-tron at left, increases operating life.

Philco's flat-ended picture tube at right, overcomes distortion, eliminates ion spot.



Eye appeal is a two-fold feature of G.E.'s 30-tube, touch-tuning model.



Large console models, such as the RCA TRK-12 above, lend themselves to group demonstrations.



Stromberg-Carlson's largest television receiver is a 32-tube console with the sound labyrinth.



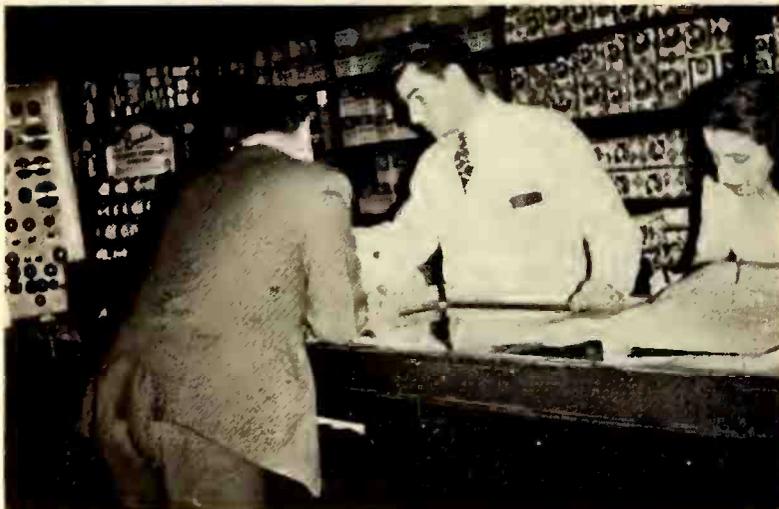
Compactness and image magnification are features of the low-priced table model of American Television Corp.

Radio Dealer Selling Tips

Radio Today's inquiring reporter visits an energetic dealer who tells the reasons for his success between clicks of the candid camera.



"Our strongest point," says Harvey Sampson, Harvey Radio Co., New York City, "is variety and large assortment of the lines we carry. Complete service on radios, ham equipment, cameras, sound, tubes and parts, brings customers back again and again."

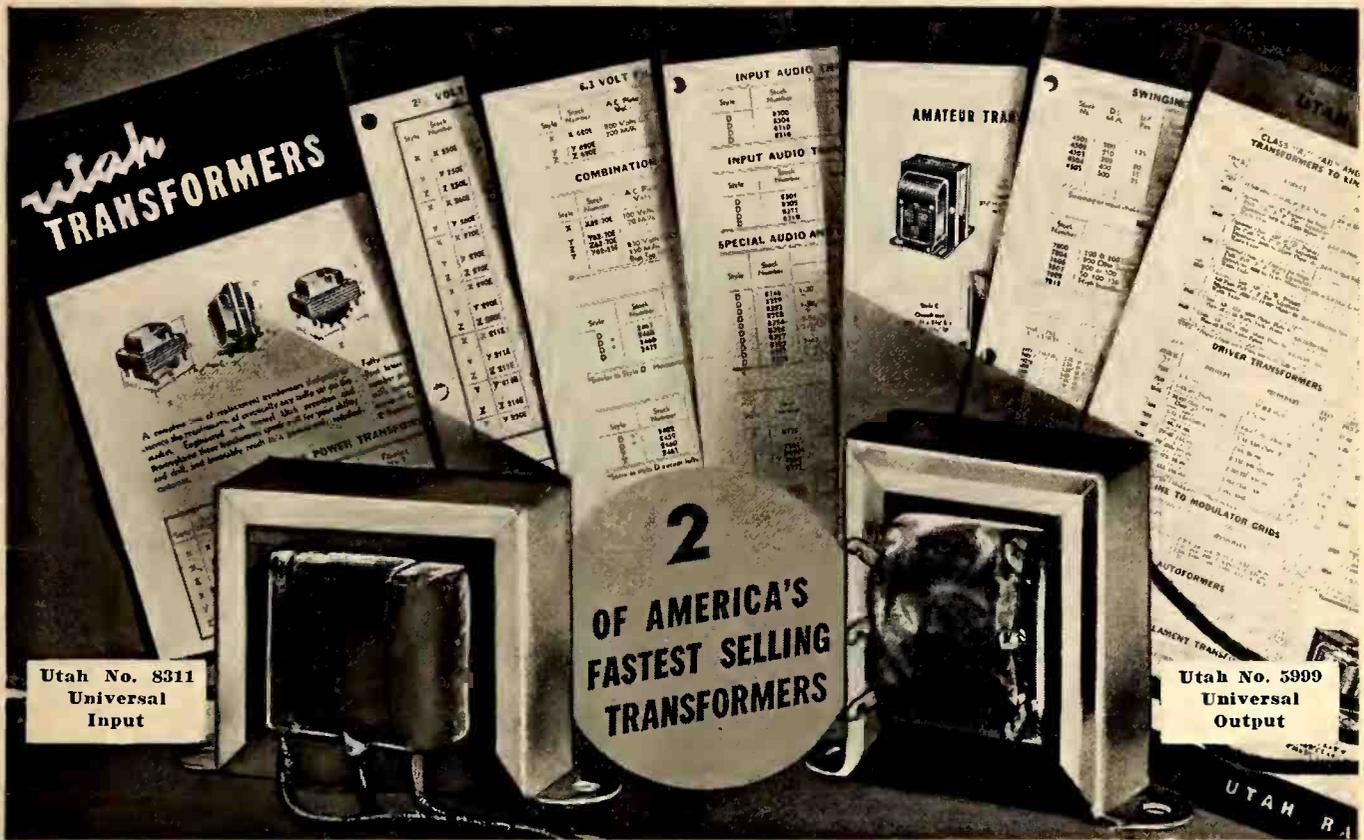


"While not too formal, we find our customers are most impressed by business-like front. All salesmen wear white coats. An efficient woman bookkeeper speeds up paper-work on credit sales and large orders, while salesman concentrates on selling."



"A complete camera and photo-supply line pulls traffic and makes profit. Trained man advises customers, shows them camera tricks, sells plenty of merchandise without kick-backs. Photo enthusiasts are exposed to radio and ham displays, buy often."

"The 'ham' market makes a large repeat business. Since the amateurs like to deal where their problems are understood, every man employed, even the porter, is a licensed operator, wears his call letters on his lapel."



Now Utah TRANSFORMERS for Every home or auto set replacement

You obtain the benefit of Utah's 10 years of experience in transformer engineering and manufacturing when you standardize on Utah transformers for *all* home and automobile replacement requirements. Because Utah designs and produces speakers, vibrators *and* transformers, Utah engineers have a decided advantage in "matching" the characteristics and in developing maximum performance features.

Utah Transformers, standard equipment in millions of receivers throughout the world, have proved the high safety factor of their insulation. Precision manufacturing and the use of scien-

tifically selected materials such as: the high silicon content steel used in all laminations, assure complete satisfaction. Because Utah Transformers are subjected to every conceivable test before shipment, they are uniformly dependable. These fully guaranteed transformers are individually boxed, with complete instruction sheets.

If you do not have your copy of the *new* Utah illustrated catalog containing complete information about the transformer line and other Utah products — *write for it today* — no obligation.



SPEAKERS • VIBRATORS • UTAH-CARTER PARTS

Utah

UTAH RADIO PRODUCTS CO.

CHICAGO, ILLINOIS

CABLE ADDRESS: UTARADIO—CHICAGO

The Battery Portable Boom

Newest radio sales sensation fills a long-latent public desire—but must be promoted!

When the public's latent demand for a radio which would "play anywhere" was satisfied about a year ago, sales of the battery portable started to zoom, and they continue their dizzy skyward pace now.

When this demand will reach its peak, and how far it will penetrate into the market, no one knows. But of this we are sure: The next two months—traditional vacation time—should see the largest demand so far.

BATTERY PORTABLES ARE "PLUS SALES"

Battery portables do not take the place of other radios; they are distinctly "plus business."

Great as the demand is, sales can be stepped up still more. Dealers should not fall into the "order-taking" habit, just because sales are good. Now is the time when sales promotion effort will produce the largest return. There has been but little consumer advertising. Thousands upon thousands of people yet do not know how convenient and inexpensive these battery portables are. The vacation trek to the San Francisco and New York fairs, to the National Parks, the beaches and mountains, will be greater this year than ever before.

Now is the time to tell your customers and your prospects, by direct mail, by window displays, and by street demonstrations, about this newest radio companion. As these

sets are used more and more, a profitable battery replacement business can be built up, too, to bring people into your store and expose them to your new home set displays, and their "buy appeal."

For the younger folks and your other record buyers there are self-powered radio-phonograph combinations, and even portable socket powered radio-phonographs with automatic record changers.

DRAMATIZE THE PORTABLE

The uses of the self-powered sets are so many that they should be dramatized as well as the portables themselves. So many people will overlook the battery portable alone, that direct-mail and window displays should indicate the many uses of the sets, for beach, picnic, office, train, bus, hiking, boat, car, fishing, camping, lake cottage, mountain cabin, sports, porch, garden, country club, hotel or hospital.

TURN STOCKS FAST

Every important manufacturer is now producing at least one battery portable. They all look good, some better than others. In buying, keep your stock as small as is consistent with a good assortment of sizes, shapes, and prices. You can't have them all, so keep your investment down, your stock turning fast, and watch out for those sets with non-

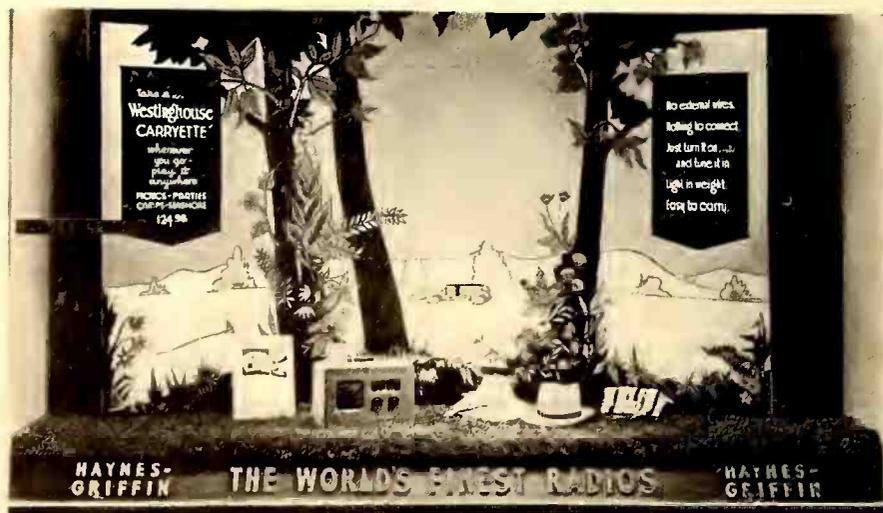
standard battery complements. Your customers will be plenty peeved if their batteries run down too soon, or can't be replaced wherever they may be.

Most manufacturers and dealers expect the demand for battery portables will continue through the winter, but all agree it is the "manna from heaven" the trade has been hoping for during the next few months at least.

Dramatize the story of the battery portable, and cash-in to the fullest degree on this new business opportunity.

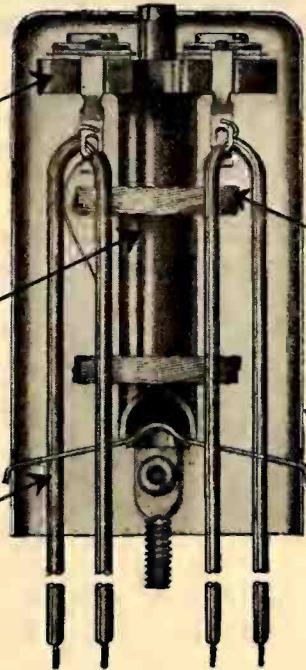


Dealers can make dramatic demonstrations with this 3½-lb. Majestic.



Haynes-Griffin, N. Y. City, offers buy-appeal with a single portable in a use-suggesting background.

Try this New and Improved I. F. TRANSFORMER



\$1.00
LIST

Molded low-loss plastic trimmer—drift guaranteed less than ceramic.

Molded low-loss plastic coil form—more uniform coils—impervious to humidity—less corrosion.

Leads—new underwriters approved live rubber covered—heat resistant to 167° F.

High-Q litz-wound coils impregnated in Meissner Hi-Q Cement.

Aluminum can-size 1¼" square x 2½" long, small enough to fit in any set.

Coupon below and only 25¢ brings you sample by return mail

Most sensational development in the radio parts industry! A real *midget* I. F. Transformer designed for superior performance in any type of receiver. High-dielectric winding form, integral with the trimmer base, provides a simplified construction that permits maximum space efficiency and a lower cost. Aluminum shield is only 1¼" square and 2½" long.

This new transformer is the result of years of engineering experience in the design of similar units for the manufacturer, serviceman and experimenter. It incorporates only the best materials from the high-quality molded coil form and trimmer base to the specially-served litz wire used for the windings. Manufacturing savings resulting from fewer parts and

simplified construction are passed on to you in the form of lowest possible prices.

Available in a complete range of operating frequencies and for input, inter-stage or output operation.

SPECIAL SAMPLE OFFER

See and try this new transformer for yourself. Send only 25¢ with the coupon below and we will send you a sample 456-kc input transformer for your examination and test.

Only one unit to each customer; no orders accepted on this basis without coupon. This offer is good for a limited time only so send in your coupon today.

NEW CATALOG FREE

Get your FREE copy of our New 1939-40 48 Page Catalog featuring 28 Radio Kits (1 to 14 tubes) and over 800 Meissner Products for Set Builders, Amateurs, and Experimenters.

NOTE: NO ORDERS FOR THIS SAMPLE WILL BE ACCEPTED WITHOUT THIS COUPON

ONLY ONE I.F. to a customer



MEISSNER MANUFACTURING COMPANY
Mt. Carmel, Illinois, Dept. T-7

Enclosed find 25c for which please send me sample (456-KC INPUT) of your NEW IMPROVED I. F. TRANSFORMER (list \$1.00).

Name.....
Street.....
City..... State.....
Company.....
My Jobber is.....

Replacement Batteries for Portables

Opposite name of set, note A and B assemblies required. Then find battery manufacturer's own designation in table at bottom of page.

NAME	MODEL	BATTERIES See chart below		NAME	MODEL	BATTERIES See chart below	
		B	A			B	A
Admiral	{ 164-4D 331-4F }	2 B	1 A2	L'Tatro	819	2 B	1 A1
Aeollan Hall		2 B2	1 A1	LaFrance	5B3-4B5	2 B	1 A3
Air King	{ 3905-3912 3906-3910 }	2 B	1 A2	Laurel	5B3-4B5	2 B	1 A3
Autocrat	{ 90-98 P43-45 }	2 B	1 A1	Majestic	{ 420PL, 421 130U }	2 B	1 A1
Automatic	{ P57-P58-P61 403 }	2 B	1 A4	Mission Bell	400-500-501	2 B	1 A1
Belmont	{ 407 5B3 }	2 B2	1 A1	Monroe	5B3-4B5	2 B	1 A3
Black Hawk	5B3	2 B	1 A3	Motorola	{ 41-D-41-D2 Sporter 41G }	2 B	1 A3
Carryette	WR675	2 B	1 A3	Macy	5B3-4B5	Footnote 3	1 A3
Carryola	{ BP5-BP5A BP6 }	2 B	1 A1	Montgomery-Ward	{ Airline 5019 }	2 B	1 A3
Clark	948-949-457	2 B	1 A2	Packard-Bell	{ Travel-mate 40- }	2 B	1 A1
Climax	{ 568 73 }	2 B	1 A2	Pilot	TH11-TH12	2 B	1 A3
Crosley	429	Footnote 1	1 A1	Philco	71T-72T-504 Comb.	2 B	1 A1
Colonial		2 B	1 A3	Plymouth	5B3-4B5	2 B	1 A3
Coronado	5B3-4B5	2 B	1 A1	Port-o-matic	U17A-U17C	2 B	1 A1
Detrola	"pee wee"	Footnote 1	1 A1	RCA "Pick-me-up"	{ 94BP1-96GA 94BP4-96T4 }	2 B	1 A1
Detrola	{ 286-288 289 }	2 B	1 A3	Sears-Roebuck	6266	2 B	1 A1
DeWald	408	2 B	1 A1	Sentinel	{ 151BL-178BL 160BL-170BL }	2 B	1 A2
DeWald	{ 408R-409 544-Tourist }	2 B	1 A3	Setchel-Carlson	55	2 B	4#2 unicells
Emerson	{ 415 CE259-260 CE263-CT275 DF-306 }	2 B	1 A1	Sky-Chief	{ 212-213-216 215-218 }	2 B	1 A1 or AB
Espey	942A,-C, F, and P	2 B	1 A3	Sky-Hawk	3910	2 B	1 A2
Fada	P40-PD40-P49-PD49	2 B	Footnote 2	Solter		2 B	1 A1
Galvin	41D	2 B	1 A1	Sonora	{ P129-P137-XL29-P129 XL28 }	2 B	1 A1
Garod	BP4	2 B	1 A3	Sparton	549-1-410-1	2 B	1 A1
GE	{ GB 402-403 GB 400 }	2 B2	1 A1	Stewart-Warner	02-411	2 B	1 A1
Gilfillan	4B	2 B	1 A1	Stromberg Carlson	402-H	Footnote 4	1 A3
Grebe	BP5	2 B	1 A1	Trav-ler	553B-554B	2 B	1 A1
Griffith	5B3-4B5	2 B	1 A1	Trutone	{ 282 Pee Wee }	2 B	1 A1
Howard	10B	2 B	1 A1	Trlangle		2 B	1 A1
Hudson	5B3-4B5	2 B	1 A1	Troy	940-949	2 B	1 A3
Karadio	905	2 B	1 A2	Warwick	9-437	2 B	1 A2
Knight	{ E-10775-178BL E10777-171AS E10716-XL28 10755-PL29-E10925 }	2 B	4#2 unicells	Watterson		2 B	1 A2
Lafayette	BB70-CC55-E72	2 B	1 A1	Wellco	5B3-4B5	2 B	1 A3
				WOR	5B3-4B5	2 B	1 A3
				Western Air Patrol	5B3-4B5	2 B	1 A3
				Windsor	5B3-4B5	2 B	1 A3
				Wells-Gardner	5B3-4B5	2 B	1 A3
				Westinghouse		2 B	1 A1
				Zenith	{ 5416-4K400D-4K400M 4K4003-4K400Y }	2 B	1 A1

Footnote 1—1A 60 Burgess, 2 V 30 AA General.
Footnote 2—2 Eveready 746. 2 Ray-O-Vac Em 83

Footnote 3—General 2V30 AAA, 12 FL.
Footnote 4—2 Eveready 727.

	B	B2	AB	A1	A2	A3	A4
Burgess	B-30	A30	{ 5DA60 6TA60 }	4F	6F	8F	F4PI
Eveready	762	738	742	743	741	718
General	V3OB	V3OA	60A2L	4FI	6FI	8FI
Philco	P305	P94
Ray-O-Vac	P5303	P94A	P96A	P96A
Bright Star	30-03	30-50	462	660	860
Usalite	624	665	634	635	635	636
Advance Port-A-Pack }	267	837	411	247	147	147	2476
Bond	3017	4826	4824	4824

BATTERIES of the various manufacturers have been grouped, for quick reference in determining the proper replacements to use.

Since the replacements above are the recommendations of both battery and radio manufacturers they should be followed to insure customer satisfaction.

In most cases where "A3" is specified, group "A1" may also be used, but this will provide only one-half the A-battery life and will thus require an intermediate change of A batteries.

Merchandising Is an Art

(Continued from page 18)

Most of these factors seem rather obvious to most dealers, and other things such as "40 off," the "discount houses," and surplus liquidations seem of more immediate importance.

They only seem so.

So many dealers have spent so much time "minding the other fellow's business" that they have actually lost much of their sense of proportion, and these other questions seem to be more important because everyone is talking about them, while your own merchandising problems never demand your attention.

In future issues each factor in the merchandising of your business will be made the subject of a detailed, authoritative article. These will provide you with a "check list" against which you may compare your own business operation, will give you much to think about, and provide you with many of the answers to many of your problems. That they will take you to the hoped-for destination of your business is too much to expect, but that they will be accurate signposts to point out the right road to follow, we promise you.

CAP SAYS—

The replacement market peach is ready to be picked.

According to the New York Herald Tribune which has just completed a reader survey in the N. Y. metropolitan area, of the homes in that region—



H. L. M. Capron,
Merchandising
Editor

33 1/2 per cent own two or more radios

7/10 per cent own no radio.

The average age of readers' radios is 4.4 years, while

14.1 per cent were 2 years old

15.6 per cent were 3 years old

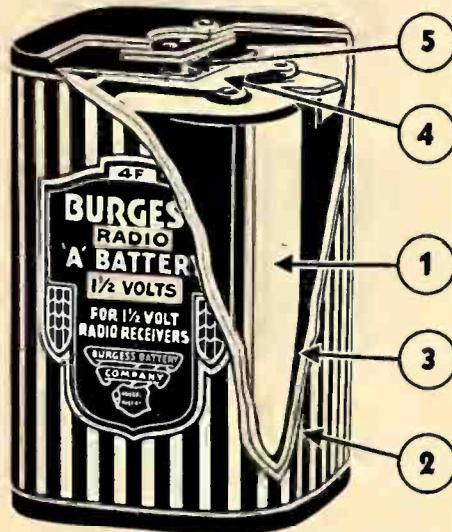
7.8 per cent were over 10 years old, and almost half these multiple-set radios were bought two years apart, or less.

Again, 22.2 per cent expect to buy a radio this year

13.4 per cent expect to buy a radio next year

Here is statistical proof of the vast replacement market, which is just craving to be told all about the new sets, and why these people should buy these new sets now, from alert, sincere dealers.

More than ever, with the public willing and able to buy, with manufacturers packing their products with sound "buy appeal" the individual dealer's success will be in direct proportion to his sincere, creative selling effort.



—and here is the inside story

Burgess led with battery quality—years ago when all sets were battery operated. And, later too, when commercial equipment had to have dependable portable power. And NOW Burgess Batteries—actually manufactured in the Burgess factories—have profited by these years of experience. They more than meet modern service requirements.

Here are construction details of two important portable batteries in the complete Burgess line.

No. 4F

The Burgess 1 1/2-v dry "A" battery. Rated 40 watt-hours.

1. Efficient cells of heavy drawn zinc.
2. Outer case sized to resist moisture. Heat welded.
3. Absorbent inner lining.
4. Welded plate, making rugged positive connection.
5. Socket prongs individually insulated with pure gum rubber.

No. B30

The Burgess 45-volt "B" battery. Weight 3 lbs.

1. Rugged outer container.
2. Duplex socket—fits both small 3 prong plug and large R.M.A. plug.
3. Moisture-proof insulated cell partitions.
4. Moisture-proof inner container.
5. One-piece drawn seamless zinc cans.
6. Inner sealing compound reinforces battery and connections.

Business in portables is great! You'll be selling more batteries this season. It will be profitable business if those batteries give satisfactory service.

Stock and sell dry batteries by Burgess. They're light in weight, small in size, LONG in service. What's more, they are your guarantee of satisfaction and profit. Send coupon for information.



BURGESS

Batteries for Portables

➔ BURGESS BATTERY COMPANY, Freeport, Ill.
Please send complete information about Burgess Batteries for portable radios.

Name.....

Company.....

Address.....Town.....State.....

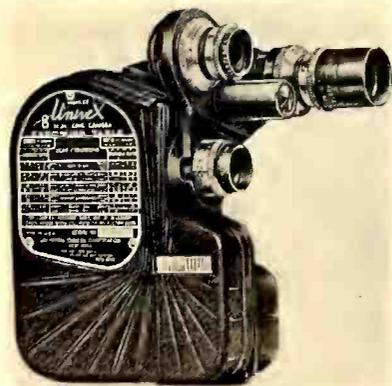
More New Things

Latest radio products from manufacturers



Auto Radio

★ Five-tube superhet single unit auto radio with 5-station automatic and manual tuning delivers 3½ watts output and has 5½-inch electro dynamic speaker. Model M-50, list \$24.95. Also six-tube single-unit set with one stage of RF and a three-gang condenser. Model M-60, list \$29.95. Push buttons in both models change to new stations with few simple turns of the buttons and manual tuning dial. RCA Mfg. Co., Front & Cooper St., Camden, N. J.—RADIO TODAY.



Turret Movie Camera

★ Three lens turret mount 8 mm. camera with F. 4.5 lens. Provision for two additional lenses. Lenses may be snapped into position instantly. Entire unit weighs less than 3 lbs. \$25. list. \$29.95 with F. 3.5 lens. Universal Camera Corp., 28-30 W. 23rd St., New York, N. Y.—RADIO TODAY.

Paper Replacement Condensers

★ Paper insulated condensers for replacing dry electrolytics have same size containers. Inverted can types are available in 4, 8, 4-4, 3-8 mfd. Cardboard type RP in 8, and 8-8 mfd. Sprague Products Co., N. Adams, Mass.—RADIO TODAY.

Ventilated Capacitors

★ UP type etched foil dry electrolytic series are hermetically sealed in small cylindrical aluminum containers with terminals extruding for sub-panel mounting. Ventilating system allows internal gases to escape but shuts out air. All aluminum internal construction. Available in complete capacity ranges. Cornell-Dubilier Elec. Corp., South Plainfield, N. J.—RADIO TODAY.



Attachable Loop

★ Self-contained loop antenna called "Antenna-Scope" attaches easily to any broadcast receiver with two double vacuum cups. May be matched to inductance requirements of any TRF or super-het receiver. Has iron core, permeability tuned, tracking coil. Reduces noise-to-signal ratio, eliminates static, and prevents noise induction through a high Q circuit. Consolidated Wire & Associated Corps., 516 S. Peoria St., Chicago.—RADIO TODAY.



Modern Cabinets

★ Streamlined A & B power supplies made more compact, easier to handle. All wiring and terminals are at rear. Units restyled are Model E silent 1.4-3 volt AB eliminator, Model G 6-volt A eliminator, and Model J, AB eliminator for use with any 6 volt d-c power source. Model G price reduced. E and J same price. Electro Products Labs., 549 W. Randolph St., Chicago.—RADIO TODAY.



Tele-receiver

★ Five-channel push-button tuned television receiver has 8-tube chassis and 21-tube video channel. Uses 9-inch picture tube with magnetic deflection and black and white screen. Four panel controls and push-button panel. Model 4095. Pilot Radio Corp., 37-06 36th St., Long Island City, N. Y.—RADIO TODAY.

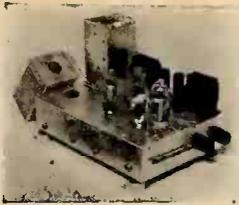


Intercommunicator

★ Seven station communication system employing AC/DC amplifiers in plastic cabinets will handle three simultaneous conversations without interference. Combination speaker and microphone is used. Lafayette Radio Corp., 100 Sixth Ave., New York, N. Y.—RADIO TODAY.

Labyrinth Model

★ 10¼ inch leather cone speaker, acoustic labyrinth, bi-focal visual tuning and automatic drift compensation are featured in the 9 tube console model 430-M. Two wave bands and provision for television sound. Stromberg-Carlson, 100 Carlson Rd., Rochester, N. Y.—RADIO TODAY.



Ham Transmitter

★ Amateur transmitter, type 510 patterned after police car transmitter, crystal controlled, 12 watts, portable-mobile, with 28 and 56 Mc. band switching. Low priced. Radio Transceiver Labs, 8627 115th St., Richmond Hill, New York, N. Y.—**RADIO TODAY.**

Auto Aerial

★ Cowl aerial for picking up distant stations has overall length of 93 inches. Comes in three sections. Shielded lead-in included. List \$3.95. Philco Radio & Television Corp., Tioga & C. Sts., Philadelphia, Pa.—**RADIO TODAY.**

Rotary Converter

★ Light-weight, 4 pole rotary type converter has speed of 1800 RPM. Operates from 12, 32, 110 or 220 volts DC and furnishes 110 volts AC from 110 to 750 watts output. Unit is finished in black and aluminum. Carter Motor Co., 1608 Milwaukee Ave., Chicago.—**RADIO TODAY.**



Filter Condenser

★ Oil filled, oil impregnated 2 and 4 mfd., 600 volt and 1 and 2 mfd. 1,000 volt condensers designed for transmitters, PA systems and television amplifiers. Sprague Products Co., North Adams, Mass.—**RADIO TODAY.**

Tele Tubes

★ Line of nine television receiver tubes includes four Kinescope picture tubes, three amplifier pentodes, and two half-wave, high vacuum rectifiers. List prices are: Kinescopes—3-inch, \$18.25; 5-inch, \$27.50; 9-inch, \$62.50; 12-inch, \$75.00. Television amplifier pentode—Type 6AC7/1852, \$2.50; type 6AB7/1853, \$2.50; type 6AG7, \$2.75. Half-wave high-vacuum rectifiers—Type 2V3G, \$3.00; type 879, \$2.00. RCA Mfg. Co., Camden, N. J.—**RADIO TODAY.**

UHF Antenna

★ Custom built antenna for transmitting or receiving with increased efficiency employs a system of ground rods to reduce field concentration about the RF feed line. Five quarter wave rods make up the unit. Four of the rods, in the design of a cross, form the ground system and the fifth acts as the radiator in the vertical plane. RCA Mfg. Co., Camden, N. J.—**RADIO TODAY.**

Power Pack

★ Dry power pack operating from 110 AC furnishes filament and plate power for portable and farm sets up to 6 tubes. Universal power outlet sockets. Two sizes, 6½ x 5½ x 2¼ and 9⅞ x 3⅜ x 2¼. List \$7.50. General Transformer Corp., 1250 W. Van Buren St., Chicago.—**RADIO TODAY.**

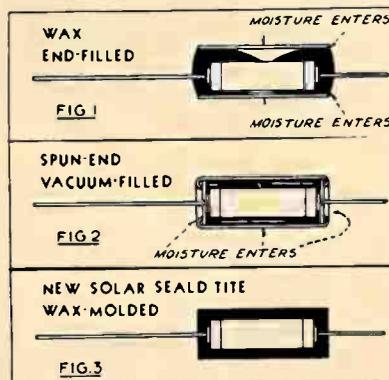


Tele Antenna

★ Dipole type television antenna with telescoping brass rods allows for adjustment to exact frequency to be picked up. Chromium finished fittings. Comes with 75 feet of low-loss transmission line matching input of all television receivers—100 ohms. Consolidated Wire & Assoc. Corps., 516 S. Peoria St., Chicago.—**RADIO TODAY.**

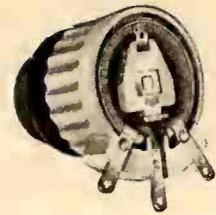
Vitreous Enameled Resistors

★ Adjustable wire wound resistors in 10 to 200 watt power ranges and 1 to 100M ohms. Mounting brackets. Lectrohm Inc., 5133 W. 25th Place, Cicero, Ill.—**RADIO TODAY.**



Molded Tubular Condensers

★ Tubular condensers are perfectly centered in molded, moisture proof, wax jacket. Solar Mfg. Corp., 599 Broadway, New York, N. Y.—**RADIO TODAY.**



50 Watt Variable

★ Aluminum housing and core reduce operating temperature in new wire wound variable resistor. Full rating may be carried at 25 per cent full rotation. Model PR50 and 25 watt model PR25. International Resistance Co., 401 N. Broad St., Philadelphia, Pa.—**RADIO TODAY.**

Phono-radio

★ 4 tube, 1½ volt superhet has AVC, 5 inch P.M. dynamic speaker. May be used with conventional A and B batteries or with special AB power pack. Latter gives approximately 1,000 hours battery life. Built-in phonograph features spring wound motor, crystal pickup. Plays 2-10 inch or 1-12 inch record each winding. "Knight". Allied Radio Corp., 833 W. Jackson Blvd., Chicago.—**RADIO TODAY.**

Power Tap Switches

★ Ceramic insulated rotary switches in four sizes, 10 to 75 amperes capacity at 240 volts AC. Ohmite Mfg. Co., 4835 Flournoy St., Chicago, Ill.—**RADIO TODAY.**



Record Changer

★ Automatic changer for twelve 10 in. records or ten 12 in. records comes in carrying case. Has push-button control for rejecting and change to manual record shifting. Model W1260, 117V AC. Crystal pickup, list \$77.50. Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.—**RADIO TODAY.**

Rechargeable Portable Battery

★ Non-spillable, leak-proof, rechargeable A battery for portable receivers made in four sizes, 8 oz. to 36 oz. Operating cycle varies from 6 to 36 hours. Small silent charger operates on commercial AC frequencies and 110 DC. Portable Electric Power, Inc., 30 Rockefeller Plaza, New York, N. Y.—**RADIO TODAY.**



A new day dawns for dealers as RCA

RCA Victor Announces A New Merchandising Policy

...planned to meet the needs of dealers
in an era of changing buying habits



RCA Victor will design, engineer and manufacture to the best of its ability, the finest radios, Victrolas, records, tubes, television equipment and allied products, consistent with the development of the art.

RCA Victor will advertise and promote its products as aggressively as good business practice permits.

RCA Victor will introduce new merchandise at timely intervals and as market conditions warrant.

RCA Victor's current policy will be to not introduce AT ANY ONE TIME DURING THE YEAR A LARGE AND COMPLETE LINE OF MERCHANDISE TO DISTRIBUTOR, DEALER OR PUBLIC. New models will be announced to enable you to take full advantage of all the latest developments of the RCA Laboratories as well as seasonal, style and market trends. In short, YOU WILL RECEIVE THE MERCHANDISE YOU NEED WHEN YOU NEED IT.

Geo. K. Sheddington
President, RCA Manufacturing Co., Inc.

This new policy will help your business. Buying habits, consumers' likes and dislikes, change rapidly. The swift adoption of new styles means better business for the dealer who can offer his customers something new *while it is new*. And the new RCA Victor merchandising policy enables you to do this.

The wealth of advantages dealers derive from RCA Victor's new policy are clearly outlined in

a booklet recently mailed to all RCA Victor dealers. This new policy eliminates the need for high pressure selling. It puts an end to the danger of your overloading. It makes it possible for you to avoid freezing your capital. You are enabled to offer better values, display a more complete line of merchandise in your store.

A new day dawns! Again, RCA Victor is first—helping you to greater profits!

For finer radio performance—RCA Victor Radio Tubes

VICTOR LIGHTS THE WAY TO *Greater Profits!*

One of the
Greatest RCA
Victor values
of all time!

Here's an instrument you'll display in your store with pride! Because it's a radio that symbolizes the kind of VALUE you like to offer your customers. Not only does it provide typical RCA Victor advance styling . . . full, clear, vibrant tone . . . and RCA Victor quality workmanship—but also a price that's remarkably low for an instrument of such high calibre. Look at the picture at the right. You can't help but agree that this RCA Victor instrument is a beauty. Now, examine the features listed in box at right. They're just what you've been asking for! And when you hear the price, you'll agree—here's a radio that will bring you real business! Back up the big sales push on the K-60—and make more money!

Trademarks "RCA Victor," "Victrola" and "Magic Eye" Reg. U. S. Pat. Off. by RCA Manufacturing Co., Inc.

For finer radio performance—RCA Victor Radio Tubes



**SENSATIONAL
NEW 1940
RCA VICTOR
MODEL K-60**

**LOOK AT ALL THE
FEATURES YOU CAN OFFER!**

- Plug-in Connection for Victrola or Television Attachment
- Power-Line Antenna (no outside aerial needed)
- Improved Push-Button Tuning for 8 stations
- New, 3-band Super-sight, streamlined dial
- Domestic and foreign reception—also police, aviation and amateur calls
- Refreshingly beautiful modern cabinet
- RCA Victor Tubes
- Victrola or Television switch
- 12" Electrodynamic Speaker
- Magnetite "frequency-locking" transformers



RCA Victor

RCA Manufacturing Co., Inc.,
Camden, N. J. A Service of the
Radio Corporation of America

A new day dawns for dealers as RCA VICTOR LIGHTS UP

RCA Victor Announces A New Merchandising Policy

...planned to meet the needs of dealers
in an era of changing buying habits



RCA Victor will design, engineer and manufacture to the best of its ability, the finest radios, Victorlogs, records, tubes, television equipment and other products, consistent with the development of the art.

RCA Victor will advertise and promote its products as aggressively as good business practice permits.

RCA Victor will introduce new merchandise at timely intervals and as market conditions warrant.

RCA Victor's current policy will be to not introduce AT ANY ONE TIME DURING THE YEAR A LARGE AND COMPLETE LINE OF MERCHANDISE TO DISTRIBUTOR, DEALER OR PUBLIC. New models will be announced to enable you to take full advantage of all the latest developments of the RCA Laboratories as well as seasonal, style and market trends. In short, YOU WILL RECEIVE THE MERCHANDISE YOU NEED WHEN YOU NEED IT.

Geo. K. Shookerton
President, RCA Manufacturing Co., Inc.

This new policy will help your business. Buying habits, consumers' likes and dislikes, change rapidly. The swift adoption of new styles means a better business for the dealer who can offer his customers something new *while it is new*. And the new RCA Victor merchandising policy enables you to do this.

The wealth of advantages dealers derive from RCA Victor's new policy are clearly outlined in

For finer radio performance—RCA Victor Radio Tubes

a booklet recently mailed to all RCA Victor dealers. This new policy eliminates the need for high pressure selling. It puts an end to the danger of your overloading. It makes it possible for you to avoid freezing your capital. You are enabled to offer better values. display a more complete line of merchandise in your store.

A new day dawns! Again, RCA Victor is first—helping you to greater profits!

One of the Greatest RCA Victor values of all time!

Here's an instrument you'll display in your store with pride! Because it's a radio that symbolizes the kind of VALUE you like to offer your customers. Not only does it provide typical RCA Victor advance styling... full, clear, vibrant tone... and RCA Victor quality workmanship—but also a price that's remarkably low for an instrument of such high calibre. Look at the picture at the right. You can't help but agree that this RCA Victor instrument is a beauty. Now, examine the features listed in box at right. They're just what you've been seeking for! And when you hear the price, you'll agree—here's a radio that will bring you real business! Back up the big sales push on the K-60—and make more money!

Trademarks "RCA Victor," "Victrola" and "Magic Eye" Reg. U. S. Pat. Off. by RCA Manufacturing Co., Inc.

For finer radio performance—RCA Victor Radio Tubes

SENSATIONAL
NEW 1940
RCA VICTOR
MODEL K-60

LOOK AT ALL THE FEATURES YOU CAN OFFER!

Plug-in Connection for Victorlogs or Television Attachment

Power-Line Antenna (no outside aerial needed)

Improved Push-Button Tuning for 8 stations

New, 3-hand Super-sight, streamlined dial

Domestic and foreign reception—also police, aviation and amateur calls

Refreshingly beautiful modern cabinet

RCA Victor Tubes

Victrola or Television switch

12" Electrodynamic Speaker

Magnetic "frequency locking" transformers



RCA Victor

RCA Manufacturing Co., Inc.,
Camden, N. J. A Service of the
Radio Corporation of America

Begin a new era of Profits by selling these *outstanding* RCA Victor Products!

Console-type features score in new

**RCA VICTROLA
TABLE MODEL
U-12**



ELECTRIC TUNING for 6 stations... foreign and domestic reception... New Mercury fully automatic on-off switch... viscaloid damped pick-up... new edge-lighted dial... Victrola switch... designed for use with Television Attachment. You'll call this instrument a red hot seller. Price includes \$4.50 in any Victor or Bluebird Records. \$59.95*



RCA Victrola

RCA Manufacturing Co., Inc., Camden, N. J.

A Service of the Radio Corporation of America

*Price f. o. b. Camden, N. J., subject to change without notice. Trademarks "RCA Victor" and "Victrola" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.



ARTIE SHAW

one of the greatest all-time record sellers, and EXCLUSIVE BLUEBIRD ARTIST

BLUEBIRD RECORDS for hot bands, new tunes, big hits—and only 35¢! That's the slogan and these are some of the artists that are putting Bluebirds right at the top of the money-makers—Artie Shaw, Van Alexander, The Smoothies (Babs, Charlie and Little), "Fats" Waller, Glenn Miller, Vincent Lopez and his Suave Swing, Shep Fields, Ozzie Nelson, Dorothy Lamour, and many others. Keep in the big money with these "big-timers."



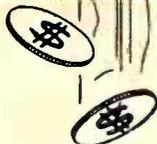
BLUEBIRD RECORDS

RCA Manufacturing Co., Inc., Camden, N. J.

A Service of the Radio Corporation of America

A big market to shoot at... a great product to shoot with!

**THAT'S WHY YOU'LL CALL RCA VICTOR RECORDERS
Double-Barreled Money Makers!**



Here's a profitable new business—and RCA Victor supports it with sales aids that will bring you profits

LOOK AT THIS PICTURE! A huge market, practically untouched—yet able to buy! A great new product, designed for that market—and backed by a powerful plan that will produce sales!

You'll make big money selling RCA Victor Recorders and custom-made records in your town. The market includes schools, music teachers, home movie fans, parents, and many others. The RCA Victor Recorder is backed up by a four-way profit plan. By all means see your RCA Victor distributor today—or mail the coupon for full details.

*Prices f. o. b. Camden, N. J., subject to change without notice.

Trademarks "RCA Victor," "Victrola," Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

For finer radio performance... RCA Victor Radio Tubes



Portable RCA Victor Recorder MI-12701 comes in gray carrying case. Turntable speed 78 r.p.m. Will handle discs up to 12". Volume indicator meter, tone control, completely self-contained. RCA aerodynamic microphone. \$179.00.* Also available in console model for \$175.00.*



RCA Victor 4-way plan gives you material with which you can:

1. Demonstrate.
2. Use your window.
3. Advertise.
4. Use the mails.

As a result, you can profit in these six ways:

1. On recordings made in your store.
2. On recordings made outside your store.
3. On the sale of RCA Victor Recorders.
4. On the sale of RCA recording discs.
5. By the increase in store traffic.
6. By making sales of RCA Victor Radios, RCA Victrolas and other musical instruments.

PUT IT ON A RECORD



RCA Manufacturing Co., Inc. Dept. RT-7, Camden, N. J.

Please send me without obligation, full details on RCA Victor Recorders.

Name _____

Street _____

City _____

State _____

RCA Victor RECORDERS

RCA MANUFACTURING CO., INC., CAMDEN, N. J. A SERVICE OF THE RADIO CORPORATION OF AMERICA

Looking Ahead in Parts

Distributors Association sets new aims, elects new officers to carry out expanded policies for benefit of business

Expanded plans for the National Radio Parts Distributors Association are announced by Arthur Moss, the new executive secretary of the jobbers group, who will carry out plans for developing the association as a medium of co-operation between jobber and manufacturer for the improvement of industry conditions.

Mr. Moss resigned recently as sales-manager of the Solar Mfg. Co., and previously was president of Electrad, Inc., which was purchased several years ago by P. R. Mallory & Co. Mr. Moss has been prominent as a director of the RMA, and as secretary-treasurer of the Radio Trade Show group. His present headquarters are at 5 West 86th Street, New York, N. Y.

New officers of the association are: President, Walter C. Braun; first vice-pres., Elliott Wilkinson; second vice-pres., A. D. Davis; third vice-pres., Alex Hirsch; fourth vice-pres., Aaron Lippman; secretary, George D. Barbey; treasurer, Wm. Schoning.

NRPDA DIRECTORS

Directors: Don W. Clark, Radio Accessories Co., Omaha, Neb.; Henry Jappe, Jappe Co., Boston, Mass.; J. C. Jordan, Specialty Dist. Co., Atlanta, Ga.; Abe Pletman, Wholesale Radio Service Co., New York, N. Y.; Don Norton, Radio Specialties Co., Detroit, Mich.; Morris Willis, Spokane Radio Co., Inc., Spokane, Wash.; Wm. Schoning, Lukko Sales Corp., Chicago, Ill.; J. A. Burstein, Burstein Applebee Co., Kansas City, Mo.; H. M. Carpenter, Thurow Radio Distributors, Tampa, Fla.; David S. Goode, Northwest Radio Supply Co., Minneapolis, Minn.; Alex Hirsch, Radio & Television Supply Co., Los Angeles, Cal.; A. C. Stallman, Stallman of Ithaca, Ithaca, N. Y.; John Stern, Radio Electric Service, Philadelphia, Pa.; Ray Stott, Standard Radio, Dayton, Ohio; Geo. D. Barbey, Geo. D. Barbey Co., Reading, Pa.; Walter C. Braun, Radolek Co., Chicago, Ill.; A. D. Davis, Allied Radio Co., Chicago, Ill.; Aaron Lippman, Aaron Lippman & Co., Newark, N. J.; William Shuler, Shuler Supply Co., New Orleans, La.; Emmett Tydings, The Tydings Co., Pittsburgh, Pa.; Elliott Wilkinson, Dallas, Texas.

Aims and purposes of the N.R.P.D.A. as defined by Secretary Moss:

A. To organize into an association every parts distributor eligible for membership, and to promote cooperation and harmonious dealings between them.

B. To present to all branches of the radio industry a voice which will speak for the parts jobbers as a national unit.

C. To represent the parts distributors in discussions with manufacturers of problems which face its members and by a careful study to endeavor to find a solution satisfactory to both the jobbers and manufacturers.

D. To cooperate with the manufacturers in establishing and maintaining definite standards and qualifications necessary to be rated as a distributor.

STUDY COSTS, PROMOTION PLANS

The Association also plans to provide for the distributor a national office which will assist its members in many ways, such as:

1. Proper cost accounting methods. It is the intention of the Association to make available to its members results of surveys showing by percentages average costs of doing business. To furnish forms to its members so that they can compare their expenses with other jobbers throughout the country.



Arthur Moss, new Executive Secretary of the National Radio Parts Distributors Association.

2. The development of merchandising plans which will suggest new and additional markets.

3. To provide a means for satisfactorily ironing out any internal dissensions.

4. To assist its members through local jobbing cooperation in the problem of credit so that credit losses may be cut down to a minimum throughout the industry.

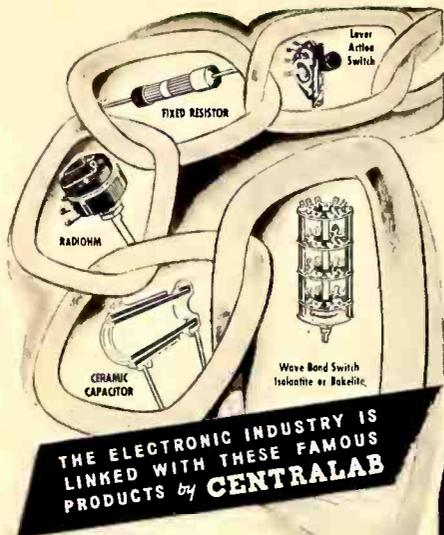
5. To create, through promotional and advertising campaigns to servicemen, dealers, and amateurs, a feeling of absolute confidence in the business ethics of the members of N.R.P.D.A.

A code of ethics will also be prepared to which all members are expected to adhere. In disputes between members all facts will be submitted to a grievance committee for final arbitration. Any member who wilfully continues to violate the code of ethics after proper notice may lose his standing as a member in good standing in the Association.

MEMBERSHIP POSSIBILITIES

The present membership, following a very successful series of meetings during the June Trade Show at Chicago, numbers about 125 and includes many of the most prominent companies in the country. A rough estimate is that the membership at present represents about 50 per cent of the buying power of jobbers. "This is a good start," comments Mr. Moss, "and we expect within a short period of time to include in our membership every parts distributor doing a business of \$25,000 or more annually of a strictly wholesale nature. Only through the real cooperation of large and medium-size distributors will important problems which affect all alike be solved. The N.R.P.D.A. will definitely be the voice of the entire jobbing industry and carry on all its activities in a manner fair and equitable for each and every member in the Association.

"It is the sincere aim that through the N.R.P.D.A. members will promote their best interest; get to know their competitors better; collectively solve their problems; be able to build their own business through cooperation and achieve the real objective in all business—A Fair Profit."



THE ELECTRONIC INDUSTRY IS LINKED WITH THESE FAMOUS PRODUCTS by **CENTRALAB**

Centralab plays an important part in the electronic industry . . . among set manufacturers as well as on the benches of experimenters—in the serviceman's kit and in ham shacks . . . for wherever Quality, Dependability and Reliability count — there Centralab serves supreme.

- **LEVER ACTION SWITCH:** available in various combinations—with or without special mounting plates.
- **FIXED RESISTORS:** Insulating and conducting area baked together into one . . . copper sprayed end connections.
- **RADIOHM:** In standard or midget . . . non-rubbing contact—low noise level . . . long life.
- **CERAMIC CAPACITOR:** where permanence or temperature compensation is important.
- **WAVE BAND SWITCH:** In Isolantite or Bakelite . . . available in various combinations.

Centralab

Division of
Globe Union, Inc.
900 E. Keefe Ave.
MILWAUKEE, WIS.

LET'S LOOK AT

The Record

That Polka Craze

Offering musical merchandise dealers an opportunity to capitalize on the popularity of the polka, newcomer to the ranks of best-selling recorded music, the Victor International recording list contains many polkas recorded both here and abroad. Included among these popular discs are "Beer Barrel Polka" and "Hot Pretzels", "Village Polka" and "Cricket Wedding", and "Dopey Polka" and "Banana Split", all played by Will Glahe and his orchestra; "Hopsassa" and "Peasant Wedding" by Barnabas Von Geczy and his orchestra; "Holla Lady" and "Hot Pretzels" by Harry's Tavern Band; "Unita Polka" and "Dark Forest Polka" by the Silver Bell orchestra; and "Hot Clarinet Polka" by Lawrence Duchow and his Red Raven Inn orchestra.

Maraniss Joins Columbia

H. S. Maraniss has joined the executive staff of the Columbia Recording Corporation, Bridgeport, Conn., as assistant to the president, recently announced Edward Wallerstein, president.

Mr. Maraniss comes from the R.C.A. Mfg. Company, where his activities included problems of distribution, merchandising, advertising and sales promotion. He has worked in the record business from coast to coast for many years, and has a wide acquaintance with distributors, dealers, coin operators and sales people throughout the country. Mr. Maraniss is a graduate of Harvard. He was a Captain in the army and has been engaged in the record business since the war.

Wax Worth Watching

BING CROSBY assisted by The Foursome with John Scott Trotter and his orchestra singing El Rancho Grande and Ida Sweet As Apple Cider—Decca 2494.

HORACE HEIDT and his Musical Knights playing I Poured My Heart Into A Song with VC by Larry Cotton and Heidt's High Lights and Back to Back with VC by the High Lights—Brunswick 8393.

OZZIE NELSON and his orchestra playing South American Way with VR by Harriet Hilliard and Is It Possible with VR by Mr. Nelson—Bluebird—B10298.

EDDY DUCHIN and his orchestra playing Norwegian Dance and London Bridge Is Falling Down—Brunswick 8386.

TOMMY DORSEY and his orchestra playing All Right with VR by Edythe Wright, and All I Remember Is You with VR by Jack Leonard—Victor 26231.

ARTIE SHAW and his orchestra playing When Winter Comes with VR by Tony Pastor, and I Poured My Heart Into A Song with VR by Helen Forrest—Bluebird B10307.

GUY LOMBARDO and his Royal Canadian playing Concert In The Park with vocal trio, and A Blue Serenade—Decca 2521.

DICK ROBERTSON and his orchestra playing Pippinella and Where Do You Work-A John, both with VC by Mr. Robertson—Decca 2497.

AL KAVELIN and his Cascading Chords playing Nola and Grateful with VC by Al Shelladay—Vocalion 4930.

HARRY OWENS and his Royal Hawaiian Hotel Orchestra playing Hula Blues and Calling All Lovers with vocal trio—Decca 2528.

BEETHOVEN: Sonata No. 23, in F minor, opus 57. Walter Gieseking (pianist). On three twelve-inch records. Columbia (69570-D-69572-D) Set M-365

DONIZETTI: Lucia Di Lammermoor: Mad Scene. Verdi: Rigoletto: Dearest Name. Lina Aimaro with orchestra (sung in Italian). Twelve-inch. Columbia, 69489-D.

United States Records

New company in the recording field is United States Record Corp., 1775 Broadway, New York, N. Y. Citing the fact that in 1919 twenty-two manufacturers sold 107 million records, Eli Oberstein, president of the new

BUILT LIKE A WATCH

it's time you knew

GARRARD

AUTOMATIC RECORD PLAYING EQUIPMENT



SEND FOR
NEW CATALOG
63-G

GARRARD SALES CORP.
296 BROADWAY • N. Y.

firm, will add his company's name to the group of three who will in 1939 sell over 50 million records.

Mr. Oberstein has long been a top man in recording field having been connected with Victor, Okeh and Columbia. Such numbers as Vieni-Vieni, Josephine, My Reverie, Heigh-Ho and My Heart Belongs to Daddy were first put on wax at Mr. Oberstein's suggestion.

The company is starting with a catalog of 500 standard and classical 10 and 12 inch records. Weekly releases of popular, hill-billy, race, etc. are planned to retail for 35c. Popular and standard selections at 75c will also be released weekly. Monthly releases of classical and standard pieces will sell at \$1.00. Shipments are planned for the latter part of July.

Instructors Pick Kemp

Hal Kemp and his orchestra have been selected by the Dance Educators of America, comprising the country's foremost professional dancing instructors, as the band to record an album of dance tunes for Victor.

The album, now being recorded, will serve as a basis of instruction for the Educators' member instructors, who will fit their set routines to the Kemp arrangements. It will include the six major forms of dancing being taught by the majority of the country's dancing teachers, the waltz, slow fox-trot, fast fox-trot, tango, conga and rumba.

Record Trends

Jitterbugs will keep buying hot plates recorded by Benny Goodman, Bob Crosby, Artie Shaw, Count Basie, Tommy Dorsey and Duke Ellington.

Ella Fitzgerald is still riding high as a vocalist, while the ever-popular Bing Crosby will keep selling records until someone steals the frog in his throat. Other popular vocalists include Mildred Bailey, Martha Tilton, Jack Leonard and Connie Boswell.

Watch Marion Anderson's recordings, especially her Ave Maria, Victor 1210.

Serious "Wax Worth Watching" is listed, too, this month.

The Wilcox-Gay Corporation held dealer showings of their new Recordio models at the Benjamin Franklin Hotel, Philadelphia, in connection with the Philadelphia distributor-Elliott-Lewis Electrical Co., 1017 Race Street; and at the Carter Hotel in Cleveland with the Goldhamer Co., 610 Huron Road recently.

A large number of dealers attending these showings were reported enthusiastic with the new Recordio models and their merchandising possibilities. July 6th, 7th and 8th, another Wilcox-Gay Recordio showing was held at the Statler Hotel in Boston, with the Boston distributor the Milhender-Afes Electrical Co., 617 Atlantic Ave., under the supervision of D. E. McGaw from the Wilcox-Gay factory.

Biggest Sensation IN RECORDER SALES IS 4 Way Federal

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



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



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

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

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

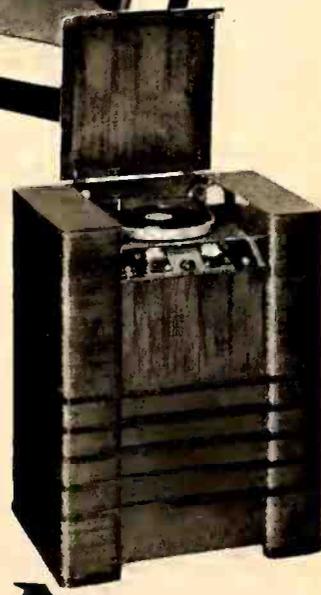
No technical nor radio knowledge is necessary in selling or operating Federal Recorders. Ten minutes with the simple directions, and you can make a perfect demonstration. Soundproof room or recording laboratory not required.

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

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

FEDERAL RECORDER CO., INC.

Dept. 7754 630 S. Wabash Ave., Chicago, Ill.



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

Efficient Sound Installations

Million dollar fairs are giving public best in sound. P.A. men can profit by study of efficient coverage gained and problems solved in typical installations.

Radio and sound-men have been helped a great deal in making efficient installations from the exhibit now in operation at the N. Y. World's Fair. Planned by technical experts and kept in excellent condition by a corps of engineers, public address systems at the Fair are educating people to expect the best in sound coverage at their favorite amusements.

The two installations described this month are typical jobs which could be executed by the average sound-man in the average town. Many public gatherings such as county fairs, parks, conventions, etc., present the same problems overcome by Alexander Fisher, president of Commercial Radio-Sound Corp., metropolitan New York distributor of RCA sound-equipment in two of his many Fair installations.

WILD WEST SHOW

The sound system at the Wild West and Rodeo Show consists of two units, one of which serves a huge outdoor stage of several levels and ramps, on which musical presentations and other features of the rodeo program are presented. The other unit is a large arena with riding rink, measuring about 200 x 400 feet, at one end of which a band platform is located approximately 15 feet above the ground. On both sides of this awning-covered seats have been placed around the full length of the riding rink, 30 or 40 rows deep, elevated towards the rear.

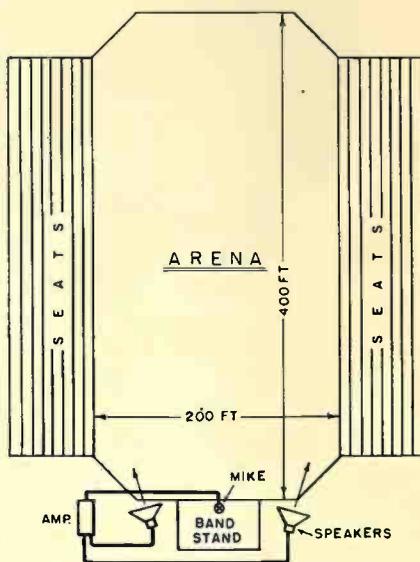
Sound coverage of both of these units is absolutely essential and is accomplished as follows:

Outdoor Platform: Pickup of sound is accomplished by means of any or all of four microphones, controlled by a 4-position electronic mixer unit, complete with master gain control, expansion and suppression control and switch, all housed in vertical steel cabinet, located in wing of stage.

Amplification consists of two 50-watt power amplifiers feeding two 25-watt weatherproof exponential horns equipped with permanent field driving units, located at high points of stage background on either side of stage. This system effects a sound coverage of the space immediately in front of the stage and platforms, and for considerable distance around, and is used for amplification of musical and announcement programs originating from the stage.

Indoor Unit: The indoor unit covering the seating area of the Arena, consists of one ribbon microphone for pickup of music and one pressure operated microphone for announcements. Both of these microphones are located on band platform at which location, control cabinet, consisting of two input control, master gain control, ex-

pansion and suppression control and switch are housed in vertical steel cabinet, driving two 100 watt power amplifier units, each consisting of two 50-watt amplifiers. Two 36-inch cube, two-way loudspeakers are located on platform on either side of band stand, positioned to effect uniform coverage around seating area.



Well laid-out equipment solves sound coverage problem of the large area in the Wild West Show at the N. Y. World's Fair.

FOUNTAIN LAKE

One of the feature spectacles at the New York World's Fair is the fireworks show on Fountain Lake every evening at 10 o'clock. This spectacle is accompanied by sound program and

is featured by announcements originating from the high-powered sound system which has many novel features.

The system consists of eight 100-watt exponential-horn-type sound projectors equipped with permanent-field driving units located four on each of two barges, anchored approximately 400 feet off shore and about 400 feet from center control, with horns directed to effect uniform coverage of the south shore of Fountain Lake for about $\frac{1}{4}$ of a mile.

These projectors are powered by two 50-watt amplifiers each, or a total of sixteen 50-watt amplifiers of 800 watts. The amplifiers are located in a small room in the permanent boat house on the south shore of the Lake and are arranged so that they may be operated from this point or from a remote location in the "light and fireworks control room" on north shore of Lake.

A 2-position input amplifier, together with suitable booster drivers, is located adjacent to powered amplifiers, so that any program up to four inputs may be controlled from this point locally, or by means of a remote-control mixer console, it may be operated from announcer's platform erected in front of the boat house.

PICK-UP SYSTEM

Telephone lines connect the system to the north shore control room, to band studios near the Lagoon and to the master control desk, so that the system is capable of handling programs originating at amplifier location or announcers platform in front of amplifier room, north shore control room, pickup of live band from control room near Lagoon or any program which originates in any one of the studios of the P.A. Center or are fed to the master desk by means of telephone lines.



Two 400-watt groups of floating speakers, 400 feet from control center on right give ample sound coverage for Fountain Lake area.

WORLD'S FAIR WILD WEST AND RODEO



Entrance to World Fair's Rodeo showing barker's platform and ramps. Sound is fed through amplifier in arena to inconspicuous speakers above clock.

Sound Increases Clock-Sign's Value

Will Whitmore, sound enthusiast of Western Electric Company, tells of an electric clock sign which, though very costly and located in an excellent position, failed to attract the attention of many people who passed it. Pedestrians intent on traffic and their own affairs, would go by without noticing clock or sign.

At this point a sound man suggested installing chimes to mark the quarter-hours and thus attract attention to the clock. A chiming clock was obtained and placed in front of the microphone leading to the large speakers behind the sign. Each time the clock chimed, its tones were heard in thunderous volume above the traffic. Peoples' attention was thus attracted, they came to be familiar with the presence of the clock, and now the clock-sign has a large and appreciative regular "circulation," both when the clock is chiming and during the intervals between "sound effects."

Sound Seller

Sound equipment sales booster released by the Transformer Corp. of America, through the Clarion Institute of Sound Engineers, consists of two color Duo-Tone poster depicting the use of sound equipment. Designed to attract the laymen to establishments handling Sound Equipment. May be used for window displays, or as store posters. Size: 11" x 23". Color: Maroon brown and orange-yellow. Supplied free on request.

Wright-Decoster, Inc., have announced the resignation of D. H. Wright as president of the firm and the election of D. W. Decoster, president-treasurer, R. R. DuPuy, vice-president, L. L. Erickson, secretary.

Stores Are Prospects for Sound Men

An excellent example of successful installation and a powerful sales story for sound men is contained in the enthusiasm of Lee W. Court, assistant operating superintendent of Filenes, one of Boston's leading department stores. He finds the new amplification and distribution system "unlimited in its possibilities".

Style shows, special events, sales recorded music programs, emergency calls for lost persons, broadcasts by the store orchestra, management talks, time signals—all these and many other programs have been presented "most successfully", Mr. Court reports. "And as the weeks go on we will continually add to this list of services," he said.

Providing complete and instantaneous coverage of the huge store, Filene's new RCA sound system carries

a wide variety of programs for both employees and customers broadcast from a specially constructed studio on the first-floor balcony. The broadcasts are routed through a master control console unit located in the studio, and instantly selective distribution in any part of the building is easily effected through a two-channel system of 28 powerful loudspeakers. The control unit incorporates a phonograph turntable and has facilities for picking up radio programs through two all-wave receivers.

Microphone pickup facilities are provided for each floor, the store manager's office, and the studio. Selector switches permit selective routing of calls through either the 100-watt "A" channel or 50-watt "B" channel. The "A" channel is used for an executive call system during business hours with coded call signals originating from a telephone switchboard. Separate circuit hookups for each floor and, in some cases, for smaller areas, provide flexible control of program outlets. Thus, during the lunch hour, recorded music programs may be carried to the store's restaurant through the "B" channel while at the same time business announcements may be routed through the store over the "A" channel.

Sound as Jobber's Aid

Having first started the delivery of merchandise to dealers as a distributor and seeing how effective it was, W. L. Fuller, Jr., Parkersburg, Va., is operating similarly selling only to distributors. This truck will be used as a demonstrator to help the distributor promote sound.

The truck is equipped with four University speakers and units, and a complete electric light plant in the rear which is remote controlled from the front. At the present time, the amplifier is a re-built job. The panel inside the truck contains an AC voltmeter, a three input electronic mixer, and matching arrangement on the speakers. In the rear are shelves to carry samples and equipment to give a complete demonstration to distributors and their dealers.



W. L. Fuller, Jr., when a jobber, found delivering by truck to dealers an effective method of merchandising. Now a factory rep he uses this demonstrator to help distributors promote sound.

The Typical Service Business

Radio Today's nation-wide survey shows that "expense-to-sales" ratio is too high. Three things can be done about it.

The radio service business is growing in importance almost daily, made up in total of thousands of independent and individual little businesses.

After sending out thousands of questionnaires, RADIO TODAY has tabulated and analyzed reports received from servicemen all over the country. In this way only could thus be learned the true story of the operation of a typical service business, so that all servicemen may have a standard of comparison by which to check their own operations.

THE TYPICAL SERVICEMAN

The independent business of servicing radio sets ranges from the part-time group with annual sales of less than \$1,000, to the flourishing service business with annual sales of \$10,000.

The typical serviceman, however, has annual sales of \$2,480, expense of \$793, and draws \$1,321 from his business.

His income results from \$630 of tube sales, \$530 of parts sales, and \$1,320 for labor.

His income and his profits can be increased with just a little extra effort at the proper time and place.

It is apparent from the advertising cost of \$50 per year, that more direct mail advertising should be done.

With an average tube stock of \$285 at list, and annual sales of \$630 the tube stock turnover is 2.21.

EXPENSE-TO-SALES RATIO HIGH

Most of the typical serviceman's expense is fixed in dollars, and is at a minimum. But still, because sales are low, expense bulks large, and eats up too much of income.

While annual service income has a range of 10 to 1, ranging from \$10,000 to \$1,000, corresponding expense has a ratio of only 2.75 to 1, ranging from \$1,629 to \$589, but in per cent of sales the ratio is 3.2 to 1, or from 17.8 per cent to 57.4 per cent of sales.

The highest ratio of expense to sales, 57.4 per cent, is borne by the part-time service man, with income of \$1,000 per year, as is to be expected. But a very significant fact is that the lowest expense, 17.8 per cent is shown by the group with income between \$3,000 and \$3,500 per year. Beyond this point expense slowly increases again, until in the \$5,000 to \$7,500 income group expense is 22 per cent of sales.

It appears that at certain income levels, rent and office help are increased, though whether this is the cause, or the result of increased sales, is not apparent.

Depreciation alone takes almost 7 cents of every dollar of income, and

rent, heat and light takes another 11 cents. The car costs 5 cents; office help 2 cents; equipment 1¼ cents; taxes 1¼ cents; and miscellaneous other expenses take 3 cents.

This all adds up to 32 cents out of each dollar of income, that goes to pay the cost of doing business.

First—The charge to the customer is too low.

It appears that in most cases, the serviceman has sold his tubes and parts at regular prices; but has charged only a fair hourly rate for his labor, overlooking the "cost of doing business" in establishing his charge to the customer.

The difference between your cost and the retail price of tubes and parts will take care of your expense in selling them, but to your hourly labor charge should be added 50 per cent to cover the expense, which amounts to 32 per cent of sales, or 50 per cent of cost.

Second—Since the income per call increases in each income group, it appears that selling ability, or at least

selling effort, is largely responsible for increased sales.

It appears that servicemen are technically minded to the exclusion of "sales-mindedness," although they are in a business where sales effort is vital to success. More thought and effort should be given to the sales end of the business, to selling each customer more than just enough to put the set back into operation.

Third—Since dollar expense will support almost double the sales volume without much increase, by pushing tube and service sales, by more advertising to increase the number of customers, as pointed out below, expense will require a smaller portion of the increased income, which then becomes added profit.

SOME BETTER THAN OTHERS

Some servicemen have been particularly successful in their sales promotion work. They keep in monthly contact with their customers on tubes giving seasonal check-ups, and also checking the set before each important

Average of Thousands of Servicemen's Questionnaires

OPERATING EXPENSES FOR ONE YEAR PERIOD (Chargeable to service shop)

Item	Sample shop	Your figures	Item	Sample shop	Your figures
1. Rent (yearly)	\$120	167	14. Advertising expenses incl. postage	\$ 50	50
2. Telephone (yearly)	24	46	15. Depreciation of store fixtures if owned by you (lamps, signs, etc.)	6	10
3. Electricity and gas (yearly)	36	43	16. Delivery and shipping charges (express, parcel post, etc.)	36	24
4. Heat, if not included in rent	None	14	17. Salary of office help	None	49
5. Car depreciation for year	150	71	18. Cost of service manuals, books, magazines	20	18
6. Garage rent (yearly)	15	6	19. Depreciation of service equipment (25% of cost)	125	82
7. Gasoline and oil	60	74	20. Tools and shop supplies	5	14
8. Car repairs	35	26	21. Bad debts	20	30
9. Tires for car	10	15	22. Other expenses	10	25
10. Auto license	3	10			
11. Auto insurance (Pub. liabil., etc.)	44	16	TOTAL ANNUAL EXPENSES	\$769	\$796
12. Workmen's compensation	None	2			
13. Social security, unemployment insurance	None	4			

WAGES PAID

23. Non-technical wages (helper, chauffeurs for servicemen, etc.)	None	—
24. Salesmen's wages and commissions, if any (for service department only)	None	—
25. Technical wages (servicemen and technicians only, do not include owner)	None	120
State number of servicemen employed	None	1320
26. Owner's salary (state nature of owner's duties so that we can properly classify this item)	\$1927	—
Duties		

HOURS WORKED AND HOURS SOLD

27. Total number of hours worked per week by all servicemen including owner solely for service	56 hrs.	64 hrs.
28. Percentage of servicemen's time chargeable to customer for work performed (This is your productive time, or time sold to customer)	25%	45%

INCOME FROM CUSTOMERS

Item	Sample shop	Your figures
29. Dollars paid by customers for tubes (yearly)	\$ 600	630
30. Dollars paid by customers for parts, antennas	516	530
31. Dollars paid by customers for labor	2,092	1320
TOTAL INCOME FROM CUSTOMERS	\$3,208	2480
22. Income from set dept. for "free servicing" and installation of sets sold	None	—
35. Approximate no. of calls made, for which you were paid (omit free repeat calls)	700	498

COST OF TUBES AND PARTS

Item	Sample shop	Your figures
34. Net value of new tubes in stock at beginning of year	\$145	165
35. Net value of new tubes in stock at end of year	146	157
36. Net value of tubes purchased during year	244	356
37. Net value of new parts in stock at beginning of year	365	220
38. Net value of new parts in stock at end of year	415	208
39. Net value of parts purchased during year	293	378

special broadcast event. These men have greater sales and profits, and draw more from their business than the typical serviceman pictured here, as a composite of all.

CONCLUSIONS

Since these men are located in all parts of the country, the conclusion is that servicemen everywhere can improve their position and their business—

1. By thinking at least as much about "getting the job to do" as they now think about "doing the job right."
2. By systematically selling "preventive service," rather than waiting for a set to go haywire, and the customer to call.
3. By spending more advertising effort to get new customers.
4. By selling each customer more, enough to make the set operate properly.
5. By charging enough for their labor to cover their cost of doing business.

RMA-NAB Campaign Aids Servicemen

Many dealers are already reporting benefits derived from the RMA-NAB campaign "to promote the best interests of American radio." Servicemen too are beginning to feel the effects of radio plugs advising the public to have their sets checked for better reception.

Following samples of the announcements being used on cooperating stations are those of T. C. McCray, program manager of WTIC. Dealers no doubt will find them useful as tie-ins with window displays, slogans on direct-mail pieces, etc.

The best summer radio entertainment ever is ahead of you. Don't miss it. Take a receiver with you wherever you go and listen while you play.

Wherever you drive this summer, take your favorite radio programs along with you. Have your car-radio checked now for perfect reception and listen while you play.

Your enjoyment of Radio is largely measured by the efficiency of your receiver. Don't let outmoded equipment spoil your pleasure. Call your Radio service man today.

RMA Statement on Television

By unanimous action the board of directors of the Radio Manufacturers Association, in its annual convention at Chicago, authorized President A. S. Wells to make the following statement on television for the association and the industry:

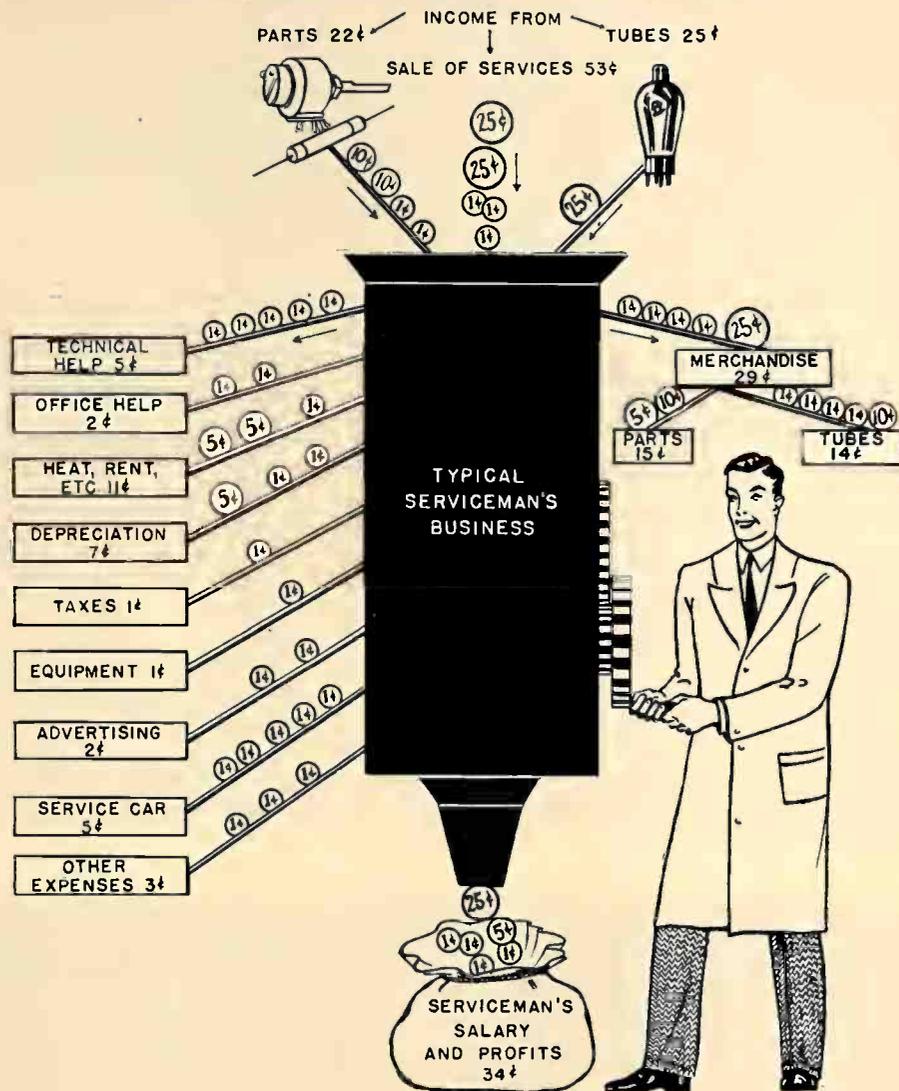
The membership of the Radio Manufacturers Association includes practically all of the U. S. makers of television sets.

No group has so great a stake in the development of television. No group has a greater faith in the future of this art, or a firmer belief in its eventual growth from its experimental stage to that of one of the country's great services.

They would like to present television to the whole country, but because of the many problems involved it will be a long time before such a reality can be achieved.

The Serviceman's Dollar

Where it comes from, and where it goes



They feel that this statement is necessary because of the nation-wide interest in this matter; because television has suffered from over-statement; and because the inauguration of television in New York may arouse false and ungrounded hopes in the minds of the people throughout the country.

FAR OFF FOR MOST

As a matter of fact, television is something that those living in New York may now have in a limited way, and a few additional stations are in prospect at the present time, while others will probably develop when a solution to the financial side of such broadcasting can be found. In all probability, however, over 90 per cent of the geographical area of the United States will not be served for some time to come, for the economic questions are serious ones and will have to be solved by broadcasters in the future.

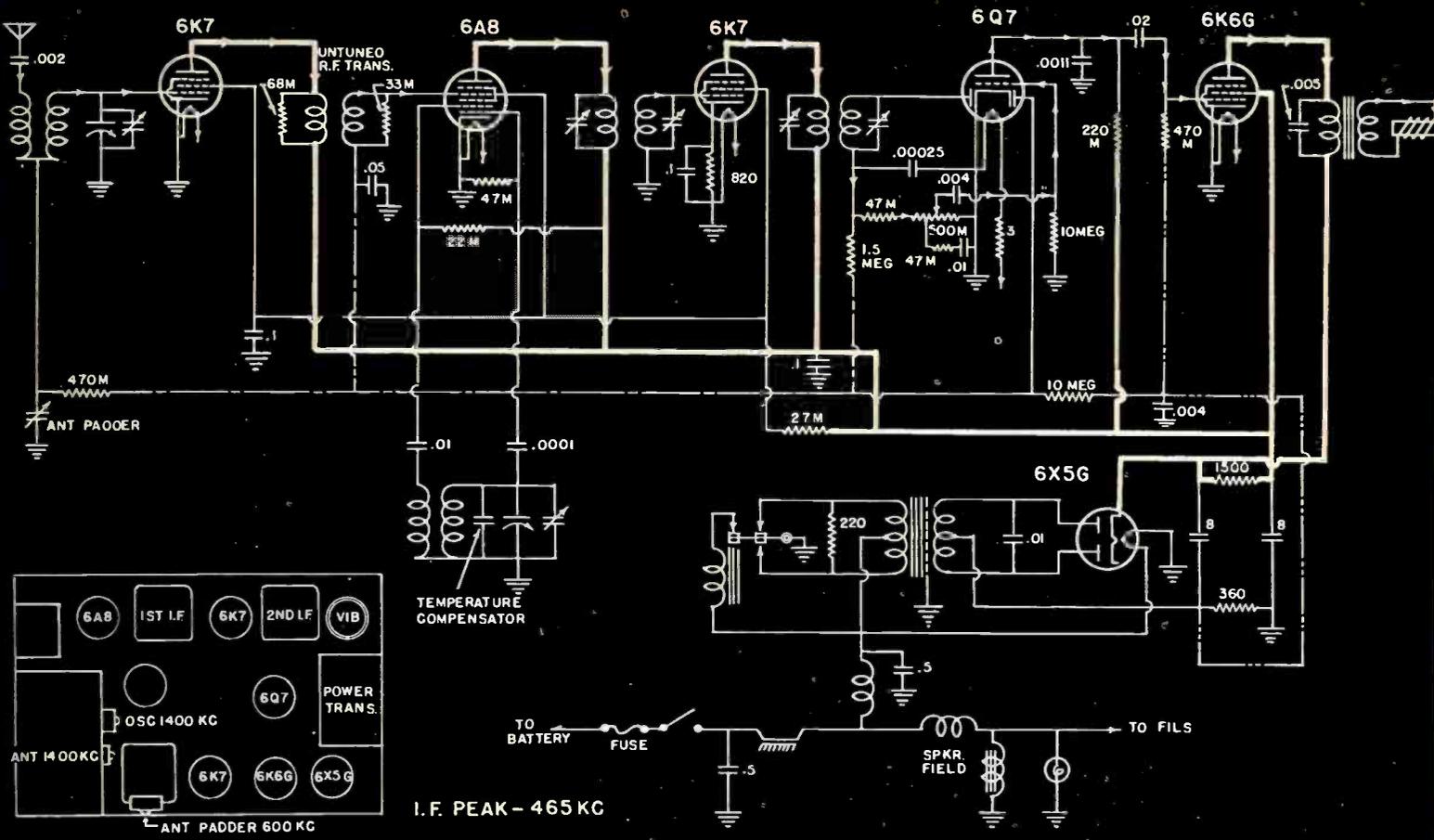
Even where television is available, it must be remembered that for technical reasons it can only be received to the optical horizon. The average useful reception distance from the antenna on top of the Empire State Building in New York (the world's tallest

building) is only fifty miles. This means that the horizon, or useful distance from any building or mast less in height than the Empire State Building will be considerably less than that available in New York.

EXPERIMENTAL BASIS

It must also be remembered that television broadcasting is on an experimental basis. The experimental character of such broadcasting, or telecasting, as it is properly called in television, means that the program will be on a trial basis, and until experience has been gained in the kind of programs that are of real service to the public, they cannot be broadly duplicated over many stations. Therefore, these programs for some time to come will, of necessity, be limited at best to a few hours a day.

Even where television is available, or may become available, it must be considered as a supplemental service to radio broadcasting, and for that reason will not render the modern radio receiving set obsolete any more than an aeroplane renders the modern automobile obsolete. These are and will be different types of services.



G-E Model GA-62 Auto Radio

Mechanical push-button tuning with a 2-gang condenser is used in the G-E GA-62 auto radio. A total of 6 tubes is employed in a superhet circuit employing a radio-frequency amplifier stage.

Somewhat unusual is the use of an untuned transformer or coil between the 6K7 r-f tube and the 6A8 converter. This untuned stage makes it possible to have an r-f amplifier in a 2-gang receiver.

The I.F. is aligned in the usual manner at 465 KC. At 1,400 KC the oscillator trimmer and antenna trimmer on the condenser gang are adjusted for maximum signal output.

With the oscillator tuned to 600 KC and connected to the antenna terminal through a 100 mmf. condenser, the antenna padder is peaked while rocking the condenser gang back and forth through resonance. The padder is left at the adjustment giving maximum signal.

After installation in the car, the antenna padder should be adjusted for maximum output when the set is tuned to a weak signal near 600 KC.

For ease in tracing the circuits the AVC is indicated by a line of dashes and dots, the negative bias by a line made up of a dash and 2 dots. The B plus is an extra heavy line, while the arrowheads show the signal path.

Insulation at High Freqs

The popularity of short wave receivers and the introduction of television increases the importance of insulating materials used in antennas, coils, tube sockets, etc. When installing antennas and other parts subject to high frequency currents, an insulating material suited for the job should be used. For outdoor service, as antenna insulators, a low moisture absorbing material is necessary. In general, the lower the power factor rating of a material, the better the insulator it is for high frequencies.

For purposes of comparison, the following table gives some of the more important characteristics of the common insulating materials.

Material	Dielectric Constant	Power Factor 60 cy. 1 kc.	5 1 mc.	5 24 hours	% Water Absorption
Fibre	4.5	6-9	5	5	30
Glass (crown)	6.2	—	1	—	0
Glass (pyrex)	4.5	—	0.5	0.2	0
Mica	7.3	0.03	0.02	0.02	—
Mycelax	6-8	—	0.6	0.3	0.035
Bakelite (pure phenol)	5	2	—	1	0.15
Low-loss Bakelite (yellow phenol)	5.3	2.5	1.4	0.7	0.2
Porcelain (wet process)	6.5	2	1	0.6	Low
Porcelain (dry process)	6.2	2	1	0.7	0.1-1
Quartz fused	4.2	0.03	0.03	0.03	0
Rubber, hard	2-3	1	1	0.5-0.9	0.02
Steatite	6.1	1	0.4	0.3	0.02
Shellac	2.5-4	2.5	—	0.9	0.1

Duvall Heads RSA

Elected as National President of RSA was George F. Duvall of Brooklyn, N. Y. Mr. Duvall has been a serviceman since before the war, served as president of Metropolitan N. Y. chapter in 1938 and 1939. He is now manager of Television Technicians, Inc. His company is comprised of a group of former servicemen now doing an excellent job of television antenna installation in the New York area. Duvall succeeds T. P. Robinson, Dallas, Texas, who served two terms as first National President of RSA.

In his inaugural address to the members of RSA gathered at their Convention in Chicago, June 16-17, Mr. Duvall said:

"Our organization is the result of cooperation; cooperation between servicemen, cooperation with the sales managers clubs, the RMA, the trade journals, and other branches of the radio industry, and now cooperative action in the RMA-NAB campaign for the betterment of radio. Indeed, that word 'cooperation' is a grand word, a word of great potentiality, whereby servicemen gather together in mutual interest and for mutual benefit, and because of that cooperation between servicemen are invited to participate in cooperation with other branches of the radio industry, to the mutual benefit of the entire industry as well as the serviceman. Cooperation, then, is the foundation of RSA."

PROFITABLE SERVICING! *Faster!*

John F. Rider Announces!

Complete!

Easy TO USE!

● ANSWER TO A NEED

The great number of receiver models being produced by the manufacturers—have combined to create such a need—such a demand for servicing data that Volume X will be made available 4 months ahead of the usual date.

● NEW SERVICE DATA

Complete servicing data you need on the receivers now in your shop . . . The data you would ordinarily get in November, ready for you this year on August 19th. The information you have asked us for—in the form you asked for it—all in Rider's Volume X.

● LATEST DEVELOPMENTS

Television—Facsimile—Wireless Record Players—the servicing information on these important new developments for the servicemen will be found complete in Volume X. You must have the manufacturer's instructions when you install or service any of these new sets.

● NEW "HOW IT WORKS"

Easy-to-understand explanations on the theory of Television—Facsimile—Wireless Record Players, etc., are in the new, 64-page "HOW IT WORKS" section which is included at no extra cost. This is the type information you have always found so helpful. Volume X index covers all 10 Rider Manuals.

"SERVICING BY SIGNAL TRACING"
by John F. Rider

Use the system of servicing which is proved and endorsed. The fast-modern system you can apply to all receivers regardless of age, type or make—independent of every limiting factor heretofore encountered. In this new book you learn what happens to the signal currents—the development of control voltages—and how all receivers are brought to a common servicing level. There is one thing which is common to every radio set—the signal. Read this book and you will be able to service the most complicated set with greater speed and less effort.
300 pages \$2.00

**Out Soon! VOLUME II
THE CATHODE-RAY TUBE AT WORK**
by John F. Rider

New applications of the cathode-ray tube require that the 1939 serviceman know more about its operation, characteristics and performance. The cathode-ray tube as the principal factor in television receiving sets is but one of the applications with which you will soon be faced. Use of the Oscillograph in industry is increasing every day in testing vibration, strength, engine pressure, etc. Industrial users need servicemen to maintain their oscillographs. Be up-to-date on this vital subject.

**Volume X
RIDER MANUAL
OUT
AUGUST 19th
1650 PAGES—\$10.00**

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I	7.50	1920-31

ORDER TODAY YOU NEED ALL 10 RIDER MANUALS



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

Andrea Servicemen's Meeting

Three hundred metropolitan New York servicemen were present at a general meeting called recently by the Andrea Radio Corporation for the purpose of explaining a cooperative television training course.

The importance of correct antenna installation and television receiver placement was emphasized by M. B. Sleeper, district sales manager. Because of highly individualized reception conditions, no definite rules were stated for the "perfect antenna installation". Servicemen were urged to give careful consideration and sufficient time to this problem. Good, intelligent workmanship can command a better return in the television field, said Mr. Sleeper because of the greater cost of the serviced article. Andrea will offer basic technical training to the metropolitan serviceman under two plans. First plan consists of a course of six lecture-demonstrations on the construction of a television receiver. The second plan calls for the serviceman to construct his own kit under technical supervision at the same six-session lecture course.

RSA News

At the annual board meeting of the Radio Servicemen of America during the Chicago Trade Show, George Duvall, New York City, was named president.

Elected vice-president for 1939-1940 was Kenneth A. Vaughan, Johnstown, Pa. Donald H. Stover, Freeport, Ill., and Lee Taylor, Chicago, were re-elected secretary and treasurer respectively for the fiscal year 1939-40.

New RSA Directors seated during the Convention were: Frank L. Clark, Nashville, Tenn.; Winston B. Jones, Washington, D. C.; Fred Olson, Green Bay, Wis.; Ingvar Paulsen, Roxbury, Mass.; Norman W. Smith, Jamestown, N. Y.; Carl Williams, Phillipsburg, N. J.; George D. Wooley, Rock Island, Ill.

Re-elected Directors, and hold-over Directors are: Joseph A. Cole, L. G. Dearing, George F. Duvall, Henry M. Lutters, Carl A. Rauber, T. P. Robinson, Donald H. Stover, Lee Taylor, Albert J. Theriault, Kenneth A. Vaughan.

Danville, Ill.—A radio program donated as long as material can be furnished affords an excellent opportunity for RSA to acquaint the public with its services.

Our Miami Beach Cover

The pictures on this month's cover illustrating "New Models and Specifications" was taken especially for RADIO TODAY by Steve Hannigan, well-known publicity director for Miami Beach, famed Florida resort. The gentleman with the pleasant task of finding the models' "specifications" is Karl Hinsdale of Hannigan's staff. The five pretties from left to right are: Edyth Stanley, Elaine Carraway, Lorraine Barnhill, Emma Steele, Bernice Garri-gus.

SERVICE NOTES



A. Berumen at his work-bench

Anthony Berumen, owner of the Broadway Radio Shop, 1508 Broadway, San Antonio, Texas, believes in making things handy for himself when he works, in order to save his nerves and time as well.

Therefore he has rigged up a special board with holes in it where he can stock tubes for which there is a great call, and this simplifies things when he is testing, etc. Also, he has strung strips of packing wire above and below these tube boards. On the top packing-case wire, tube prongs will fit over very nicely and keep from falling.

On the low two wires, also below the tube board, he has small boxes filled with parts, and these boxes rest on the lower wire and against the upper one to keep them in place and handy when Berumen wants small parts, etc.

"This arrangement has saved us a lot of time and inconvenience," says Berumen. "No one likes to be getting up from a service bench continuously, to run to get a tube or some small part. Packing-case wire is fairly strong and can be used at the average service bench very nicely in this way."

Two Way Television

A two-way television system using one cathode ray tube at each end, has been patented by Allen B. DuMont Labs., Inc. The heart of the system is a cathode ray tube using a photo-sen-

sitive surface and fluorescent screen in the same glass envelope. A common electron gun serves both surfaces, switching of the stream being either manual or automatic. Previous two-way systems involved the use of two tubes, one receiving and one transmitting at each end.

RCA to Build and Sell Chanalyst

The manufacturing and sales rights to the Rider chanalyst and volt-ohmyst have been acquired by the RCA Mfg. Co. from Service Instruments, Inc. This is a step in the RCA policy to minimize obsolescence in the service instrument field by offering universal equipment with a long-range use.

BOOK REVIEW

Audel's Radioman's Guide

Audels New Radioman's Guide by E. P. Anderson. Price \$4. Theo. Audel & Co., Publishers, 49 W. 23 St., New York.

A new 756 page handbook for the radio-electrician, and student covers the field of land, air, and marine radio, television and modern servicing.

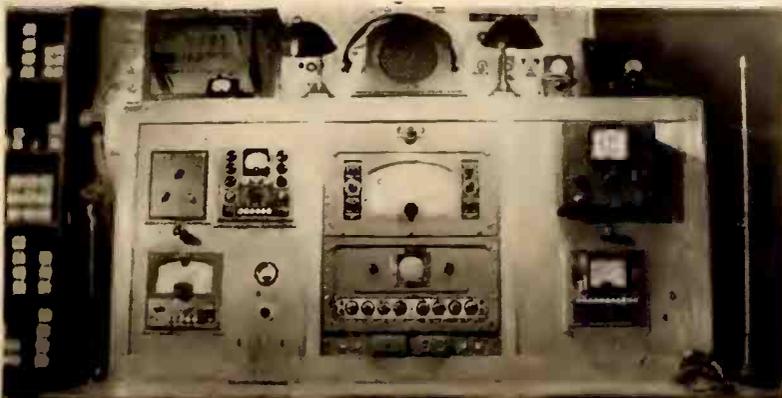
A section of the guide devoted to basic fundamentals, provides the necessary background for covering the more advanced material. A series of review questions and their answers tests the reader's progress.

The subject of receivers is built up from component circuits to the complete diagram. Automatic frequency control, push button tuning, and remote control systems are explained with diagrams, drawings and photographs.

For sound men, there is a chapter on PA systems and phonograph pickups.

A section on marine and aircraft radio, including the radio compass, blind-landing beam, and direction finder covers this new and important field. Electronic television systems are well explained and illustrated.

Much space is devoted to testing methods and equipment. The wiring diagrams for modern test instruments are shown and series of radio troubles and their cures provide valuable pointers for the serviceman.



A unique service bench layout at Herring Radio and Television Service, Columbia, S. C.

They Stay QUIET!

Three great engineering features make IRC Controls PERMANENTLY QUIET, DEPENDABLE, RUGGED. All three were pioneered and perfected by IRC. They are available ONLY in IRC Type CS Volume and Tone Controls. Each one involves more painstaking, more costly manufacture . . . yet you buy IRC Controls at ordinary control prices.

FREE: If you haven't already received your copy of the NEW IRC GUIDE (Edition No. 2) ask your jobber today. The finest, most complete GUIDE ever published. Includes the new IRC Wire Wound Controls, the new IRC Midget Controls and the new IRC universal shafts that save you time and money. Don't miss it!

METALLIZED RESISTANCE ELEMENT

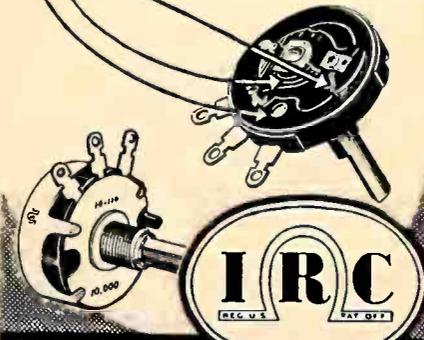
The ideal surface for amazingly quiet contact. You can actually feel the difference when you turn the knob.

SILENT SPIRAL (POSITIVE) CONNECTOR

Metal-to-metal, sliding contact between rotor arm and end terminal is eliminated. Noise hasn't a chance.

5-FINGER "KNEE-ACTION" CONTACT

Each contactor acts independently. Each tracks smoothly and in perfect unison with a cushioned "knee action" effect.

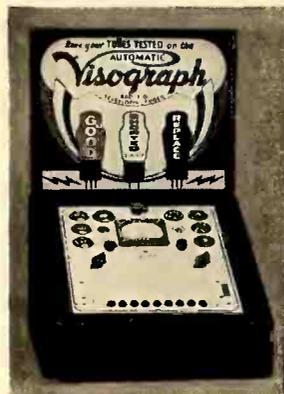


"Metallized" CONTROLS

INTERNATIONAL RESISTANCE CO
401 N. Broad St., Phila., Pa.

NEW SERVICE EQUIPMENT

Manufacturers' products to make the serviceman's job easier



Graphic Tube Checker

★ Illuminated tube profiles flash condition of tube under test. Tests all tubes including thyratrons, tuning eyes, loktals, and bantam juniors. Triumph Mfg. Co., 4017-19 W. Lake St., Chicago.—RADIO TODAY.

Dial Lights

★ A line of eight dial lights covering most replacement needs are packed in cartons of ten lamps each. Arcturus Radio Tube Co., 720 Frelinghuysen Ave., Newark, N. J.—RADIO TODAY.



Tube Tester

★ Counter or portable tube tester tests all newest types of radio and television tubes including 35, 50, 75, 85, and 117 volt filaments. Tests loctals, bantams, gas rectifiers, ballast, electric ray, thyratons, cathode ray tubes and pilot lights as well as remote radio control units, etc. Model 440. \$32.95 net. Triumph Mfg. Co., 4017 Lake St., Chicago.—RADIO TODAY.

Non-corrode Soldering Iron

★ Heavy duty soldering iron with new type element retains heat in lower chamber. Will not corrode or freeze. Tip is of specially drawn copper. All outside metal chrome plated. Comes with 6 foot rubber covered cord and plug. Approved by underwriters. Available in 100, 125, 150 and 200 watts 110-120 volts AC or DC. \$3.50 and \$4.00 net. Albert F. Ross & Co., 2341 Wolfram St., Chicago.—RADIO TODAY.

Service Instruments

★ Vacuum tube voltmeter with high-impedance, low-capacity input uses a 955 tube at the end of a 4 inch cable. Measures AC volts to 150 and DC volts to 7,500. Also available is mutual conductance tube tester combined with volt-ohm-milliammeter and condenser checker Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland, O.—RADIO TODAY.



Television Tester

★ Safe high voltage measuring instrument has 2,500 & 10,000 volt ranges AC or DC and 50, 500 & 5,000 microamps DC. Meter and terminals are set below metal panel. DC sensitivity, 25,000 ohms per volt, AC sensitivity, 5,000 ohms per volt. Triplett Elec. Instrument Co., 193 Harmon Ave., Bluffton, O.—RADIO TODAY.



Tube Tester Modernizer

★ Compact transformer with selector switch plugs into four-prong socket of the tube checker, gives filament voltages from 35 to 100 volts. Price, \$4.65. Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.—RADIO TODAY.



Tube Tester

★ Dynoptimum tube tester will test all 35-45-50-70 volt tubes. Provides for future 40-75-80-115 volt tubes. Provision for regular RMA test and additional noise level-test. Has hot interelement short and leakage test. Line voltage indicator on meter. Direct reading "good-bad" scale. Counter model 308 \$16.95 net. Combination portable and counter type \$18.95 net. Radio City Products Corp., 88 Park Place, New York, N. Y.—RADIO & TELEVISION TODAY.



Electronic Volt-ohmmeter

★ Electronic volt-ohmmeter with total of 12 scales has voltage range of 0.1 to 6,000 volts and resistance range of 0.1 ohm to 1,000 megohms. Input resistance is 200 megohms on all voltage ranges above 6 volts and 40 megohms on ranges below 6 volts. Model 660. Radio City Products Co., 88 Park Pl., New York, N. Y.—RADIO TODAY.

Safety Blow Torch

★ Pumphless blow torch for radio and electrical work. Designed especially for bench or desk use. Holds 6 ounces of fuel—enough for 4 hours operation. Spherical brass tank. Delivers a fine-pointed flame or a 6-inch blast flame. Model 300. Baumgarth Mfg. Co., 836 Hubbard St., Chicago, Ill.—RADIO TODAY.

SHORT WAVE CONVERTER FOR CAR RADIO



Model 600 & 700



Model 500

Can be attached to any car radio. Has on and off switch. Does not affect the reception on the standard broadcast bands.

MODEL 600—Covers 49, 31, 25, 20, 19, and 16 meter bands. Designed for reception of American and foreign short wave broadcast. Especially adapted in tropical countries and the more remote parts of the world. Distance range 5,000 to 10,000 miles.

LIST PRICE.....\$24.95

MODEL 700—Long wave converter covers 135 to 410 kc. Used in the U. S. to receive government weather reports, and in cars and boats of the water front districts. LIST PRICE.....\$24.95

For Use of Police and Other Law Enforcement Officers

MODEL 100-A—A police converter with single metal tube and triple variable tuning condensers. Covers 1,500 to 2,600 kc.

LIST PRICE.....\$12.50

MODEL 200—Police converter with variable condenser and illuminated dial. Covers 1,500 to 5,500 kc. LIST PRICE...\$17.95

MODEL 500—Police converter with two metal tubes, variable condenser and illuminated dial. Very sensitive. Has exceptional distance range.

LIST PRICE, \$21.95; WITH AEROPLANE DIAL. \$23.95

MODEL 800—Police converter with two metal tubes and triple tuning condensers. Covers 1,500 to 2,600 kc. Has exceptional distance range.

LIST PRICE.....\$15.95

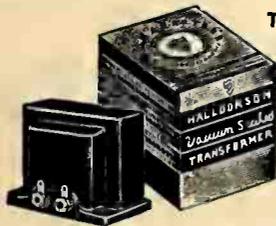
MODEL 900—Police converter with one metal tube and double tuning condenser. Covers 1,500 to 2,500 kc. Has fair distance range.

LIST PRICE.....\$7.95

Jobbers and dealers wanted.

ABC RADIO LABORATORIES

3334 N. New Jersey Street Indianapolis, Indiana



TRANSFORMERS AVAILABLE FOR TELEVISION!

JUST 8 MODELS for 90% of ALL RADIO SERVICE CALLS . . .

Including Both Power and Audio Transformers

* For \$18.23 a service dealer can stock 8 models of Halldorson Transformers that will answer 90% of all radio service calls covering both power and audio requirements.

And remember, the design of each transformer covers the requirements of all the makes of sets for which it is intended. When the investment is so low, why not be prepared to give prompt transformer service with the outstanding Vacuum Sealed Transformer line.

Write for details!

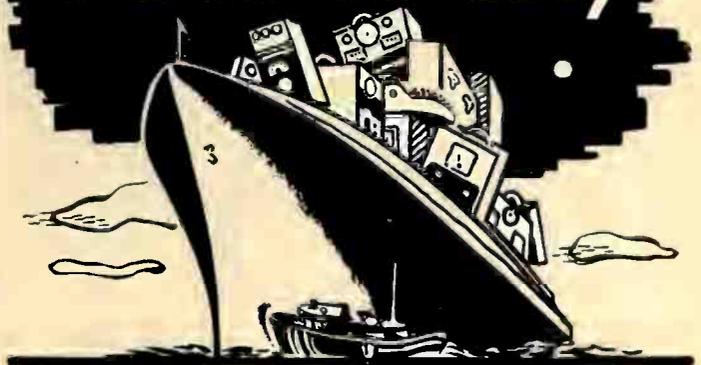
Halldorson

Vacuum Sealed Transformers

THE HALLDORSON COMPANY

4500 Ravenswood Ave. Chicago, Ill.

YOUR SHIP COMES IN!



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

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

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



NEWEST EQUIPMENT NOW AVAILABLE!

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

ARCTURUS

ARCTURUS RADIO TUBE CO., Newark, N. J. T-21

Without cost or obligation, send my copy of the ARCTURUS DEALER HELPS Folder and details of your new equipment deal.

Name.....

Street.....

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

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

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



If you operate an established radio service business... can turn over a price-protected tube stock at least three or four times a year... have the setup to cash in on helpful advertising displays... and a reputation for maintaining standard prices... you'll "CLICK" with Tung-Sol.

This means a *profitable* franchise—selling to a market free from conflict with already established Tung-Sol dealers—plus an adequate supply of tubes without buying them.

* * *

**IF YOUR BUSINESS FITS THIS
"PICTURE" WRITE US TODAY**

TUNG-SOL LAMP WORKS, INC.
Dept. C Radio Tube Division

TUNG-SOL
VIBRATION-TESTED
RADIO TUBES

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

PORT-A-PAK



**BATTERIES
for
PORTABLE
RADIO SETS**

Made with DUPLEX sockets to take large and small 3-prong "B" plugs

- HIGHEST QUALITY
- ATTRACTIVE PRICES
- SOUND MERCHANDISING POLICIES
- IMMEDIATE DELIVERIES

Manufacturers of "ADVANCE" BATTERIES

Free! Write for copies of our portable radio battery replacement guide

Ask to have our representative call to explain our proposition

GELARDIN, INC. 49-53 Nassau Street
BROOKLYN, N. Y.

Sell your product
through advertising
in

RADIO
and Television
TODAY

COSTS SO *little*
DOES SO *much*



480 Lexington Avenue, New York

Model	List Price	Cabinet		Number of			Speaker		Special Features
		Style	Size H X W X D	Station Tubes	Wave Push Buttons	Power Bands Supply	Size	Type	
PHILCO—Contd.									
40-74T	26.45	Port	7¾x13½x7¾	4	0	1	B	5½	PM IA
40-81T	17.45	Port	6x10¾x5½	4	0	1	B	5	PM IA
40-88T	36.45	Port	7¾x13¾x7¾	5	0	2	B	5½	PM IA
40-504	46.45	PRP	10x13¾x11	4	0	1	B	5½	PM IA
40-501	25.00	PC	7x12½x8¾	4	0	1	AC/DC	4	EE TA
40-502	35.00	PC	8x14½x11	5	0	1	AC/DC	4	EE TA
40-503	59.95	PC	13x13x13½	6	6	2	AC	5½	EE TA
40-506	79.95	PC	34x26¾x14	6	6	2	AC	10	EE TA
RP-1	19.95	PC	3½x10x10	2	2	*
RP-2	25.00	PC	5½x14x13	2	2	*
RP-3	29.95	PC	6x13½x14	2	2	*
40-507	119.95	PCA	34x31¾x17	6	6	3	AC	12	EE TA-1A
40-508	139.95	PCA	35x32½x16	8	8	3	AC	12	EE TA-1A
40-509	185.00	PCA	34½x33½x17½	8	8	3	AC	12	EE TA-1A
40-510	350.00	PCA	38x40½x21	12	7	1	AC	12	EE IA
40-516	395.00	PCA	38x40½x21	14	7	3	AC	12	EE IA

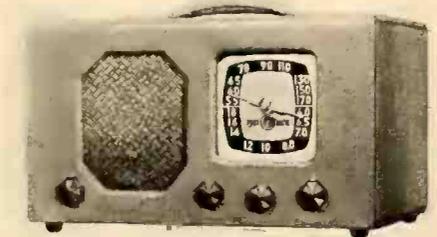
*Wireless record player



Philco Model 501

PORT-O-MATIC—Port-o-matic Corp., 1013 Madison Avenue, New York, N. Y.

210F	\$125.00	PRP	24½x15½x10	8	0	2	AC/DC
212F	145.00	PRP	24½x15½x10	8	0	2	AC/DC
250F	165.00	PRP	24½x15½x10	..	0	3	AC/DC
90F	99.50	EP	23x15½x10	4	0	0	AC/DC
120F	125.00	EP	23x15½x10	6	0	0	AC/DC
80F	89.95	PRP	21x15x8	8	0	2	AC/DC
50F	54.50	EP	15x15x8½	4	0	0	AC	..	EE
18A	49.50	Port	13x8½x9	8	0	2	AC/DC	..	PW 15
25A	64.50	Port	8½x13x8½	..	0	3	AC/DC	..	PW 15



Port-o-matic Model USW-17C

RCA—RCA Mfg. Co., Front & Cooper Streets, Camden, N. J. Adv. P. 28-30

9TX31	\$ 9.95	T	5x8½x4¼	5	0	1	AC/DC	4	EE IA
5X5 W	14.95	T	5x8½x4¼	5	0	1	AC/DC	4	EE RC
5X5 IV	16.95	T	5x8½x4¼	5	0	1	AC/DC	4	EE RC
5Q55	29.95	T	9¾x13½x9	5	0	3	AC	5	EE ..
9TX50	18.95	T	8½x11x6½	5	0	1	AC/DC	4	EE ..
40X50	16.95	T	7½x5¾x9	5	0	1	AC/DC	4	EE IA
40X51	16.95	T	7½x5¾x9	5	0	1	AC/DC	4	EE IA
40X52	14.95	T	7½x5¾x9	5	0	1	AC/DC	4	EE IA
40X53	15.95	T	7½x5¾x9	5	0	1	AC/DC	4	EE IA
40X54	16.95	T	7½x5¾x9	5	0	1	AC/DC	4	EE IA
40X55	14.95	T	7½x5¾x9	5	0	1	AC/DC	4	EE IA
40X56	16.95	T	7½x5¾x9	5	0	1	AC/DC	4	EE IA
40X57	16.95	T	7½x5¾x9	5	0	1	AC/DC	4	EE IA
96X1 W	14.95	T	7½x7½x11	6	0	2	AC/DC	5	EE ..
96X11 W	19.95	T	7½x7½x11	6	5	2	AC/DC	5	EE ..
T-64	39.95	T	13½x14½x9	6	6	3	AC	6	EE AA
T-80	49.95	T	14x16½x10	8	6	3	AC	6	EE ..
96E2	69.95	T	22x13½x24½	6	8	3	AC	12	EE ..
U-8	19.95	T	6½x15x8¾	5	0	1	AC	5	EE ..
U-112	39.95	T	11x15½x13	5	0	1	AC	5	EE ..
BT-40	14.95	T	6½x9x4¾	4	0	1	B	4	PM PW-7¼
R-98	79.95	T	14½x19¾x14	5	0	..	AC	8	EE ..
K-60	49.95	Con	38x25½x12½	6	8	3	AC	12	EE AA
K-80	69.95	Con	42½x28½x14¾	8	8	3	AC	12	EE ..
U-121	79.95	Con	34x17x25¾	6	5	1	AC	12	EE ..
U-125	175.00	Con	34x30½x16¾	8	8	3	AC	12	EE ..
U-30	185.00	Con	34x17x36¼	10	8	3	AC	12	EE ..
U-129	185.00	Con	35x33½x17	10	8	3	AC	12	EE ..
U-50	69.95	Port	9¾x14½x18½	5	0	3	AC	8	EE PW-35
94BP1	16.45	Port	9x6½x12	4	0	1	B	4	PM PW-7
94BP80	26.45	Port	9x12x6½	4	0	1	B	5	PM PW-7¼
U-123	129.95	PCA	34x17x30¼	6	5	2	AC	12	EE ..
U-25	149.95	PCA	34x30½x17	8	8	3	AC	12	EE ..
U-26	165.00	PCA	35x16¾x33½	8	8	3	AC	12	EE ..
R-93B	14.95	EP	5½x8½x12	AC
R-100	14.95	EP	5½x8½x12	AC
M-50	24.95	A	6x6x10¾	5	5	1	B	..	EE ..
M-60	29.95	A	6x6x10¾	6	5	1	B	..	EE ..
M-70	44.95	A	9x6x2¼	7	5	1	B	..	EE ..
TT-5	199.50	TELT	16¼x19¼x19	16	..	5 Tel.	AC	..	V
TRK-5	295.00	TELC	43¼x29¼x18¾	24	6	5 Tel.	AC	12	EE ..
TRK-9	450.00	TELC	47¼x31½x24¾	36	9	3 Radio 5 Tel.	AC	12	EE HF
TRK-12	600.00	TELC	40½x34½x20	36	9	5 Tel. 3 Radio	AC	12	EE HF

*Less Batteries



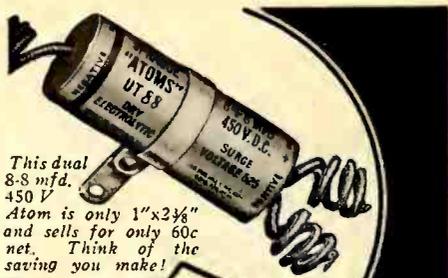
RCA Model T64

SENTINEL—Sentinel Radio Corp., 2222 Diversey Parkway, Chicago, Ill.

194UTW	..	T	..	5	0	1	AC/DC	4	EE ..
194UTI	..	T	..	5	0	1	AC/DC	4	EE ..
195UTN	..	T	..	5	4	1	AC/DC	5	EE TA
195UTI	..	T	..	5	4	1	AC/DC	5	EE TA
195UTWD	..	T	..	5	4	1	AC/DC	5	EE TA
193UTW	..	T	..	6	0	2	AC/DC	5	EE TA
193UTI	..	T	..	6	0	2	AC/DC	5	EE TA
193UTWD	..	T	..	6	0	2	AC/DC	5	EE TA
196AT	..	T	..	6	0	1	AC	6	EE TA
198AT	..	T	..	7	6	2	AC	6	EE TA
175BT	..	T	..	4	0	1	B	5	PM ..
175BTW	..	T	..	4	0	1	B	6	PM ..
168BT	..	T	..	5	0	2	B	6	PM ..
176BT	..	T	..	6	4	2	B	6	PM ..
200XT	..	T	..	5	0	1	ABD	6	PM ..
186BT	..	T	..	5	0	2	B	6	PM TA
189LT	..	T	..	6	0	2	B	6	PM TA
196AT-CB	..	T	..	6	0	1	AC	6	PM TA
193UC	..	Con	..	6	0	2	AC/DC	8	EE TA
198AC	..	Con	..	7	6	2	AC	10	EE TA
199AC	..	Con	..	11	6	3	AC	12	EE TA
175BCT	..	Con	..	4	0	1	B	8	PM ..
168BC	..	Con	..	5	0	2	B	10	PM ..
176BC	..	Con	..	6	4	2	B	10	PM ..
186BC	..	Con	..	5	0	2	B	10	PM TA
189LC	..	Con	..	6	0	2	B	10	PM TA
196AC-CB	..	Con	..	6	0	1	AC	10	PM TA
199AC-CB	..	Con	..	6	6	3	AC	12	PM TA
175BT-CD	..	PC	..	4	0	1	B	6	PM TA
175BC-CB	..	PC	..	4	0	1	B	10	PM TA
178BL	..	Port	..	4	0	1	B	5	PM ..
180-XL	..	Port	..	5	0	1	ABD	5	PM ..



RCA Model U-121



This dual 8-8 mfd. 450 V Atom is only 1" x 2 3/4" and sells for only 60c net. Think of the saving you make!

The MOST FEATURES in the SMALLEST SPACE

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

SPRAGUE ATOMS

SAVE TIME • MONEY • SPACE



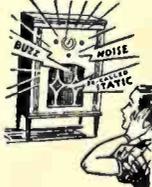
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See your Sprague jobber or write to us for a copy of the new Condenser News. Brimful of helpful data, news and diagrams for servicemen, amateurs, etc. They're free as long as the supply lasts!

Coming!

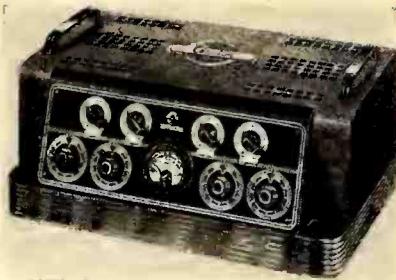
Now on press is the Sprague Manual on Radio Interference Elimination—by far the finest, most helpful book ever published on this important subject. All the material is new. It's practical, easy to follow—and it's complete. Copies available after Aug. 1 at 25c net. Order direct—or through your jobber.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



SPRAGUE PRODUCTS CO.
North Adams, Mass.

SPRAGUE CONDENSERS

New Sound Products



Deluxe Amplifiers

★ 13 tube, 40-62 watt amplifier has 4 mike input channels with overall gain of 128 db, 2 phono channels with 84 db gain. Uses output meter with watts and DB, bass and treble equalizer, and switch-controlled multi-impedance output transformer. Model A70-R list \$102.95 less tubes. Also Model A92-R same as A70-R but with 70-102 watt output. List \$124.50, less tubes. Transformer Corp. of America, 69 Wooster St., New York, N. Y.—RADIO TODAY.



Mobile Amplifier

★ Streamline 18-25 watt, AC-DC mobile amplifier and system has built-in power supply. Instantaneous change-over, optional phono turntable and crystal pickup. Three input channels, mixing facilities, tone control, and output impedances of 2 to 500 ohms. Amplifier has six tubes, max. gain 122 db, separate "off-on" AC-DC switches, standby and phono motor. Amplifier only with phono attachment, less tubes, Model A-30 MR, \$89.80 list. Complete sound systems with 2-12 inch P.M. speakers, 2-parabolic reflector horns, dynamic hand-mike, ready to operate, \$155.12. Transformer Corp of America, 69 Wooster St., New York, N. Y.—RADIO TODAY.

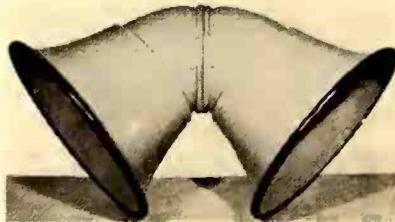


20 Watt PM

★ High fidelity speaker unit using alnico field magnet, duralumin diaphragm, voice coil of aluminum wire has continuous power rating of 20 watts. Atlas Sound Corp., 1447-51 39th St., Brooklyn, N. Y.—RADIO TODAY.

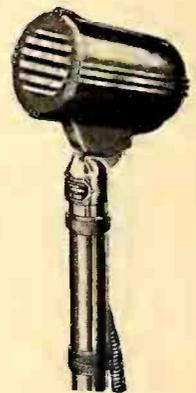
Magnetic Cutter

★ Magnetic recording cutter with flat response from 500 to 5,000 cps. Standard impedance, 15 ohms, weight, 7 oz. Sound Apparatus Co., 150 W. 46th St., New York City.—RADIO TODAY.



"Elbow" Sound Projector

★ Dual exponential horns mounted with 90 degree included angle gives wide range sound coverage. Utilizes both sides of speaker cone, increasing efficiency. Model LW; 4 sizes; 6 to 12 inch speakers. University Labs., 195 Chrystie St., New York, N. Y.—RADIO TODAY.



Dynamic Microphone

★ Featuring a unitary moving coil system, Model DU mike has high flux density circular alnico magnet. Portion of the acoustic circuit is integral with the magnetic structure. Uses adjustable acoustic baffle. Output level, —55 db. List \$20. Astatic Microphone Lab., Inc., 830 Market St., Youngstown, O.—RADIO TODAY.



55 Watt Amplifier

★ Four channel, electronic mixing, volume expansion-compression, and visual output level indicator are used in 13 tube base type amplifier. Operadio Mfg. Co., St. Charles, Ill.—**RADIO TODAY.**

Crystal Pickup

★ Single pickup unit features spring axial cushioning, bakelite cartridge assembly, torque crystal element, waterproof crystal coating and massive die-cast arm. Model AB-8, list \$10. Astatic Microphone Lab., Inc., 830 Market St., Youngstown, Ohio—**RADIO TODAY.**



Streamline Mikes

★ Crystal and dynamic mikes for low-cost PA, home recording, and call systems are finished in satin chrome case. Crystal model 7-A, \$16.50. High impedance dynamic model 3G, \$21; also available in 35-50 and 200-250 ohms. Shure Bros., 225 W. Huron St., Chicago.—**RADIO TODAY.**

Chimes Amplifier

★ Line of sound amplifier for reproducing chimes, special recorded music, and organ recitals from church, school, and cemetery towers. Offered in "units" leading to a complete installation including chimes, vibro-harp, etc. May be used in conjunction with any organ. Selectone Mfg. Co., 108 S. Calvert St., Baltimore, Md.—**RADIO TODAY.**

Contact-unit Strap

★ Strap to facilitate attaching Amperite Kontak unit to any flat top guitar. Kontak unit lists at \$12.00, strap at \$1.00. Amperite Co., 516 Broadway, New York, N. Y.—**RADIO TODAY.**

Crosley Bantam Auto

The new Crosley automobiles were introduced in Cincinnati at the Music Hall with Junior League girls driving cars about the city. Those in charge of the exhibit said that hundreds of prospects were booked by Crosley dealers in the Cincinnati territory who cooperated in conducting the show. It was also reported that a large number of orders were booked, and that the dealers were enthusiastic over the reception.

The car comes in two models, a two-passenger convertible coupe at \$325.00 and a four-passenger convertible sedan with additional equipment for \$350.00. Prices are f.o.b. Richmond, Ind.

N. W. Ayer Now Farnsworth Ad Agency

Announcement is made by Ernest H. Vogel, vice president of Farnsworth Television and Radio Corp., that N. W. Ayer & Son, Inc., has been appointed to handle advertising and public relations. Account will be serviced from Ayer's Chicago office, first work being a campaign to familiarize the public with development work and inventions of Philo T. Farnsworth in both television and sound broadcasting and reception.

Mr. Vogel also states that the company's plant at Fort Wayne is currently in production on the new Capehart line of Panamuse instruments, and that the Marion factory will soon be producing the new line of radio and radio-phonograph combinations. Initial shipments of Farnsworth models are planned for the latter part of July.

* * *

Enos P. Schaffer, advertising manager of American Steel Export Company, export department for Philco Radio & Television Corp., has been appointed as an instructor for the evening school classes of the Marketing, Advertising and Selling Division of Pace Institute, New York.

Dr. Ralph L. Power, ad manager for Universal Microphone Co., Ltd., Inglewood, and American representative for the Macquarie network of Sydney, sails for New Zealand and Australia early in August on a four months' business trip.

**OPERADIO
SPEAKERS**
made
SO GOOD
we Sell
A MILLION A YEAR

You may not be able to see the difference, but you can HEAR the difference in

OPERADIO SPEAKERS

Speakers by Operadio have been used by practically every large set manufacturer and have withstood the test of time and service.

What is more natural than that you should choose these industry accepted speakers for replacement or public address.

Send Now for Our Speaker Catalog
Address Dept. R. T. 7

Export Division
145 West 45th St., New York

OPERADIO

MANUFACTURING COMPANY
ST. CHARLES ILLINOIS

*The Outstanding Name
in Speakers, Public Address
Equipment and Intercommu-
nicating Systems*

All Operadio Sound Systems are licensed by Electrical Research Products, Inc., under U. S. patents of American Telephone and Telegraph Company and Western Electric Company, Incorporated.



**A GOOD NAME
GOES A LONG WAY**



One of the outstanding superiorities of Ken-Rad Radio Tubes lies in the unusual skill in assembly which makes for dependability in use.

KEN-RAD TUBE & LAMP CORP.
OWENSBORO, KY.
Export Dept.

116 Broad St., New York, U. S. A.
Cable Address: Minthorne, New York

★ **KEN-RAD** ★
DEPENDABLE RADIO TUBES

THORDARSON AMPLIFIERS for 1939

Let your EYE and EAR decide—

Like a piece of fine furniture this matched, burl walnut cabinet harmonizes with the finest surroundings.



NEW 30-WATT FEATURING

QUALITY OF PERFORMANCE
BEAUTY OF DESIGN
FLEXIBILITY OF APPLICATION

The four-stage circuit with inverse feedback insures "distortionless" operation at full output with this amplifier. Five controls in the specially designed glass control panel are illuminated by the new "Edge Glow" method. These five controls are: two microphone, one phono, one bass tone control, one treble tone control. Output impedances match almost any speaker combination. Provides 26-watt speaker field supply.

Model T-25W30 (less tubes) \$110.00 List

See your parts distributor or write factory for free Catalog No. 600-D on the full line. Lists eight models including a new 28-watt mobile unit.

THORDARSON

ELECTRIC MANUFACTURING COMPANY
AMPLIFIER DIVISION
500 W. HURON STREET CHICAGO, ILLINOIS

RSA Membership is as Necessary to You as Your Test Equipment

RSA is the only organization of Servicemen that has the sponsorship of the Radio Manufacturers' Association and the Sales Managers' Clubs, as well as the endorsement of the entire industry. RSA has sponsored over 200 service meetings the past year in cooperation with manufacturers and engineers.

RSA has members in every State in the Union—and in most foreign countries.

RSA provides service diagrams, advanced circuit notes for members each month, technical help on service problems, access to its National Speakers Bureau, advanced service courses to mem-

bers at slight cost, a monthly RSA publication, and many other benefits.

RSA is constantly developing new Ideas—New Services—and expanding old services. RSA will soon announce a plan to help members get more business.

Help yourself by joining RSA—Do It Now!

Let's Grow Together in 1939



RADIO SERVICEMEN OF AMERICA, Inc.

JOE MARTY, JR., Executive Secretary

304 S. Dearborn St.

Chicago, Ill.

MAIL THIS COUPON NOW!

RADIO SERVICEMEN OF AMERICA, Inc.
304 S. Dearborn St., Chicago, Ill.

Name

Address

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

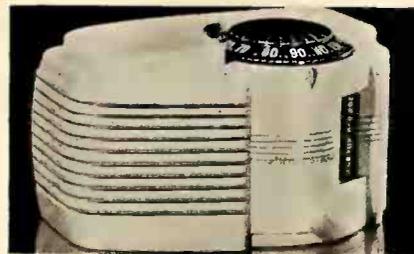
I am interested in RSA membership. Tell me about it...

I am enclosing \$4.00 for National dues and initiation...

(Does not include Local Chapter dues where Local Chapters are organized.)

T-739

Model	List Price	Cabinet		Number of			Speaker		Special Features	
		Style	Size H X W X D	Station Tubes	Wave Push Buttons	Power Bands Supply	Size Type			
SETCHELL-CARLSON—Setchell-Carlson Company, 2233 University Street., St. Paul, Minn.										
23	\$	T	4	0	2½	B	6	PM
63	T	5	0	2½	B	6	PM
621	37.50	T	5	0	2½	B-A	6½	PM
29	29.95	T	5	0	2½	B	6½	PM
331	37.50	T	6	0	2½	B	6	PM
221	52.50	T	7	6	3	B-A	8	PM
333	52.50	T	9	6	3	B	8	PM
225	89.50	Con	7	6	3	B-A	10	PM
335	89.50	Con	9	6	3	B	10	PM
55	Port	5	0	2½	B-A	5	PM	PW-15½
79	69.50	A	7	0	3	B	8	PM



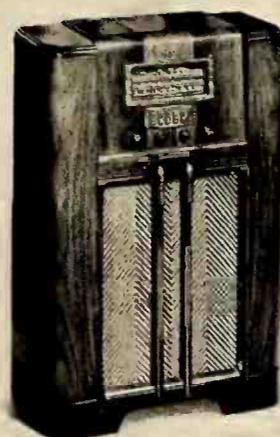
Sonora Model TW-49

SONORA—Sonora Radio and Television Corp., 2626 W. Washington Blvd., Chicago, Ill.										
TP-108	\$ 7.99	T	4	..	1	AC/DC	3½	PM	AA
TK-44	12.95	T	4	..	1	AC/DC	3½	PM	AA
TV-48	9.95	T	4	..	1	AC/DC	3½	PM	AA
TV-48	12.95	T	4	..	1	AC/DC	4	PM	IA
TSA-105	11.95	T	5	..	1	AC/DC	4	PM	IA
TN-45	16.95	T	5	..	1	AC/DC	5	PM	IA
TW-49	14.95	T	5	..	1	AC/DC	5	PM	IA
TJ-62	17.95	T	5	..	1	AC/DC	5	PM	AA
TJ-63	20.95	T	5	..	1	AC/DC	5	PM	AA
TR-51	31.95	T	6	..	2	AC/DC	6	EE	IA
TT-52	24.95	T	5	..	1	AC	6	EE	IA
TX-51	33.95	T	6	..	2	AC	6	EE	IA
TY-54	44.95	T	7	..	3	AC	8	EE	IA
TH-46	27.95	T	4	..	1	B	5	EE
TX-58	54.95	Con	6	..	2	AC	11	EE	IA
TZ-56	89.95	Con	12	..	3	AC	12	EE	IA
XL-28	24.95	Port	4	..	1	B	5	PM	IA
PL-37	19.95	Port	4	..	1	B	5	PM	IA



Sparton Model 880

SPARTON—Sparks-Withington Company, 2400 East Ganson Avenue, Jackson, Michigan										
510 BW	\$ 9.95	T	5	0	1	AC/DC	4	EE
510 BV	12.95	T	5	0	1	AC/DC	4	EE
510 W	14.95	T	5	0	1	AC/DC	4	EE
510 DG	17.95	T	5	0	1	AC/DC	4	EE
510 DR	19.95	T	5	0	1	AC/DC	4	EE
520 M	24.95	T	5	4	1	AC	5	EE
550 M	34.95	T	5	4	2	AC	6	EE
570 M	29.95	T	5	4	2	AC	5	EE
620 M	39.95	T	6	6	2	AC	6	EE
660 M	59.95	Con	6	6	2	AC	8	EE
880	79.95	Con	8	6	3	AC	10	EE	ET
1160	99.95	Port	11	6	..	AC	10	EE	ET
590-1	21.95	Port	5	0	1	ABD	5	PM	PW-17



Stewart-Warner Model O1-5H7

STEWART-WARNER—Stewart-Warner Corp., 1826 Diversey Parkway, Chicago, Ill.										
A-6	MT	4½x9½x3	..	0	1	AC/DC	..	EE	IA
07-512	MT	5½x10x5½	..	0	1	AC/DC	..	EE	IA
07-5B2	T	7¼x12½x6½	..	4	1	AC/DC	..	EE	IA
03-5K3	MT	5½x10x5½	..	0	1	AC/DC	..	EE	IA
A6-Q	MT	Same as A-6
07-513Q	MT	Same as 07-512
07-5B3Q	MT	Same as 07-5B2
03-5E1	T	13x13x8	..	5	2	AC/DC	..	EE	IA
07-514	MT	7x10x5¼	..	0	1	AC/DC	..	EE	IA
03-5C1	T	8½x14½x8	..	0	2	AC/DC	..	EE	IA
01-521	T	14½x13¼x8	..	5	1	AC	..	EE
01-531	T	9½x19x8¾	..	5	2	AC	..	EE
01-611	T	10¼x20x9	..	5	2	AC	..	EE	PK
02-421	T	9½x18x11½	..	0	1	B	..	PM
07-516	Con	22x12½x14¾	..	0	1	AC/DC	..	EE
01-5H7	Con	37¼x24¾x12¾	..	5	3	AC	..	EE	TA
01-6A7	Con	39x27¾x13¼	..	6	3	AC	..	EE	TA-PK
01-817	Con	42¼x27¼x15	..	6	2	AC	..	EE	TA-PK1A
02-427	Con	36x25¾x13	..	0	1	B	..	PM
02-411	Port	0	1	B	..	PM
01-5D9	PC	10½x15x11¾	..	0	2	AC	..	EE	IA-TA
91-648	PC	12x18¾x13½	..	6	1	AC	..	EE	IA-TA
01-6B9	PC	36x33¾x14¼	..	6	3	AC	12	EE	IA-TA
01-6C9	PCA	34½x36½x18½	..	6	3	AC	12	EE	IA-TA
T-1210	TELC	26	7T; 8R	7T; 1R	AC	12	EE

STROMBERG-CARLSON—Stromberg Carlson, 100 Carlson Road, Rochester, N. Y. Adv. P. Cov. 4										
400-H	\$ 29.95	T	8¾x14¼x8	5	0	1	AC	5½	EE
400-N	69.95	T	30¾x20x12¾	5	0	1	AC	5½	EE
410-H	42.50	T	9½x17x9	5	0	2	AC	5½	EE
410-J	39.95	T	9½x16¼x8½	5	0	2	AC	5½	EE
411-PT	69.50	T	13x15½x14½	5	0	2	AC	5½	EE	TA
430-H	84.95	T	12¾x24¼x10	9	7	2	AC	10	EE	TA
405-H	39.95	T	9¾x17½x9½	5	6	1	AC/DC	6	PM
420-H	64.95	T	12¾x21½x10	7	6	2	AC	8½	EE	TA
420-L	69.95	Con	40¾x25x12½	7	6	2	AC	12	EE	TA
430-L	99.95	Con	42x26½x12	9	7	2	AC	12	EE	TA
430-M	99.95	Con	42x26x13	9	7	2	AC	10½	EE	TA
440-M	149.50	Con	42¼x27¼x14	10	8	3	AC	10½	EE	TA
450-M	175.00	Con	44x28¾x14½	11	8	3	AC	10½	EE	TA
470-PF	475.00	Con	42x39x16¾	14	8	4	AC	10½	EE	TA
430-PF	225.00	Con	34¼x31x16½	9	7	2	AC	8½	EE	TA
430-PL	199.50	Con	35¾x35¾x17	9	7	2	AC	10½	EE	TA
420-PL	139.50	Con	34x34¼x16½	7	6	2	AC	12	EE	TA
480-M	375.00	Con	44x32x16½	17	8	3	AC	..	EE	TA
402-H	29.95	Port	9x12¼x7	4	0	1	B	5	PM	PW-14
400-S	59.50	Hutch Cabinet	28¼x18x13¼	5	0	1	AC	5½	EE
410-T	79.95	Sewing Cabinet	29¼x23¼x14½	5	0	2	AC	5½	EE
411-PF	99.50	Commode	31¼x18¼x14½	5	0	2	AC	5½	EE	TA
420-PR	125.00	Arm Chair	22½x17½x28¾	7	6	2	AC	10	EE	TA



Stromberg-Carlson Model 400S

WESTINGHOUSE—Westinghouse Electric Supply Co., 150 Varick St., New York, N. Y. Adv. P. Cov. 3										
WR-166A	T	5	0	1	AC/DC	4	PM
WR-168	T	5	0	1	AC/DC	5	PM	IA
WR-169	T	5	5	1	AC/DC	5	PM	TA
WR-170	T	5	6	1	AC/DC	6	PM	TA
WR-172	T	6	6	2	AC/DC	6	PM	TA
WR-270	T	5	6	1	AC	6	EE	TA
WR-272	T	6	6	2	AC	6	EE	TA
WR-274	T	7	6	3	AC	6	EE	TA



Westinghouse Model WR-373



Stromberg-Carlson Model 430-M



Zenith Model 6P448

Model	List Price	Style	Cabinet			Tubes	Number of			Speaker		Special Features
			H	X	W X D		Station Push Buttons	Wave Bands	Power Supply	Size	Type	
WESTINGHOUSE—Contd.												
WR-372	Con	6	6	2	AC	10	EE	TA
WR-373	Con	7	6	2	AC	12	EE	TA
WR-373A	Con	6	6	2	AC/DC	12	PM	TA
WR-374	Con	8	6	3	AC	12	EE	TA
WR-468	PC	5	0	1	AC	5	PM
WR-470	PC	5	6	1	AC	5	EE
WR-473	PC	7	6	2	AC	12	EE
WR-474	PC	8	6	2	AC	12	EE
WR-675A	Port	4	0	1	B	5	PM	PW 13½
WILCOX-GAY—Wilcox-Gay Corp., Charlotte, Mich.												
A-51	\$ 12.95	MT	6¾x4½x4½	4	0	1	AC/DC	4	EE
A-52	19.95	T	7½x14½x7	5	0	1	AC	6½	EE
A-53	19.95	T	7x12x3¼	5	0	1	AC/DC	5	EE
A-54	36.95	T	9x16x8½	7	4	2	AC	6½	EE	TA
A-55	59.95	Con	36x26x11½	7	4	2	AC	12	EE	TA
A-68	19.95	Port	11½x10x7½	4	0	1	B	4	PM
A-56	19.95	EP	12x11x5½	2	0	0	AC	0
A-60	29.95	EP	14½x13x6½	2	0	0	AC	0
A-61	14.95	EP	11x9½x4½	2	0	0	AC	0
A-62	9.95	EP	11x9½x4½	0	0	0	AC	0
A-63	24.95	EP	12½x13x6	3	0	0	AC	4½	PM
A-64	29.95	EP	13½x14½x6¾	3	0	0	AC	4½	PM
A-66	14.95	EP	11½x9¾x4¼	1	0	0	AC	4½	PM
A-69	49.95	PC	27x24x14	5	0	1	AC	8	EE
A-70	129.95	PCA	31½x27x14	9	0	2	AC	12	EE
A-71	67.50	EP	16x15x8	5	0	0	AC	5½	EE
A-53T	37.95	PF	5	0	1	AC/DC	5	EE
ZENITH—Zenith Radio Corp., 6001 Dickens Ave., Chicago, Ill.												
6D410	\$ 12.95	MT	5x9x5¾	5	0	1	AC/DC	4	EE	IA
6D411	14.95	MT	5x9x5¾	5	0	1	AC/DC	4	EE	IA
6D412	17.95	MT	5x9x6	5	0	1	AC/DC	4	EE	IA
6D413	17.95	MT	5¾x11½x6½	5	4	1	AC/DC	4	EE	IA
6D414	19.95	MT	5¾x11½x6½	5	4	1	AC/DC	4	EE	IA
6P416	17.95	MT	6x10¼x6¼	5	0	2	AC	5	EE	IA
6P417	19.95	MT	6x10¼x6¼	5	0	2	AC	5	EE	IA
6D425	24.95	MT	6½x11x7½	5	0	1	AC/DC	4	EE	IA
6D426	29.95	T	6¾x13¼x17¼	5	4	1	AC/DC	4	EE	IA
6D427	34.95	T	7x13¼x8	5	4	1	AC/DC	4	EE	IA
6P428	29.95	T	7x12¼x8½	5	0	2	AC	5	EE	IA
6P429	34.95	T	7x13¼x9¾	5	4	2	AC	5	EE	IA
6P430	39.95	T	8x15x9½	5	5	2	AC	5	EE	IA
7S432	39.95	T	10¾x17¼x8½	7	7	3	AC	6	EE	IA
7S433	44.95	T	10x13¾x13½	7	7	3	AC	6	EE	IA
7S434	49.95	T	11x16x14½	5	5	3	AC	6	EE	IA
6D480	19.95	T	11½x14½x8	5	0	1	AC/DC	4	EE	IA
6D481	29.95	T	12½x21½x11½	5	0	1	AC/DC	4	EE	IA
4K310	22.95	T	6½x12½x7½	4	0	1	B	5	PM
4K331	27.95	T	11½x15x9	4	0	1	B	5	PM
5G441	49.95	T	12½x20¾x10½	5	5	3	ABD	8	PM
5G442	59.95	T	12½x14x18½	5	5	3	ABD	10	PM
4B314	24.95	T	6x7¼x13¾	4	4	1	B	5	PM
6D456	39.95	Con	12x24x35	4	4	1	AC/DC	8	EE	IA
6P457	49.95	Con	13¾x24x39¼	4	4	2	AC	10	EE	IA
7S458	59.95	Con	14x27½x40	7	7	3	AC	10	EE	IA-TA
7S461	89.95	Con	13x28x41¼	5	5	3	AC	12	EE	IA-TA
6D485	69.95	Con	13½x24¾x38½	5	7	1	AC/DC	8	EE	IA
7S487	99.95	Con	17¼x28x42½	7	7	3	AC	10	EE	IA-TA
7S488	139.95	Con	16¾x33¾x41	7	7	3	AC	12	EE	IA-TA
5G461	69.95	Con	13x28x41¼	5	5	3	ABD	10	PM
6D455	39.95	PF	10¾x21x34½	5	5	1	AC/DC	4	EE	IA
7S459	59.95	PF	14½x18¾x29	7	7	4	AC	8	EE	IA-TA
7S460	79.95	PF	14x29x42½	7	7	5	AC	10	EE	IA-TA
7S462	89.95	PF	12x36¾x56½	7	7	5	AC	10	EE	IA-TA
6D446	29.95	CS	25x10½x21	4	4	1	AC/DC	5	EE	IA
6P447	39.95	CS	21x13½x21	4	4	2	AC	5	EE	IA
6P448	49.95	CS	23½x14½x21	5	4	2	AC	5	EE	IA
7S449	59.95	CS	24x12x21	7	7	3	AC	6	EE	IA-TA
7S450	69.95	CS	27x15x21	7	7	3	AC	8	EE	IA-TA
7S490	79.95	CS	27x15x21	7	7	5	AC	8	EE	IA-TA
4K402D	19.95	Port	6¼x9x10½	4	0	1	B	4	PM	IA
4K402M	23.45	Port	6¼x9x10½	4	0	1	B	4	PM	IA
4K402Y	23.45	Port	6¼x9x10½	4	0	1	B	4	PM	IA
4K402L	29.95	Port	6¼x9x10½	4	0	1	B	4	PM	IA
4K400M	29.95	Port	8x11½x9½	4	0	1	B	5½	PM	IA
4K400D	29.95	Port	8x11½x9½	4	0	1	B	5½	PM	IA
4K400Y	29.95	Port	8x11½x9½	4	0	1	B	5½	PM	IA
4K400L	44.95	Port	8x11½x9½	4	0	1	B	5½	PM	IA
4K400S	34.95	Port	8x11½x9½	4	0	1	B	5½	PM	IA
5G401D	29.95	Port	8½x11¼x10½	5	0	1	ABD	5½	PM	IA
5G401M	29.95	Port	8½x11¼x10½	5	0	1	ABD	5½	PM	IA
5G401Y	29.95	Port	8½x11¼x10½	5	0	1	ABD	5½	PM	IA
5G401L	39.95	Port	8½x11¼x10½	5	0	1	ABD	5½	PM	IA
5G484M	49.95	PRP	15x12x10½	5	0	1	ABD	5½	PM	IA

Cabinet Troubles Due to Moisture

★ "The radio cabinet, like the body of an automobile, is the first thing that meets the eye of the prospective purchaser of a radio set. Regardless of the merits of the receiver, if its housing is not attractive, the chances of making the sale are relatively small. More attention to the cabinet should be given by the men who sell, if the customer is to have permanent satisfaction and enjoyment

of his set," declares N. P. Bloom, after twenty-five years' experience in cabinet manufacturing. Mr. Bloom recently organized the Castlewood Manufacturing Company, Louisville, Ky., of which he is president.

Up to the "crash of 1929," most console cabinets cost from \$20 to \$35. Today, the average price is somewhere between \$8 and \$9, and in forcing the price down to this level many of the fundamentals of good cabinetry have been violated. In place of ½-inch sides and panels as used in former times, some radio cabinets to-

day employ panels only 3/16 of an inch thick, resulting in a fragile cabinet with poor acoustical qualities.

With the use of panels which are too thin, comes the grief of cupping, warping, blistering and checking of finish. The easy penetration of moisture causes most of this. In cabinets to be used for export, particularly to hot, moist climates, all surfaces, even though hidden, should have a heavy moisture-proof sealer coat, and particular attention should be given to the sealing of edges of panels where cut-outs are made.

P. Boucheron, Farnsworth sales manager

Pierre Boucheron has been appointed general sales manager of the Farnsworth Television & Radio Corporation, Fort Wayne, Ind., according to an announcement by Ernest H. Vogel, vice-president.

Mr. Boucheron will direct sales and merchandising of the Farnsworth and Capehart division, and will also supervise all advertising, and promotional activities of the Farnsworth organization. Mr. Boucheron, who for the past four years has been general merchandising manager of the Remington Arms Company, Inc., Bridgeport, Conn., brings to the new organization more than twenty years of sales, merchandising and advertising experience in radio and other fields.

A pioneer of radio, he started as a wireless operator in 1912. In 1916 he entered the employ of Montgomery-Ward as a sales engineer to specialize in electrical and amateur wireless accessories. When America entered the War, he enlisted in the U. S. Navy for communications service, an interest which he has continued to the present day as a Naval Reservist with the rank of Lieutenant Commander.

After the War, Boucheron became editor of *Radio News*, and in 1920 was appointed director of advertising of the newly formed Radio Corporation of America. He held this and other sales and merchandising posts, including that of vice-president and general manager of Wireless Press, Inc., an RCA subsidiary, until 1935, when he resigned to join the Remington Company, a unit of the DuPont interests.



E. T. (Gene) Turney new sales and advertising manager of Kenyon Transformer.

Gene Turney, sales manager of Kenyon Transformer Co., reports that many new reps and jobbers have been appointed to take on the Kenyon line. Most recent jobber appointments include: Montgomery-Ward, Chicago; Allied Radio, Chicago; Newark Electric Co., Chicago; Burnstein-Applebee, Kansas City; Wholesale Radio Service Co., New York City; Aaron Lippman, Newark, New Brunswick and Patterson, N. J.



Recent meeting of Meissner sales reps at Meissner factory, Mt. Carmel, Ill. New products were discussed and equipment demonstrated.

Gift Merchandise added to
FREE EQUIPMENT



86 PIECE ROGERS SILVER SERVICE

Retail Value, \$60.00

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

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



ELGIN WRIST WATCH

Men's or Ladies' Style

Retail Value, \$37.50

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

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

... AND MANY OTHER ITEMS!

ASK YOUR JOBBER OR WRITE →

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



NEW LOCTAL TYPES

SERVICE DEALERS—

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

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

CERAMITE CONDENSERS

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



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

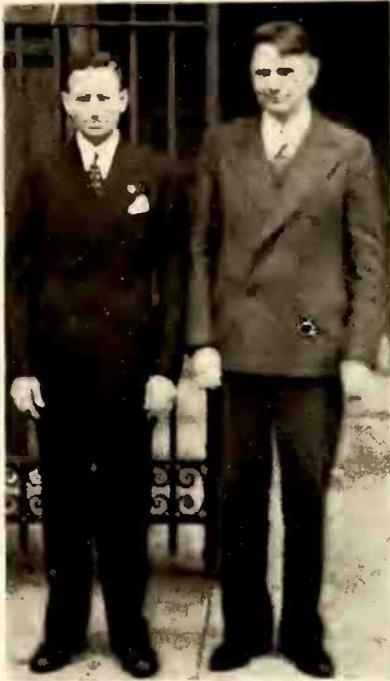
Both Tubes and Condensers Count on N.U. Premiums

NATIONAL UNION RADIO CORPORATION
57 State St., Newark, New Jersey

RT737

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

.....
Name.....
Address.....
City.....State.....



Charley Golenpaul of Aerovox Corp. and Paul Ware of Ware Radio, Brockton, Mass., one of Massachusetts' leading parts jobbers.

Du Mont Appoints N. Y. Reps

Six sales representatives to cover metropolitan New York and New Jersey territory for Allen B. Du Mont Labs are: Fred Kugel, Manhattan; Arthur Lax, Brooklyn; William F. Walker, Long Island; Sidney Lane, Westchester; M. Burkham Meyers, Bronx; and Mark B. Lajoie, New Jersey.

Norman C. Hall has been appointed service manager for the Du Mont organization.

Radio Dealers to Stage Exhibition

Radio distributors through the District of Columbia will display their latest models in station WJSV's reception room in Washington beginning July 10. Each week a different distributor will arrange an exhibit of his newest radios and accessories. Placards and advertising literature will be at hand and the WJSV receptionists will answer any questions visitors may ask. The exhibit will last indefinitely until every distributor has had an opportunity to display his goods. Exhibitors will take turns in order of the alphabetic order of the trade names of their displays. Idea was advanced by WJSV general manager A. D. Willard, Jr., at a recent joint session of the NAB and RMA.

Stromberg-Carlson Television Shown in Kansas City

The first television demonstrations in Kansas City on a standard commercial receiver were made June 6th and 7th in conjunction with a presentation of 1940 Stromberg-Carlsons, sponsored by the Jenkins Music Co.

A Stromberg-Carlson No. 112-M Labyrinth Radio and Television Receiver was connected directly to camera and video amplifying apparatus supplied by First National Television, Inc. A pianist in a short recital was televised. The complete realism of music and pictures combined was applauded by all at the demonstration, according to Kenneth Gillespie, Stromberg-Carlson Kansas City radio sales manager. Dealers from Kansas and western Missouri attended.

Another Stromberg-Carlson dealer showing was held a few days later in Oklahoma City.

Charles Robbins, foreign rep of Arcurus Radio Tube Co., Newark, N. J., recently returned from an extended trip to South America then sailed for Europe. He expects to cover all of Europe, the Near East and South Africa—upwards of twenty thousand miles.

Howard J. Fairbanks, Pittsburg division manager of Hygrade Sylvania Corporation since 1937 has recently been given charge of his company's Baltimore territory in addition to his present assignment and has already transferred his headquarters to Baltimore.

W. G. H. Finch, president of the Finch Telecommunications Labs., N. Y. City, has announced that WOKO in Albany, N. Y., has concluded an agreement for use of Finch Facsimile apparatus and will go on the air just as soon as it receives its FCC facsimile grant.

Other broadcasters now using Finch facsimile equipment are WLW, WOR, WGN, WSM, WHO, WWJ, KSTP, WHK-WCLE, WSAI, WGH and W2XBF.

Joyce Discusses Television

Thomas F. Joyce, RCA Victor's vice president and advertising director, spoke on "Television and the Future of the Radio Dealer" at the tenth annual Western Radio and Appliance Trade Dinner in San Francisco on June 28. Over 800 radio and electrical appliance manufacturers, distributors and dealers, and department, furniture, hardware and specialty store representatives were reported attending the banquet which is held twice each year by the Western Furniture Exchange and Merchandise Mart.

Mr. Joyce will discuss the possibilities of television's future growth with dealer groups in Los Angeles, Portland, Seattle, Spokane, Salt Lake City, and Denver during his trip through the West.

Clarostat's Flying Salesman

It's 11 o'clock. Customer in Philadelphia wants some special volume controls by afternoon. Normally an impossible request. But not so with Al Cadwallader, Clarostat's flying salesman, on the job. For Al simply goes to the nearby airport, hops into his plane, flies to New York, and in an hour or so is at the Clarostat plant with the drawings and specifications. A couple of hours later he's back at the customer's plant in Philadelphia with the desired samples.

Al Cadwallader is in charge of special manufacturers' accounts in the Philadelphia territory, for Clarostat. Several months ago Al trained for flying. He received his pilot's license in jig time, and today he flies everywhere on both business and pleasure. "You can't beat flying when it comes to serving radio customers who are in a hurry," says Al.

\$75.00 RETAIL... Quick Sales...



for Home Use

Simple — Safe — Ample Power
Design Perfected through Trial
of Hundreds of Sets in Actual Use

Trouble Free —
Eliminating Service Calls

Volume Production
Makes This Low Price Possible
3 Year Guarantee

Every MERIT Short Wave Diathermy is licensed by Electrical Research Products, Inc., under U. S. patents of American Telephone and Telegraph Company and Western Electric Company, Inc.

Volume Profits

Here is your opportunity to get started in the lucrative health appliance field. Everybody is interested in health. Nearly every home a possible buyer.

DIATHERMY is not a fad, but a medically proved method. Used and recommended by thousands of physicians. The MERIT is practical—proven in actual service. Hundreds of satisfied customers.

Full profit is yours. No trade-ins to cut your margin. Rentals very profitable—many result in sales.

Health equipment provides a great field for profit. Build up your "off" season with this new item. Write at once for Special Introductory Offer. You will find the MERIT sells readily at this low price. Hundreds of buyers waiting. Proven Selling Plan Furnished. Costs nothing to investigate. Address

MERIT HEALTH APPLIANCE CO.
Manufacturers and Distributors
1303 S. Lorena Street, Los Angeles, Calif.

Diathermy Source of Profits for Radio Dealer

High frequency diathermy has been much in print lately, as the medical profession became more conscious of its efficacy in the treatment of some of the ills to which the human body is prone.

It is said that high frequency diathermy has proven very beneficial in the treatment of such common and chronic ailments as rheumatism, arthritis, neuritis, pleurisy, sinus, asthma, bronchitis, and the common cold.

The Merit Health Appliance Co. 1303 S. Lorena St., Los Angeles, Cal., make a portable diathermy set, simplified for home use, for which, at a retail price of \$75, the manufacturer claims a vast potential market.

The merchandising of such apparatus can best be done by alert radio dealers in cooperation, or collaboration, with their local physicians.

Earl L. Hadley, advertising manager of the Philco's refrigerator division, has joined Associated Engineers, Ft. Wayne, Ind., as vice-president. He will act as sales promotion and advertising counsel in his new connection.

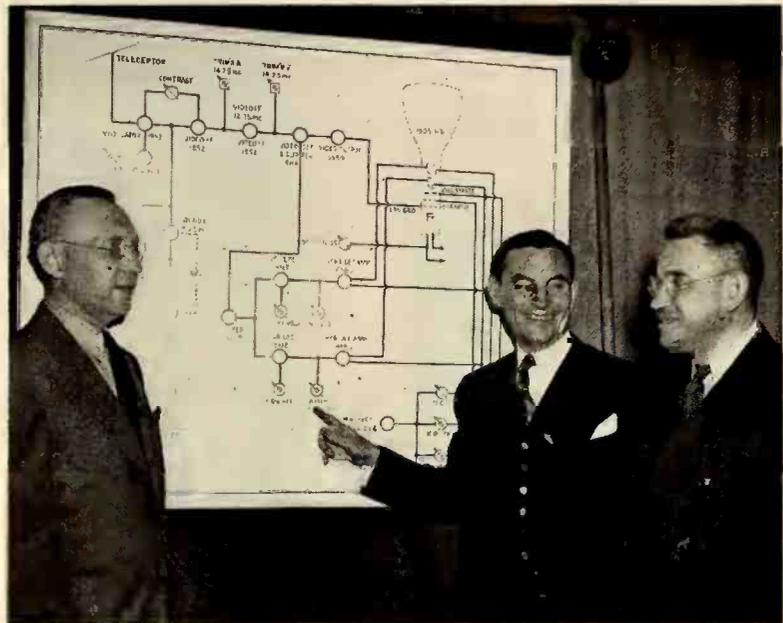
W. L. Jones has been appointed national service manager by the RCA Manufacturing Co. Mr. Jones joined the RCA organization by way of the old American Marconi Company, one of the RCA predecessor companies in 1919. He was a marine radio operator until 1928, when he became a motion-picture field engineer with Photophone in New York. In the following year he opened and managed the Photophone installation and service office in Philadelphia. In 1931 he returned to New York as district service manager, becoming service manager of the Eastern Division four years later. In 1936 he was placed in charge of Photophone service contract sales, the next year moving up to head all Photophone service activities.

Television as Merchandiser

Bloomington's, N. Y. City department store, in collaboration with Audio productions, Inc., and American Television Co., will present the first of a series of merchandising-television shows to be known as "Tele-sales" or "Televisuals," during the early part of July according to an announcement by I. A. Hirschmann, vice-president.

Using a specially prepared motion picture the merchandising-movie will be scanned then conducted by coaxial cable to the kinets on other floors.

American Television Corp. plans to develop a television network of department stores which will use the "tele-sales" idea for national advertisers. Plan provides for stores to be equipped with the necessary apparatus and rates for the advertising to be based on clocked audits of customer circulation and number of stores in the network. American will provide the stores with two engineers to operate the studio and receiving equipment.

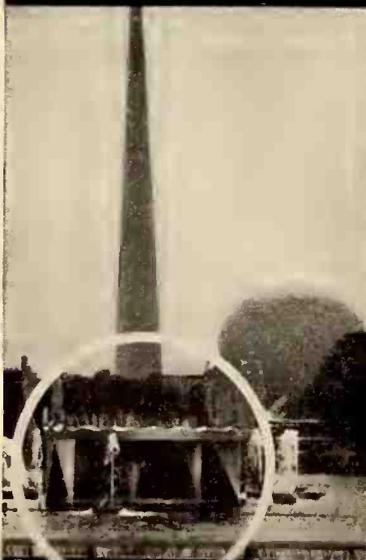


Dave Trilling, Andrea distributor, gets special information at Andrea Servicemen's television meeting from Dave Spector, left, and M.B. Sleeper, center.

Aerovox Corporation, New Bedford, Mass., facing the largest jobbing business in its history, announces a peak stock of jobbing items ready for immediate shipment. For months past the new giant plant has been humming along not only producing items for current manufacturers' and jobbers' requirements, but also piling up a surplus for its jobber stockroom. Today thousands of feet of steel shelves are

loaded down with neatly packaged items, so that jobber orders can be filled and shipped within 24 hours of receipt. Back-ordering has been reduced to a minimum even when orders call for the less common values. Meanwhile, a perpetual inventory and automatic re-ordering system insures constant replenishment of stock and fast turnover which provides exceptionally fresh items for the trade.

if you're going to sell speakers SELL CINAUDAGRAPH



If you're going to sell speakers sell Cinaudagraph. It's easier to make money the Cinaudagraph way. For one thing, you've got a complete line of quality-built indoor and outdoor speakers to offer. For another, Cinaudagraph speakers are priced economically. Finally, you've got the speaker line that was specified for 76 World's Fair installations, (including the Lagoon of the Nations and General Motors installations).

Make your next P. A. job a Cinaudagraph installation and watch your customer's reactions.

Description of the Cinaudagraph 27" electro-dynamic speaker installation at the New York World's Fair available on request. Also complete catalog describing the entire line of Cinaudagraph electro-dynamic and permanent magnet speakers from 5½ to 27".

We cordially invite you to visit our plant when you come to see the New York World's Fair. Call or write for guide.

CINAUDAGRAPH CORPORATION

**Stamford
Connecticut**



IT'S EASIER TO MAKE MONEY
the CINAUDAGRAPH way

MORE THAN YOU ASK FOR!

The Talk of the Trade...

With
RED • DOT
Lifetime
Guaranteed
Instrument



Only
\$29.84
Dealer Net

Model 1612

NEW **TRIPOLET** TUBE TESTER With SPEED ROLL CHART

• A Tester you will want to own . . . with an Impressive, 7-inch RED • DOT Lifetime Guaranteed Instrument. The Sensation of the Season, this new Triplet Tube Tester meets all your demands and many times more. Illuminated Speed Roll Chart shows 36 tube settings at a single glance . . . the entire chart can be covered in less than 10 seconds. Tester provides for future filament voltages—20 steps from 1 to 110. It has all the tube sockets, including the Loctal and Bantam Jr. types. Checks 117Z6 and other high voltage tubes. Will not de-activate 1.4 volt or other type tubes—an advantage of all current Triplet Tube Testers. Has noise test jack and separate line voltage control meter. 6-inch GOOD-BAD Scale in colors which stand out against the dark background.

The case and panel is seamless steel, streamlined, finished in suede haked enamel, silver grey and maroon color, trimmed in chrome.

Dealer Price \$29.84

Model 1613

Model 1613—For Portable or Counter Use—Otherwise same as Model 1612.
Dealer Net Price \$34.84



The Triplet Electrical Instrument Co.
197 Harmon Ave., Bluffton, Ohio

Please send me more information on
 Model 1612; Model 1613. I am
also interested in

Name
Address
City State



Good humor in the National Union booth at trade show. Left to right are: J. McBride, N.U. district mgr; Joseph Demambro, Boston jobber; G. E. DeNike, ad mgr; interested visitor; Billy Hendrickson, New England district mgr and Joe Clancy, N.U. Chicago salesman.

The KenRad Tube & Lamp Corp., Owensboro, Ky., were recently notified by the French government that the Ministry of Post and Telegraph had adopted KenRad tubes as the only American tubes to be purchased by France for the coming year. Exclusive KenRad distributor in France is Etts Camille Dreyfus.

New rep for Setchell-Carlson is Robert Milsch, 2964 Gladstone Ave., Detroit, Mich. He represents the entire line in Michigan and Indiana.

Elliot-Lewis Co. of Philadelphia and Henry O. Berman of Baltimore are recently appointed distributors of the Stromberg-Carlson line of radios and radio-phonographs. The Elliot-Lewis Co., with headquarters at 2518 North Broad Street, Philadelphia, will handle the line in Philadelphia, New Jersey, Delaware and Maryland. Henry O. Berman will concentrate on the Baltimore area. Head offices of the company are located at 25 W. Baltimore St., Baltimore, Md. Other distributors announced are The Joseph Hornberger Co. of Reading, Pa., and the J. R. S. Distributors of York, Pa.

Leon Adelman, jobbers sales manager at Cornell Dubilier, is making a tour covering the entire United States. The itinerary calls for a fast trip to the northwest then to Washington, California, Nevada, Arizona and Texas.

The south and southeast will then be covered.

Through error, Samuel E. Egert, now representing Browning Labs, was reported in the June issue of RADIO TODAY as formerly representing Utah Radio Products Co. and Webster Co. Mr. Egert has represented these firms for several years and is at present actively engaged as their representative.

John Altmayer, advertising manager of The Brush Development Company, Cleveland, for more than two years, has just joined the advertising agency of Gregory and Bolton, Inc., with offices in Cleveland and Youngstown, Ohio, in the capacity of account executive and technical consultant. The Brush Development Company advertising continues to be handled by Gregory and Bolton, Inc.

Larry E. Gubb, president, Philco Radio & Television, addressing Philco's national convention at French Lick, predicted an all-time peak in the coming year not only for Philco but for business as a whole. In making his statement, Gubb stated that Philco's dollar volume had increased more than two-and-one-half times over the past corresponding period. General radio sales were several hundred thousand dollars over those of the year before, with a corresponding increase in auto-radio.

SENSATIONAL! NEW! PROFITS!
PORTABLE SET OWNERS WANT

GTC PORTA-POWER

Shipping
Weight
5 lbs.



Replaces batteries in sets using 1½ volt tubes. Operates on 110 v. 60 c. Current • As easily installed and removed as batteries • Fits all battery compartments.

ATTENTION SERVICE MEN
Use GTC PORTA-POWER for testing and cut battery cost.

List \$7.50 ea. Your cost \$4.50 ea.
F.O.B. Chicago 2% Cash Discount
Representatives Wanted—Specify territory desired and trade contacts.

GENERAL TRANSFORMER CORP. 1252 W. VAN BUREN ST. CHICAGO, ILLINOIS

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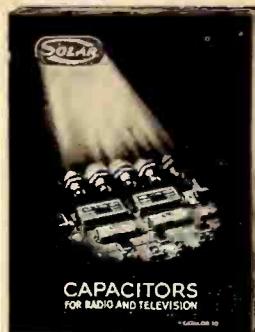
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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

New Booklets

Capacitor test instrument catalog gives features of capacitor analyzer, and capacitor decade boxes. No. 167A. Cornell-Dubilier Electric Corp., S. Plainfield, N. J.

Catalog of PA systems, speakers, baffles, and inter-office communication systems. Catalog 16. Operadio Mfg. Co., St. Charles, Ill.



Complete line of by-pass, filter, and trimmer condensers for radio and television including interference filters and capacitor analyzers in "Capacitors for Radio and Television." Solar Mfg. Co., Bayonne, N. J.

Speaker baffle characteristics including frequency cut-off, dimensions, and sound projection angle are available in new catalog sheets, University Labs., 195 Chrystie St., New York, N. Y.

Battery replacement guides for all radio service instruments and portable battery receivers. Issued June 1939. Available on request from Burgess Battery Co., Freeport, Ill.



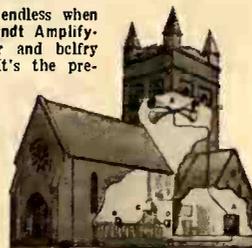
Products, hints on electrical machine maintenance, and definitions of electrical terms are included in the new catalog-handbook of the Ideal Commutator Dresser Co., Sycamore, Ill.

Interference filters and spark suppression devices for various applications are listed in catalog 166-A. Cornell-Dubilier Corp., S. Plainfield, N. J.

New test instruments including high voltage television tester and portable power analyzer are shown in a catalog and leaflet available from Triplett Electrical Instrument Co., 122 Main St., Bluffton, O.

MUSICAL TOWERS BELFRY CHIMES • CARILLON

Sales possibilities are endless when you sell and service Sundt Amplifying Systems for tower and belfry chime installations. It's the preferred custom built profit line to sell because high quality and performance is backed by real technical assistance and sales help.



Broadcasts chimes, organ recordings. Powered for 2, 6 and 12 mile diameter coverage. Used as P.A. unit indoors. Automatic record changer. Plays 10" and 12" records mixed, either 78 or 33 R.P.M. Special low-noise records for church service on acetate discs. We furnish everything—speakers, accessories, installation directions. Sales help. PROTECTED TERRITORY. Be first in this big profit field. Write today.

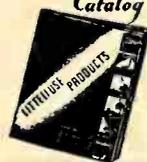
SUNDT ENGINEERING COMPANY
4260 Lincoln Ave. Chicago, Ill.

Sell & Use LITTELFUSES



Write for Catalog

For radio instruments, meters, transmitters, rectifiers, etc.; "Quicker than a short circuit." FUSE MOUNTING . . . ALL KINDS. See your jobber or write today for catalog and prices.



LITTELFUSE INCORPORATED
4260 LINCOLN AVE. CHICAGO, ILL.

NOW READY! INCLUDES TELEVISION!



FOR HOME STUDY
TO WHAT EVERY RADIOMAN SHOULD KNOW
JUST PUBLISHED—1939
—All the latest information on the new developments in Radio & Television. Explains Repairs Servicing & Building of Sets for pleasure or profit—Easy to read & understand. Gives all the important phases of Modern Radio, Electricity & Sound. Ready reference guide. A real Helpful, Easy Way to secure authentic data on Radio Troubles—Static Elimination—Broadcasting—Antennas—Electronic Television—Repairs—Service—Short Wave—Auto Radio—Including Questions and Answers—34 chapters—772 Pages, Over 400 Diagrams & Illustrations. Handy Size, Study Flexible Binding. A Good Investment for Servicemen—Experimenters—Electronic Television Students—Aviation & Marine Radio Operators and all others. Get this practical information in handy form for yourself! Fill in and mail coupon today.
4 COMPLETE • PAY ONLY \$1 A MO.

THEO. AUDEL & Co., 49 West 23rd Street, New York
Mail AUDEL'S NEW RADIOMAN'S GUIDE for free examination. If O. K., I will send you \$1 in 7 days; then remit \$1 monthly until price of \$4 is paid. Otherwise, I will return it.

Name.....
Address.....
Occupation.....
Reference.....

R.T.

Now.
5 VITAL FEATURES
COMBINED IN
AMPERITE VELOCITY
WITH ACOUSTIC COMPENSATOR

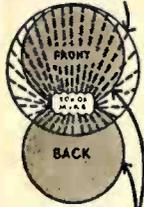


- it's a* **VELOCITY**
- it's a* **DYNAMIC**
- UNI-DIRECTIONAL**
- NON-DIRECTIONAL**
- HIGH OR LOW PITCH**

By moving up the Acoustic Compensator, you change the Amperite Velocity Microphone to dynamic operation — without peaks. At the same time you reduce the back pickup, making the microphone practically **UNI-DIRECTIONAL**.

With the Acoustic Compensator down, the microphone is **BI-DIRECTIONAL** . . . 120 degrees front and back without frequency discrimination. Rotating the microphone until it parallels the ceiling makes the microphone **NON-DIRECTIONAL**.

UNI-DIRECTIONAL PICK-UP FIELD COMPENSATOR UP



PICK-UP FIELD COMPENSATOR DOWN

THE ACOUSTIC COMPENSATOR is a regular feature of these models: RBHk (hi-imp); RBMk (200 ohms) LIST \$42.00. RSHk (hi-imp); RBSk (200 ohms) LIST \$32.00



Sell "Contact Mikes" to Professional and Amateur Musicians

New high output model can be used in the home.

Professional musicians are buying Amperite "Contact Mikes" because "it makes an ordinary violin sound like a Strad". Now amateurs, too, can benefit by the "Contact Mikes". The new **HIGH OUTPUT MODEL SKH** can be used in the home. It operates on most radio sets made since 1935. It is connected to the phono-input, or to grid ground of detector tube, or across the volume control. Note new clamp, making the mike easy to attach to guitars, ukles, etc.

MODEL SKH (hi-imp); SKL (200 ohms) \$12.00 LIST. Any number up to 5 SKH's can be put in parallel and fed into one input. **NEW FOOT PEDAL** \$12.00 LIST. **CLAMP** for Contact Mike, \$1.00 LIST.

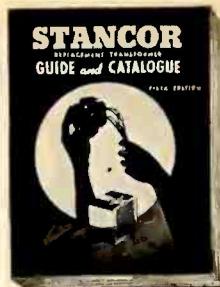


FOR TOP-NOTCH QUALITY AND AMAZING RUGGEDNESS, AT LOW COST SPECIFY MODEL RAH (OR RAL)

Here's why this popular Amperite Velocity Microphone leads the low-price field: (1) it is excellent for both speech and music; (2) has flat response without undesirable peaks; (3) reduces feedback; (4) stands up under rain, wind, heat, and rough handling . . . Frequency range 60 to 7500 CPS. Output, -68 db. **MODEL RAH** (hi-imp.), with 12' of cable; **MODEL RAL** (200 ohms) with 8' of cable. **\$22.00 LIST**

Write for Complete Illustrated Bulletins and Valuable Sales Helps

AMPERITE 561 BROADWAY, N. Y. Cable Address: Alkem, New York
Velocity MICROPHONES



Radio transformer replacement guide and catalog lists power, audio transformers, and filter chokes for all radio receivers. Standard Transformer Corp., 1500 N. Halsted St., Chicago.

Booklet of new 1,100 series test instruments including tube tester, signal generator, and multi-meter. Superior Instruments Co., 136 Liberty St., New York, N. Y.

Complete tube complements and IF frequencies for all model radios are included in new handy size book. Price, 25c. Hygrade Sylvania Corp., 500 Fifth Ave., New York, N. Y.

Alloy components and melting temperatures of solders and an English wire gauge table are available in a circular from Gardiner Metal Co., 4820 S. Campbell Ave., Chicago.

A 56-page catalog with complete listings of all RCA sound equipment has been announced by the Commercial Sound Section of RCA Mfg. Co. All items are indexed and cataloged with photographs, prices, specs, and descriptions. Included is a chart of six basic sound systems covering every standard application. Special sections are devoted to electric chime systems, recording and playback instruments, complete sound systems with single master control units and wired and wireless inter-communication systems. Also included is a directory of RCA sound jobbers.

Illustrated catalog of dials, name plates, and control knobs available from Crowe Name Plate & Mfg. Co., 3701 Ravenswood Ave., Chicago.

Leaflet of variable voltage transformers with circuit diagrams and ratings. General Radio Co., Cambridge, Mass.

A complete replacement guide listing vibrators for auto radios is published by Meissner Mfg. Co., Mt. Carmel, Ill.

Coaxial transmission line and fittings leaflet showing line construction. Isolantite, Inc., 233 Broadway, New York, N. Y.

Bulletin 13-1 showing rotary converter line, ratings, and applications. Janette Mfg. Co., 556-558 W. Monroe St., Chicago, Ill.

MADE BETTER TO WORK BETTER

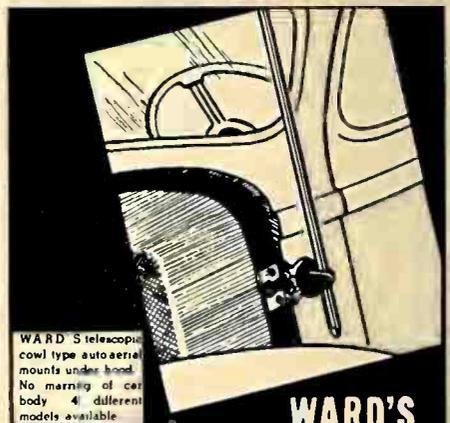


• The combination of high tensile strength that assures a lasting bond, and faster, cleaner work made possible by quick acting flux of pure water white rosin, has given Gardiner Rosin-Core Solders an outstanding reputation for efficiency and economy on radio work by expert or amateur. Yet, due to modern production methods and big sales, Gardiner Solders cost less than even ordinary kinds. Made in various alloys and core sizes . . . and in gauges as small as 1/32 of an inch . . . in 1, 5 and 20-lb. spools.

Eastern Sales Office and Warehouse:
DAVID M. KASSON & CO.,
 401 Broadway New York, N. Y.



4815 S. Campbell Ave., Chicago, Ill.



WARD 5 telescopic cowl type auto aerial mounts under hood. No marring of car body. 4 different models available.

WARD'S

new **Concealed Mount AERIALS** Give You These

5 Sales Advantages

- No drilling thru car body, mounts under hood
- Rattle-proof with Ward's patented anti-rattle feature
- Streamlined design, topped with "anti-static" ball tip
- Sturdy brass mounting brackets
- Gives better reception

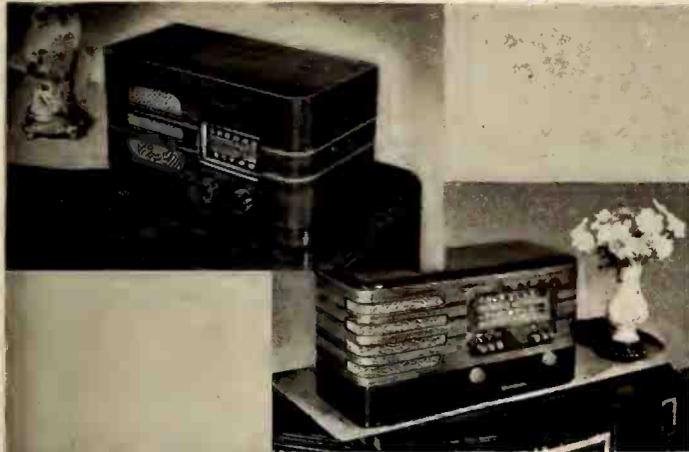
SEE YOUR JOBBER
 OR WRITE FOR
 FREE CATALOG

WARD PRODUCTS Corp
 WARD BUILDING CLEVELAND, OHIO

JUST OFF THE PRODUCTION LINE!

THE FIRST 1940 WESTINGHOUSE

20th Anniversary Series RADIOS



**STYLED—
EQUIPPED
AND PRICED
TO SELL FAST
AT A
HANDSOME PROFIT**



THIS YEAR, Westinghouse offers the finest line of radios to ever bear the Westinghouse name—the 20th Anniversary Series! Every model in the line Styled, Equipped and Priced to celebrate the first radio broadcast from Westinghouse Station KDKA in 1920!

They lead in Eye-Value! Exclusive styles created by America's outstanding radio designers! Beautifully constructed cabinets of genuine, carefully-selected and matched grain veneers. Here is the appearance so helpful in boosting your sales in 1940.

They are equipped for excellent Performance! Truly high quality materials and precision manufacture give you results that back up your demonstration story *convincingly* . . . and will help you build customer satisfaction, goodwill, and repeat business.

As for prices . . . we know you'll be enthusiastic! The 20th Anniversary Series enables you to offer tempting, hard-to-resist dollar values. Every model is created to be a leader in its price class and yet provide you with an ample margin of profit.

It will pay you to investigate the 1940 Westinghouse 20th Anniversary Radio Series Promptly! Phone your distributor.

Westinghouse Precision
RADIO

3 STROMBERG-CARLSON HEADLINERS

MAKE STROMBERG-CARLSON THE LINE TO HANDLE FOR PROFIT-GIVING VOLUME SALES

A New Portable Radio that Reaches Out for Distance, only \$29⁹⁵*



Gives Dealers Volume Profit NOW!

Here is a portable radio that will build repeat sales. So unusually fine is its performance that everyone who operates it and hears it will be satisfied with no other. It has Beam Power Output that provides extreme sensitivity so that programs can be easily tuned in at points where most portables fail to get a signal . . . Dynamic Speaker that gives tone quality so natural it can be compared favorably to large home radios . . . new Light Weight, Long Life Batteries that assure months of care-free operation . . . built-in Loop Antenna with alternate connection for External Aerial that multiplies its usefulness . . . Compact Dark Blue and White Striped Airplane Luggage Type Case makes it smart and attractive in all surroundings.

New Stromberg-Carlson Labyrinth Radio with Carpinchoe Speaker for only \$99⁹⁵*



If ever a radio were built that is beyond competition, it is the No. 430-M. Into this model Stromberg-Carlson has poured exclusive features, beauty and value that make it the radio sensation of the year.

It has Electric Flash Tuning with push buttons for favorite stations and one button for television and phonograph connection . . . new Slide Rule Dial . . . Bi-focal Tuning Eye . . . Automatic Drift Compensator . . . Separate Base and Treble Tone Control. But most important of all it has the patented Labyrinth and Carpinchoe Leather Speaker, features never before included in a radio at this price. It is equipped with 9 tubes.

New Automatic Radio-Phonograph for only \$139⁵⁰*
Brings Flood of Orders

It's not hard to understand why the No. 420-PL has met with such success. Never before have you been able to offer prospects such an outstanding eye and ear value in an automatic combination. A volume profit maker if ever there was one!

*All prices f.o.b. factory.



MAIL THIS COUPON!

STROMBERG-CARLSON TELEPHONE MFG. CO.
234 Carlon Road, Rochester, N. Y.
Send full information on Radio's Finest Line.

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

There Is Nothing Finer than a
Stromberg-Carlson