

# RADIO *& Television* RETAILING

Including  
ELECTRICAL  
APPLIANCES

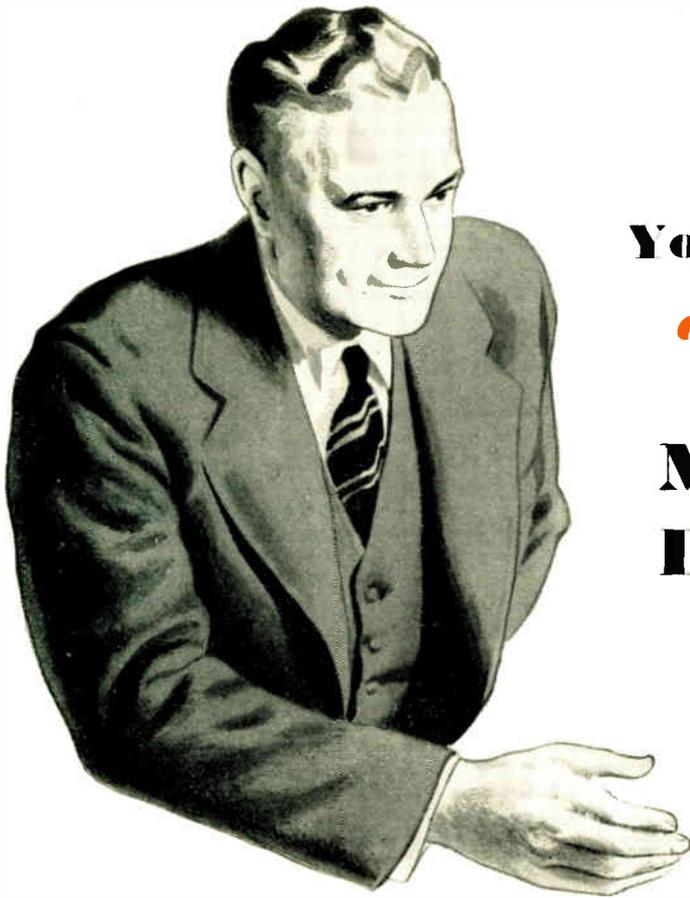
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CALDWELL-CLEMENTS, INC. ★ JANUARY 1946

**KEEP YOUR STORE  
BEFORE HER EYES**

Radio, FM, Appliances,  
Records and Service.  
Statistics.





**You'll Get Help  
and lots of it  
From Your  
MALLORY  
Distributor**

**T**RUE, your Mallory distributor has the best replacement parts that money can buy. But, equally important, he has a thorough knowledge of the business . . . has the *willingness* to be of service and the *capacity* to give it generously.

Your Mallory distributor will quickly help you locate the parts you want . . . assist you in installing them properly . . . help you in problems of sales, management and personnel training . . . in short, save you a lot of time and money. That's why he's a friend worth cultivating—and a good man to do business with.

**Here is What He Offers**

- |  |   |
|--|---|
| <p><b>1</b> A complete line of Mallory replacement parts . . . many of them first developed by Mallory research . . . ALL of them guaranteed against premature failure by years of service in the field.</p>         | <p><b>4</b> Technical service helps . . . bulletins, booklets, catalogs, letters with complete data on what to use and where to use it . . . special publications on radio fundamentals and new developments.</p> |
| <p><b>2</b> A program of standardization that meets the maximum number of application needs with the minimum number of parts . . . reduces investment, simplifies replacement, speeds up delivery.</p>               | <p><b>5</b> A background of personal experience . . . acquired through years of service in radio . . . helpful in solving difficult or unusual problems . . . effective in training dealer personnel.</p>         |
| <p><b>3</b> Efficient service . . . backed by detailed information on prices, parts, catalog numbers . . . promptly applied whether orders are large or small . . . especially effective in meeting emergencies.</p> | <p><b>6</b> Commercial "know how" . . . implemented by sound methods of keeping your business "on the beam" . . . with special attention to promotion devices that help sell your story to the public.</p>        |

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

**APPROVED PRECISION PRODUCTS**

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

Established in 1922 as ELECTRICAL RETAILING

# RADIO & Television RETAILING

Including Radio and Television Today

Including  
**ELECTRICAL  
APPLIANCES**  
Section

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JANUARY, 1946

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**ANOTHER IMPORTANT  
FROM MAGUIRE**

FOR FASTER, BETTER AND MORE COMPLETE SERVICE  
TO ALL CUSTOMERS

**MAGUIRE INDUSTRIES, INC.**

ANNOUNCES THE FORMATION OF ITS NEW  
ELECTRONIC DISTRIBUTOR  
and  
INDUSTRIAL SALES DEPARTMENT

THIS NEW DEPARTMENT WILL ASSUME ALL  
MERCHANDISING  
SALES  
and  
CUSTOMER RELATION

DUTIES AND RESPONSIBILITIES ESSENTIAL IN  
MARKETING THE COMBINED PRODUCTS OF THE

THORDARSON DIVISION  
MEISSNER DIVISION  
RADIART CORPORATION

★ ★ ★

**ELECTRONIC DISTRIBUTOR AND  
INDUSTRIAL SALES DEPARTMENT**

# ANNOUNCEMENT

## INDUSTRIES, INC.

THESE SUPERIOR PRODUCTS NOW  
AVAILABLE FROM A SINGLE SOURCE

**THORDARSON**

### TRANSFORMERS

Precision engineered and quality built transformers for all requirements...replacement, communications, sound amplifier, industrial, experimental and amateur.

### TRU-FIDELITY AMPLIFIERS

In new, modern designs featuring advanced tone compensation, conservative ratings, ample ventilation, low hum level, multiple input channels and maximum flexibility of controls.

*Meissner*

### COMPONENTS

Precision-built components including antenna, R. F. and oscillator coils; standard, plastic and Ferro-cart transformers; windings, coils, chokes and accessories.

### SERVICE INSTRUMENTS

Meissner Analyst—operates by "signal tracing" method, fastest and most reliable—furnished complete. Signal Calibrator—a portable self-contained unit.

**Radiart**

### VIBRATORS

Radiart Correct Replacement Vibrators are individually engineered to meet exactly the physical as well as the electrical requirements of each application.

### RUST-PROOF AERIALS

A complete line of newly designed aerials to fit all cars; 3 and 4 section models—cowl, fender and under hood types . . . all made of finest materials.

### SEE FOR YOURSELF!

See the outstanding products of the Electronic Divisions of Maguire Industries, Inc., at the Winter Meeting of the I. R. E. at the Hotel Astor, New York on January 23 to 26.

# MAGUIRE INDUSTRIES, INC.

936 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

**THE demand for  
MERIT TRANSFORMERS is  
greater than anticipated —  
MERIT wishes they could  
take care of this demand but  
face the reality that it will  
be several months before  
new orders can be filled.**

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

### **A Statement on Editorial Progress**

In the program of expansion and improvement on which RADIO & Television RETAILING is engaged, this is the third issue of our new larger size, on heavier coated paper, and featuring the magazine-within-a-magazine, ELECTRICAL APPLIANCES.

But what about the men (and women) who produce these editorial pages?

Here they are, with biographical notes outlining their experience:

**John L. Stoutenburgh**, managing editor. For 12 years manager of a large retail radio-electrical-appliance store, in charge of sales and service. Wide writing experience on merchandising and radio topics.

**Stephen I. Hall**, merchandising editor. Specialist on retailing methods and profitable practices. Graduate Harvard School of Business. Author of new handbook on radio and electrical merchandising "1946 Profit Manual".

**William Moulic, Jr.**, technical editor. Expert on radio and television circuits and servicing. Author of many articles and studies on radio repair.

**Helen Thurman**, associate editor. Formerly of Cosmopolitan and Tide magazines. Author of many articles on appliances, records, merchandising to women customers.

**Charles F. Dreyer**, specialist on store modernization and layout, appliance and cabinet design.

**Nathaniel J. Kern**, retailing specialist. Wide contacts with radio and electrical retailers. Author of many studies of business methods.

**Solomon Heller**, service editor. Practical radio serviceman with long experience at bench. Practical repair methods and short-cuts.

**E. T. Bennett, Ruth Morris**, editorial assistants. Experience in compiling radio and appliance studies, magazine writing, etc.

RADIO & Television RETAILING has the largest staff of experienced editors of any trade magazine serving the radio-electrical field. We have more correspondents in key cities supplying us with news you want to know. It is the people listed above who are keeping RADIO & Television RETAILING at the top, because they are making it the most helpful magazine you can read. We, and they, hope to continue to merit your high regard.

**O. H. Caldwell**  
Editor

**M. Clements**  
Publisher



In December we began shipping  
Phonola Acoustic Models

**AND NOW...**

**we've started production  
on the new electrically  
AMPLIFIED PHONOLAS**

- In December we made the statement that shipment of Acoustic Phonolas would begin immediately, and we lived up to our word to the letter. Now, just one short month later, we're in a position and happy to say that the new AMPLIFIED Phonolas have been put in production, with delivery depending only on the speed with which we can get the materials we need.
- These brilliant new AMPLIFIED Models will fill out your Phonola line completely, and will just as completely fulfill a widespread desire for portable phonographs of unrivalled tone—at prices that are strictly competitive.

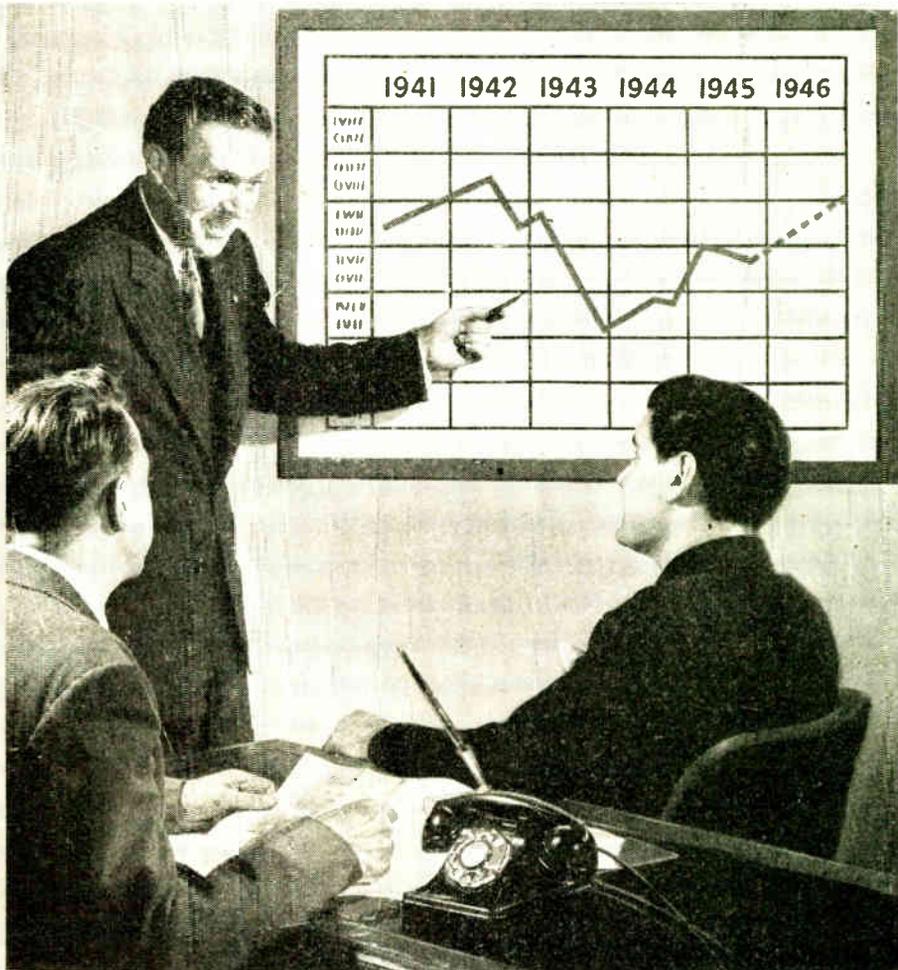
**Phonola**

**ACOUSTIC AND ELECTRONIC PHONOGRAPHS**

**WATERS CONLEY  
COMPANY  
ROCHESTER, MINNESOTA**

Eastern and Export Sales Office • 17 E. 42nd Street, New York City, N.Y. 6-2079  
Midwestern and Western Sales Office • 224 S. Michigan Ave., Chicago, HAR. 1880

# Sales Target For 1946



**I**N this country, the quality of sales direction and sales planning has been going ever higher—a happy thing in an economy where distribution is such a vital factor.

Now, however, comes an even greater need for completeness in the reconnaissance of a territory and the briefing for action—the scanning of possible points of resistance and points of strength.

In 1946, as never before, we shall need an intimate knowledge of the selling terrain. We shall need to know our giant markets and vital sales objectives in an informed and intimate way—in the way that the

newspaperman knows the town in which he works and lives.

And that's where the specialized, localized knowledge of the Hearst Advertising Service can be useful to you.

## CALL THE H-A-S MAN



In the ten key markets of the country listed below, H-A-S men—"reporters with a nose for sales"—are constantly consulting with sales and advertising executives, collecting vital facts, keeping pace with current conditions in a score of different lines—equipping themselves to work with you in an intelligent, helpful way.

Why not call the H-A-S man today?

# HEARST ADVERTISING SERVICE

HERBERT W. BEYEA, Manager

Representing:

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

An army

of salesmen is  
working for  
*you...*



# ...when you handle radio tubes

**S**OUNDS too good to be true. Eh? But it's a fact—this is why: . . . Ever stop to think how many homes have one or more G-E lamps, fans, irons, refrigerators, and other appliances, aside from G-E radio sets? *The G-E monogram is everywhere*—famous sign of quality and owner satisfaction. Right in your area, thousands of G-E products, by their dependable performance, are *pre-selling*

radio owners on the fact that tubes carrying the G-E monogram are the BEST! . . . As a G-E radio tube dealer, put this army of 24-hour home salesmen to work for *you*—then watch profits increase! Don't delay. Write for information about G-E tube selling rights to:

*Electronics Department,  
General Electric Company,  
Schenectady 5, New York.*

*Every tube dealer and service man should have G.E.'s handy, fact-filled Tube Characteristics Booklet ETR-15. Write for your free copy today!*

**GENERAL  ELECTRIC**

176-E1-6850



*New* **Jensen**  
**PM SPEAKERS with**  
**ALNICO 5**

Newly designed in every detail . . . magnets, housings, magnetic structures, voice coils and cones . . . and incorporating the new and powerful **ALNICO 5** magnet material, this new family of PM speakers will add an imposing and important series of speakers to the JENSEN line.

These new models are now being tooled for production and, when ready, complete specifications and prices will be issued to the trade in Data Sheet TD-133. . . . Watch for other postwar innovations soon to come from the JENSEN laboratories.

JENSEN RADIO MANUFACTURING COMPANY, 6625 S. Laramie Ave., Chicago 38, Ill.  
IN CANADA: Copper Wire Products, Ltd., 138 Oxford St., Guelph, Ont.

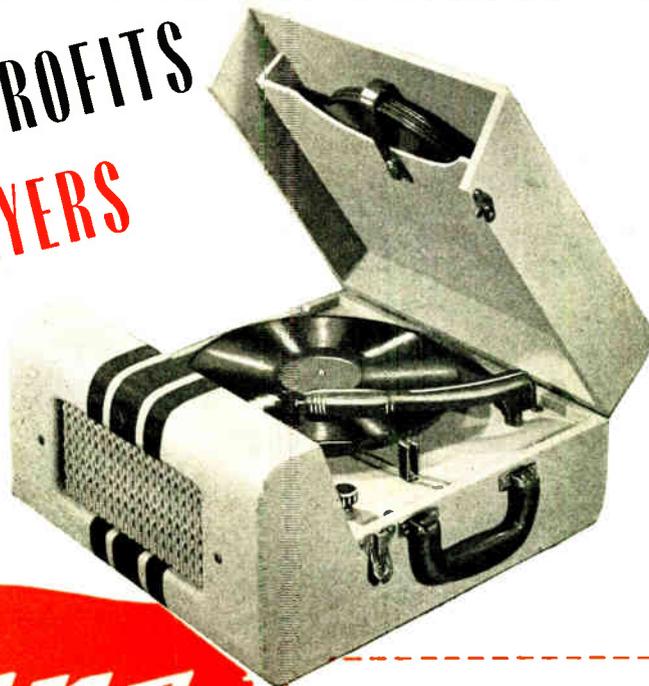


**Jensen**  
SPEAKERS WITH **ALNICO 5**

*Specialists in Design and Manufacture of Fine Acoustic Equipment*

BUILD "RECORD" PROFITS  
WITH RECORD PLAYERS

Feature



**ULTRATONE**

THE COMPLETE PHONOGRAPH LINE

Yes—feature ULTRATONE phonographs for profits and for satisfied customers.

ULTRATONE phonographs offer record dealers a higher unit sale and a higher unit profit. In addition—the high quality full tone reproduction of ULTRATONE phonographs will build sales of phonograph records.

Remember too—when you sell ULTRATONE phonographs you offer your customer a musical instrument of guaranteed quality. Guaranteed by engineering and production "know how" devoted exclusively to the manufacture of quality phonographs. Every ULTRATONE phonograph is backed by the RMA warranty.

**Truly America's Finest Phonographs**

DEALERS—CONTACT YOUR ULTRATONE  
DISTRIBUTOR OR WRITE DIRECT.

NO RADIOS  
PHONOGRAPHS EXCLUSIVELY

A PARTIAL LIST OF  
DISTRIBUTORS

**St. Louis Music Supply Co.**  
4400 Delmar Blvd.  
St. Louis 8, Mo.

**Gambill Distributing Co.**  
117 Ninth Ave. No.  
Nashville 3, Tenn.

**Tri-State Supply Company**  
1148 Market St.  
Chattanooga 2, Tenn.

**J. Geo. Fischer & Sons, Inc.**  
Lapeer at Second  
Saginaw, Mich.

**Williams & Shelton Co.**  
Charlotte 1, No. Car.

**Stratton-Warren Hdwe. Co.**  
Memphis, Tenn.

**Morley Brothers**  
5943 Second Boulevard  
Detroit 2, Michigan

**The Rodney Young Company**  
49 Central Avenue  
Cincinnati 2, Ohio

*Audio* INDUSTRIES

MANUFACTURERS OF ULTRATONE PHONOGRAPHS · MICHIGAN CITY, IND., U. S. A.

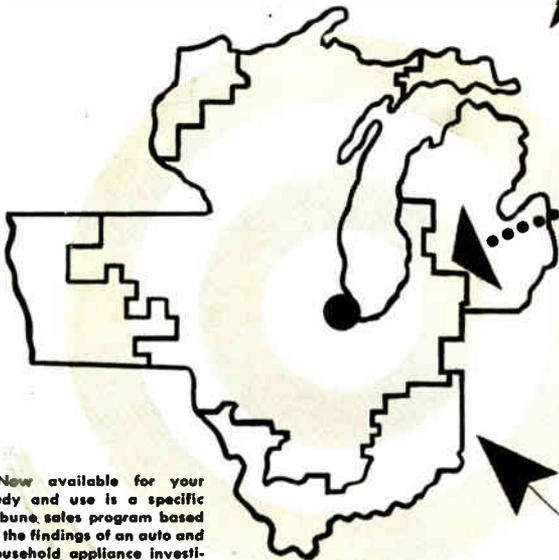
# target for your postwar selling!



**the market** Located at the heart of America, the great Chicago market offers you in one compact, easily accessible area, more business than 13 states combined. No matter whether your production is large or small, here is enough business to absorb all or the major part of your output.



**the medium** Start right now in this \$4,496,734,000 market with a single advertising medium—the Chicago Tribune—that is a powerhouse among dealers and consumers. One out of every three families in 756 cities and towns of 1,000 or more population in this area reads the Tribune on week days. On Sundays, it is almost every other family.



● Now available for your study and use is a specific Tribune sales program based on the findings of an auto and household appliance investigation among consumers and dealers. To get these pertinent facts, address: C. S. Benham, Manager, National Advertising, Chicago Tribune, Tribune Tower, Chicago 11, Illinois.

Only the Tribune gives you a choice of monochrome, coloroto, comicolor, newsprint color, or black and white printing—at milline rates which are among the lowest in the country. Now is the time to get going. For marketing facts and merchandising ideas, call a Tribune representative.



**the demand** Fortified by diversified income and billions in savings, the Chicago market shows a huge pent-up demand for autos, refrigerators, washing machines and "big unit" products generally. Long famous for its tremendous volume purchases, this market has repeatedly broken sales records.



**your product** You can get started fast here. Dealers and consumers are within easy reach of factory and salesmen. Here you can get quick sales and get set for continued dealer and consumer preference after the first easy selling conditions pass and the competition starts to get tough.



November average net paid total circulation:  
Daily, over 1,015,000; Sunday, over 1,350,000.



# for the new radio line!

"Congratulations on your new models" . . . "First G-E sets beyond all expectations" . . . "New G-E radios even better than you promised" . . . "Your new line is the line for me" . . . "Outstanding performance—everything a customer could ask for." Scores of these messages are arriving every day—from everywhere!

## PERFORMANCE IS THE ANSWER!

**Y**ES, the big thing that's bringing these messages in is *General Electric's new high in radio performance* . . . a direct outcome of the vast additional electronic "know how" gained in the wartime manufacture of more radio and radar than any other home radio manufacturer. *Performance* is feature #1 in every G-E radio!

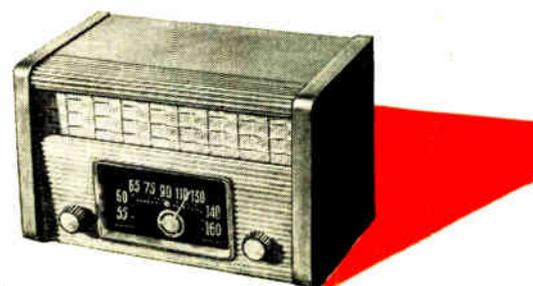
Soon many outstanding models will be added containing new and exclusive features that will prove G.E. the hottest line in radio today. Everything possible is being done to speed deliveries. Keep your eye on G.E.—and keep ahead!

Investigate the radio line that's backed by the greatest consumer advertising campaigns. See your nearest G-E Radio Distributor today or write for descriptive folders to Electronics Department, General Electric Company, Bridgeport, Conn.

**LEADER IN RADIO, TELEVISION AND ELECTRONICS**



**G-E MODEL #100**—5 tube set with big set performance. Grueling field tests in the toughest locations prove this set an outstanding performer—a real buy!



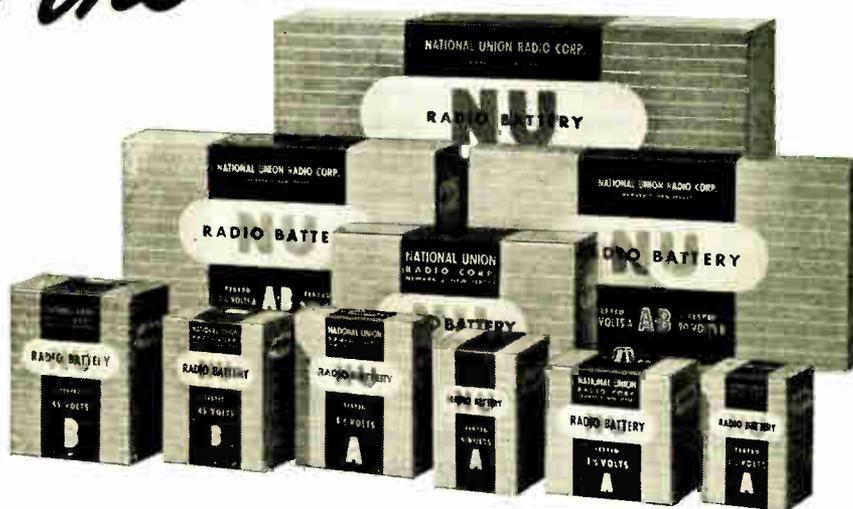
**G-E MODEL #103**—Another beautifully styled set that guarantees exceptional performance. Equipped with the new G-E Multi-wave Metal Grille—another bargain!

# GENERAL ELECTRIC

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

# N. U. BATTERIES

*by the Carload!*



## Get Immediate Deliveries of All Types for Standard Radio and Other Replacements

Now you can bring many thousands of good, serviceable battery-powered radio sets *back to life*. Portables—Farm Radios—"carry-about" sets! Here are the batteries you need to bring in this flood of profitable service and parts business. Order now and *tell* your customers to come on the run for the batteries they need.

In batteries as in other products, N. U. quality helps you build for the future. The patented construction of N. U. Batteries permits more active materials—more service hours per dollar. Every N. U. Battery is engineered to the highest initial equipment standards and is designed for universal replacement.

**PLACE YOUR BATTERY ORDER TODAY—with YOUR N. U. DISTRIBUTOR**

*Renew with N. U. . . . the quality line that brings repeat sales at full profit to radio service men!*

**NATIONAL UNION RADIO CORPORATION, Newark 2, New Jersey**

## NATIONAL UNION RADIO TUBES AND PARTS

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



# GAROD

## EXECUTIVES AND DISTRIBUTORS

*Extend Greetings of the Season  
with Best Wishes for an  
Extra Measure of Health  
Happiness and Prosperity . .*

ADKINS & CO. INC.  
LYNCHBURG, VIRGINIA

AIRFLOW PRODUCTS CO.  
WILKES BARRE, PENNSYLVANIA  
ALLIED ELECTRIC SUPPLY CO.  
PITTSBURGH 22, PENNSYLVANIA

LEONARD ASHBACH CO.  
CHICAGO 10, ILLINOIS

ASSOCIATED DISTRIBUTING CORP.  
BALTIMORE 1, MARYLAND

GEORGE W. BAUER & SON  
UTICA, NEW YORK

C. C. BROWN COMPANY  
SAN FRANCISCO, CALIFORNIA

CAPITAL BEDDING CO., INC.  
HARRISBURG, PENNSYLVANIA

CHAMBERS RADIO SUPPLY CO.  
CINCINNATI 10, OHIO

CHAPMAN DRUG COMPANY  
KNOXVILLE 10, TENNESSEE

CLEMBRO APPLIANCE CORP.  
CHATTANOOGA, TENNESSEE

ELECTRIC PRODUCTS CORP.  
NASHVILLE, TENNESSEE

THE FURBAY-SOMMER CO.  
CANTON 2, OHIO

GILBERT BROTHERS, INC.  
PORTLAND 4, OREGON

GOLDEN APPLIANCE COMPANY  
CLEVELAND 14, OHIO

THE JAKE HAYUTIN & SONS COMPANY  
DENVER 2, COLORADO

HUNTINGTON PAPER & SUPPLY CO.  
HUNTINGTON 12, WEST VIRGINIA

INCANDESCENT SUPPLY CO.  
LOS ANGELES 13, CALIFORNIA

INCANDESCENT SUPPLY CO.  
FRESNO, CALIFORNIA

K STORES COMPANY  
BOSTON, MASSACHUSETTS

LIFETIME SOUND EQUIPMENT CO.  
TOLEDO, OHIO

MAGA DISTRIBUTORS, LTD.  
MACON, GEORGIA

MILL DISTRIBUTORS, INC.  
CHARLOTTE, NORTH CAROLINA

MISSOURI FURNITURE ASSOCIATION  
ST. LOUIS 2, MISSOURI

MONARCH SALES COMPANY  
BIRMINGHAM, ALABAMA

MORLEY BROTHERS  
DETROIT, MICHIGAN

MORLEY BROTHERS  
SAGINAW, MICHIGAN

McGOWIN-LYONS HARDWARE  
& SUPPLY CO., INC.

MOBILE 7, ALABAMA

NATIONAL RADIO DISTRIBUTORS, LTD.  
MIAMI, FLORIDA

PARAMOUNT DISTRIBUTORS, INC.  
SPRINGFIELD 3, MASSACHUSETTS

RADIO TUBE MERCHANDISING COMPANY  
FLINT 3, MICHIGAN

GIL SCHAEFER DISTRIBUTOR  
GRAND RAPIDS 2, MICHIGAN

SOUTHERN ELECTRIC CO.  
STAUNTON, VIRGINIA

STERN & COMPANY  
HARTFORD, CONNECTICUT

TEDE & ETCHINGHAM  
POCATELLO, IDAHO

TEL RA APPLIANCE CO.  
HARTFORD, CONNECTICUT

TEL RA APPLIANCE CO.  
PHILADELPHIA 6, PENNSYLVANIA

TEL RA APPLIANCE CO.  
PROVIDENCE, RHODE ISLAND

UNIVERSAL PRODUCTS CO.  
NORFOLK 7, VIRGINIA

W & K WHOLESALE DISTRIBUTORS  
FORT WORTH, TEXAS

WILSON DISTRIBUTING CO.  
COLUMBIA 59, SOUTH CAROLINA

HERB E. ZOBRIST CO.  
SEATTLE 1, WASHINGTON



# GAROD RADIO



Garod Radio Corporation • 70 Washington Street • Brooklyn 1, N. Y.



# Bendix Radio Sets the



**Extra Merchandising Sparkle Everywhere You Look**

With these outstanding features . . . Bendix Beam Antenna . . . Special tone-purifying Feed-Back Circuit . . . INR (Inherent Noise Reducing) Circuit . . . Swing-A-Door . . . Pre-tested Styling . . . Phantom Dial . . . Extra-large record storage space in all consoles . . . Alnico PM and Electro-Dynamic Speakers . . . Bendix-engineered Aviation Quality chassis . . . 3-Dimensional Dials . . . Improved, Automatic Push-Button Tuning . . . all backed by one of the largest advertising and merchandising programs in the industry.



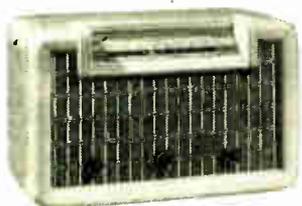
**Model 526 B—5 tube\*, AC-DC**  
Alnico speaker, one-piece ivory plastic cabinet. For greater convenience, Bendix features the one-piece cabinet with enclosed-back and built-in concealed handle. Also available in brown plastic (model 526 A).



**Model 616 A**  
6 tube\*, AC  
Two-hand, walnut table model.



**Model 636 A**  
6 tube\*, AC-DC  
Brown plastic cabinet, big set tone.



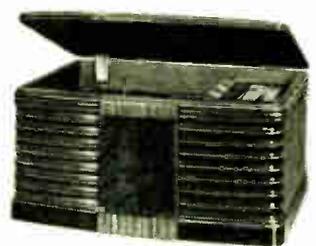
**Model 636 C and D**  
6 tube\*, AC-DC  
Wood table model, silvered oak and walnut finishes.



**Model 526 E**  
5 tube\*, AC-DC  
Alnico speaker, walnut table model.



**Model 716 A—7 tube\***  
3 band, AC, walnut table model, electric push buttons, electro-dynamic speaker.

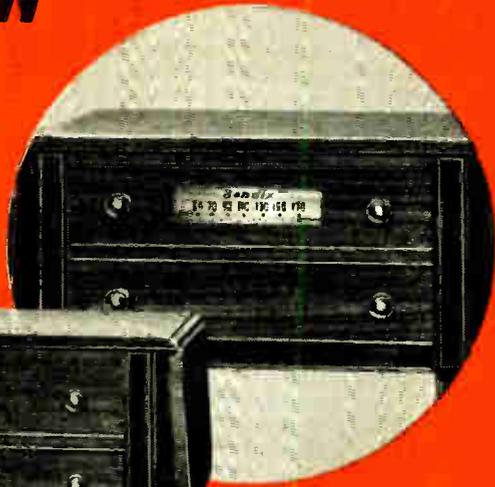


**Model 656 A—6 tube\***  
Radio-Phonograph table model, automatic record changer, Alnico speaker.

# INTRODUCING SOMETHING REALLY NEW

*pace!*

The Invisible  
Radio  
with the  
Phantom Dial



Model 646 A  
6 tube\*, AC-DC  
chassis

Smart drop leaf  
end-table with in-  
visible radio and  
phantom dial

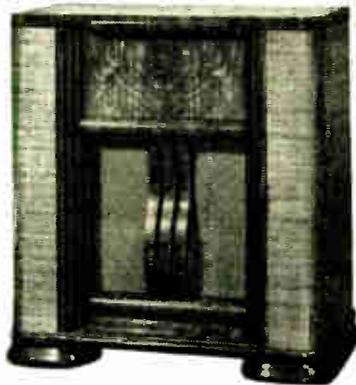
A flip of the drawer-knob switch and, as the softly lighted dial appears in the upper drawer panel (as illustrated), this smartly styled living room piece becomes today's most modern radio. Snap the power switch off and the Bendix Phantom Dial magically disappears!



Model 736 C—7 tube\*  
This Bendix 3-band Radio-Phonograph brings your customers the ultimate in convenient single button control, record changing and loading... with the Swing-A-Door, an exclusive advancement that turns demonstrations into sales!



Model 676 C—6 tube\*  
Console combination in knotty pine, two band chassis with automatic record player, large record storage. Also available in rich walnut.



Model 736 B—7 tube\*  
Compact radio-phonograph, single button control, automatic record changer, three bands.



Model 736 A—7 tube\*  
Console radio, three bands, electric push buttons, electro-dynamic speaker.

\*Including rectifier tube

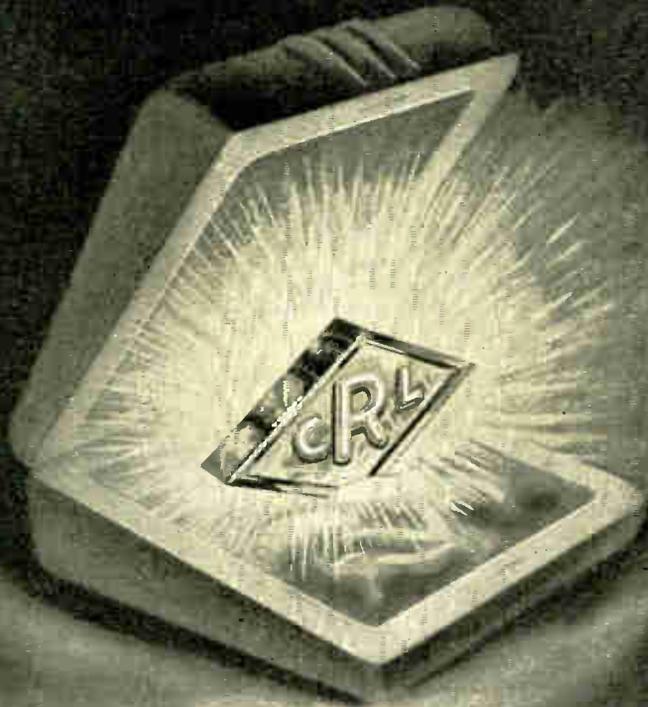
NOTE: Specifications subject to change without notice.



BENDIX RADIO DIVISION  
BENDIX AVIATION CORPORATION  
BALTIMORE 4, MARYLAND



# The Mark of Quality



The initials "CRL" in the Diamond stand for Centralab

They are an integral part of the Centralab name, and for more than a quarter of a century have represented the utmost in engineering skill and precision . . . the height of manufacturing perfection.

Both in original equipment and in replacements, the symbol "CRL" is the Mark of Quality.

. . . Always specify Centralab.

Ceramic High Voltage Capacitors  
Bulletin 814

## Centralab

Division of GLOBE-UNION INC., Milwaukee

PRODUCERS OF

Ceramic High Voltage Capacitors  
Bulletin 814



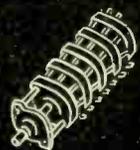
Ceramic Trimmers  
Bulletin 695



Variable Resistors  
Bulletin 697



Tubular Ceramic  
Capacitors  
Bulletins 630  
and 586



Selector Switches  
Bulletin 722

# 1946



As the bright hope of the New Year lights up the horizon, we turn our vast facilities . . . the pent-up good will accumulated over a quarter of a century of radio leadership . . . to the task of making 1946 the most spectacular sales year in the history of FADA dealers.

FADA has done great things in the past. But they are only a stepping stone to what the future will bring. And — we'll fortify this exciting line of radio receivers with a wallop-packed program of dealer helps that will bring more and more customers into the sales rooms of FADA dealers.

Illustrated here are two more point-of-sale helps . . . a beautiful and sturdy stand for the display of FADA radios and a colorful window or store door decalcomania designed to get immediate attention. A few FADA dealer franchises are still available. We suggest that you communicate with your distributor or with us, now!

YOU CAN ALWAYS DEPEND ON

# FADA Radio

OF THE FUTURE

*Famous Since Broadcasting Began!*



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

# EVERY WESTINGHOUSE RADIO

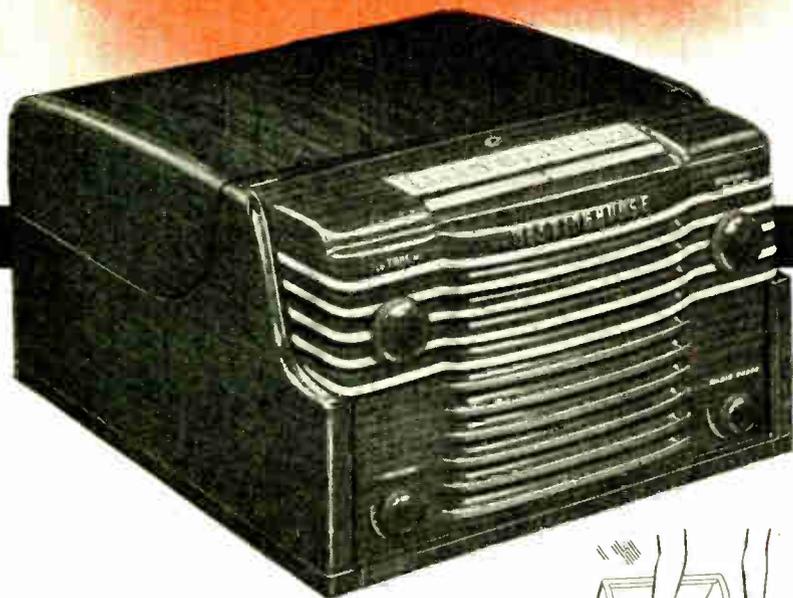
# IS

# Completely new!

**NOT A SINGLE "WARMED OVER" PRE-WAR MODEL.  
EVERY SET IS PACKED WITH REAL SALES ADVANTAGES**

These pace setting Westinghouse radios are examples of the resourceful engineering and the originality that characterizes the entire Westinghouse line. Every set is packed with new *sales features* that you can demonstrate and sell.

Get in touch with your Westinghouse radio distributor today and make a date to see and hear these fine instruments. Home Radio Division, Westinghouse Electric Corporation, Sunbury, Pa.



## THE DUO

A revolutionary new radio-phonograph with an automatic record changer and a slide out carryabout radio that can be used anywhere in the house! The low slung, compact, air-stream cabinet is in beautifully marked mahogany veneer . . . the automatic changer is operated with a single button—it is simple and will stay in adjustment . . . built-in loop antenna . . . continuously variable tone control . . . 6 tubes, including rectifier . . . Standard Band.

Lift out the radio . . .



. . . and play it anywhere.



World Radio History



**THE  
AMAZING  
NEW  
PLENTI-POWER  
CIRCUIT**

## THE CONCERT GRAND

An automatic radio-phonograph in an exquisite bow front cabinet. The exclusive PLENTI-POWER CIRCUIT gives this moderately priced, 7-tube instrument 10 watts of undistorted output—more than most 12-tube sets had prewar. Extra large record storage space. Six electric push buttons.

Single button control automatic record changer. Continuously variable tone control . . . 7 tubes including rectifier. Standard and Shortwave Bands.



# RADIO'S FIRST NAME

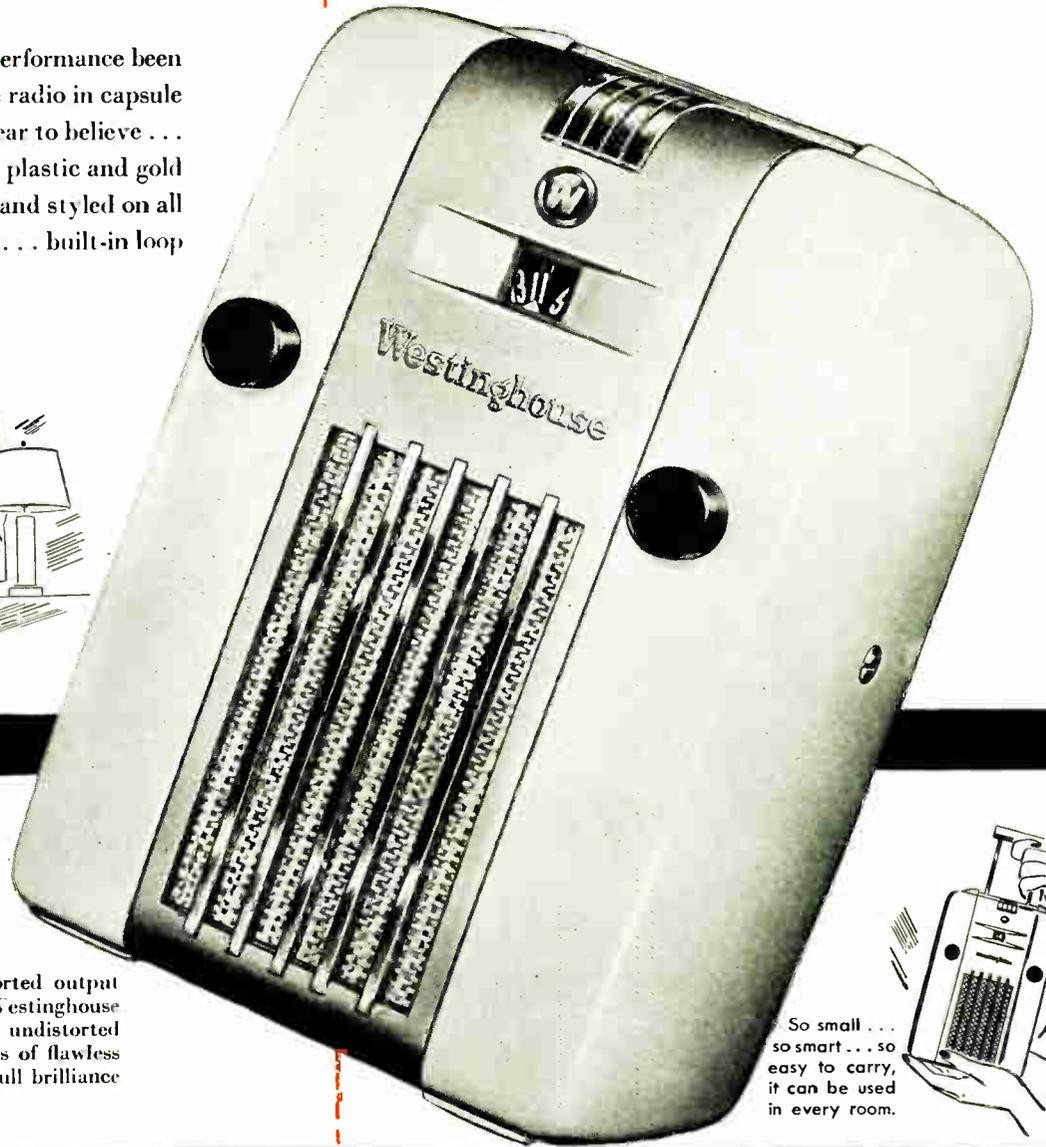
## THE LITTLE JEWEL

TUNE IN: John Charles Thomas, Sunday, 2:30 p. m., EST—NBC.  
Ted Malone, Monday through Friday, 11:45 a. m., EST—ABC.  
Westinghouse — maker of 30,000,000 home appliances.

Only 9¼" x 6" x 6". Never before has such performance been packed into a set of this size. It's a console radio in capsule form—with power output you'll have to hear to believe . . . air-stream cabinet in ivory or pastel green plastic and gold satin finish metal . . . completely enclosed and styled on all sides . . . retractable, disappearing handle . . . built-in loop antenna . . . 6 tubes including rectifier, Standard Band.



Never before has such performance been packed into a set of this size.



So small . . . so smart . . . so easy to carry, it can be used in every room.

The exclusive Westinghouse PLENTI-POWER CIRCUIT provides the extra reserve of power you need for true-to-life performance. For example, it gives the popularly priced 7-tube Westinghouse sets more undistorted output than most 12-tube sets had prewar. And the Westinghouse 14-tube instruments have nearly twice as much undistorted power as comparable prewar sets . . . 17 watts of flawless output that reproduces the program with the full brilliance of completely natural tone.

## THE FM CENTURY

The finest reception of FM, AM, and Shortwave—at the lowest possible cost! You can't buy finer radio engineering at any price. The exclusive Westinghouse PLENTI-POWER CIRCUIT provides 17 watts of undistorted output—nearly twice as much undistorted output as prewar sets with a comparable number of tubes. It provides the full power you need for full-color reception. Rich mahogany veneer cabinet . . . tuning eye . . . six electric push buttons . . . 14 tubes, including rectifier, FM, Standard, Shortwave and facsimile bands.

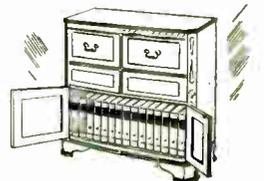


## THE SYMPHONIC 14

A magnificent musical instrument . . . a masterpiece of cabinet craftsmanship! The exclusive PLENTI-POWER CIRCUIT gives this instrument 17 watts of undistorted power . . . true-to-life FM that only the finest engineering can provide . . . the most dependable automatic record changer ever built . . . entire width of cabinet is available for record storage space . . . hand-rubbed crotch mahogany veneer cabinet, 14 tubes including rectifier, FM, Standard and Shortwave Bands.



6 to 10 times the record storage space as in the same size prewar cabinet.



IS **Westinghouse**  
RADIO TELEVISION

# SPRAGUE TRADING POST

A FREE Buy-Exchange-Service for Radio Men



## A PERSONAL MESSAGE TO EVERY USER OF THE SPRAGUE TRADING POST

With the gradual reappearance on the market of peacetime radio parts and equipment, it becomes obvious that the four-year-old Sprague Trading Post has outlived its usefulness. Rather than buy old materials, you will want factory-fresh new ones. Instead of trading obsolete equipment, you will now want to avail yourself of the many developments that wartime engineering has produced.

Thus, we are sure that the thousands of radio men, amateurs, experimenters, instructors and those in the nation's armed forces who have benefited through this free buy-trade-sell advertising service will fully understand our reasons for discontinuing it with the December issues of the six leading radio magazines wherein it has appeared.

In closing this chapter of Sprague cooperation with our friends throughout Radio, it is interesting to recapitulate briefly:

During the life of the Sprague Trading Post, approximately 12,000 individual classified advertisements were run absolutely free of charge. As a result, hard-to-get equipment was made rapidly available through those who no longer had need for it. Tubes, test equipment, manuals, receivers, transmitters, and dozens of other items including complete service shops were bought, sold and exchanged in tremendous quantity. So many ads were sent in to us that, on several occasions, we

had to increase our advertising budget in order to buy enough magazine space in which to accommodate them all. All told, we invested over \$70,000.00 to make this special wartime service as effective as was humanly possible.

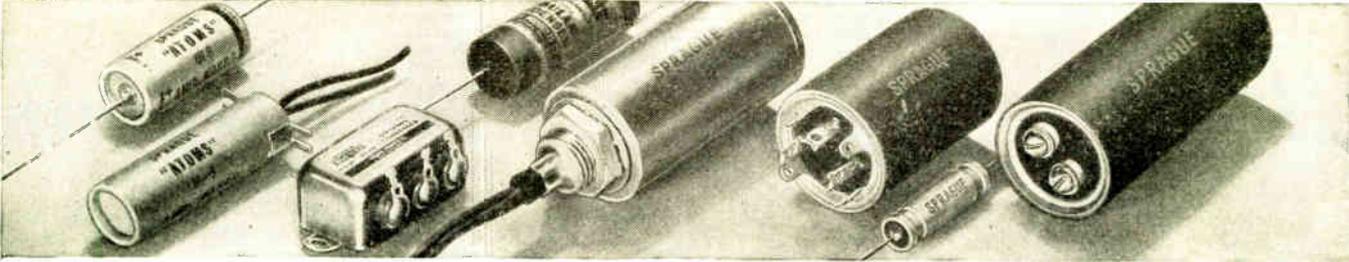
What does the Sprague Products Company expect to get out of all of this? Well, the answer to that one is easy. It is simply that we believe that anything we can do to help our friends is good business for us. Now that Sprague Capacitors, \*Koolohm Resistors and Test Equipment are again becoming available in complete lines, we believe we can count on the loyal support of every radio man we tried to help when the going was tough. We believe we can count on you to use Sprague materials wherever possible—and if you do, we assure you that you will be getting the best, most dependable units money can buy.

Meanwhile, should any new opportunity for a cooperative service such as the Trading Post present itself, you can count on Sprague to render it to the utmost. Not only this, but I'll personally welcome suggestions and correspondence along this line from all of you who have benefited even a little through the Sprague Trading Post effort during the hectic wartime years.

*Harry Walker*  
SALES MANAGER

SPRAGUE PRODUCTS CO., NORTH ADAMS, MASS.

\* Trademark Reg. U. S. Pat. Off.



### CAPACITORS FOR EVERY SERVICE, AMATEUR AND EXPERIMENTAL NEED



# Action speaks louder than words!

Yes, Templetone is saying it with *merchandise*—not words. Merchandise produced despite uncertain conditions, merchandise produced despite extra manufacturing expense—so that once the skies cleared, Temple Distributors and Temple Dealers would be in position to *do business pronto!* Another reason why it pays to “team up with Temple”.

## Here it is!

*Model E-514—AC and DC*

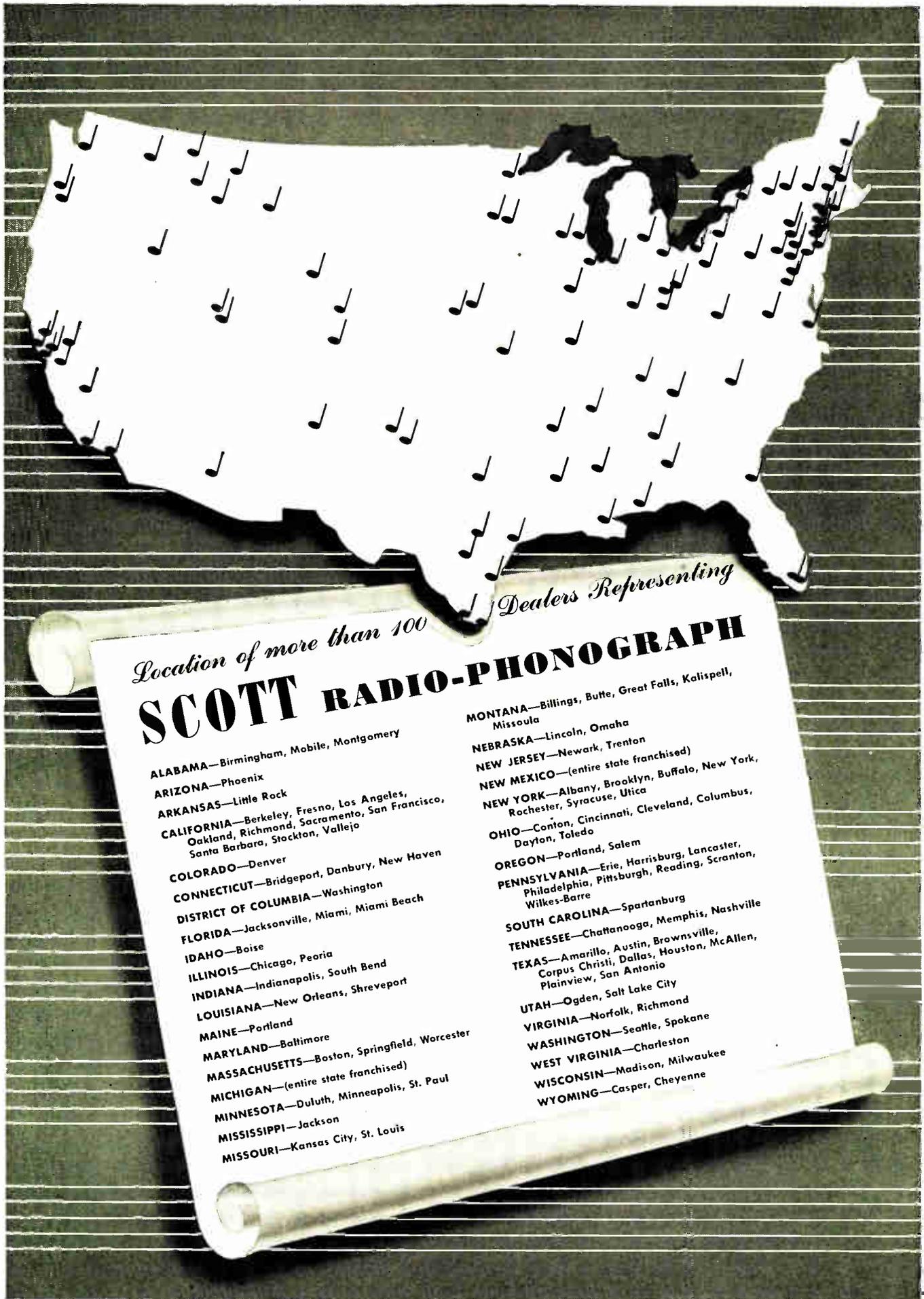
In limited, but continuous production for the past two months, our stock of this fine new Temple table set assures a “flying start” in sales and profits for Temple Dealers everywhere.



**TEMPLETONE**  
**RADIO MFG. CORP.**  
NEW LONDON, CONN.

EXECUTIVE OFFICES — 220 East 42nd Street, New York, N. Y.

**“WHERE FM ALSO MEANS FINEST MADE”**



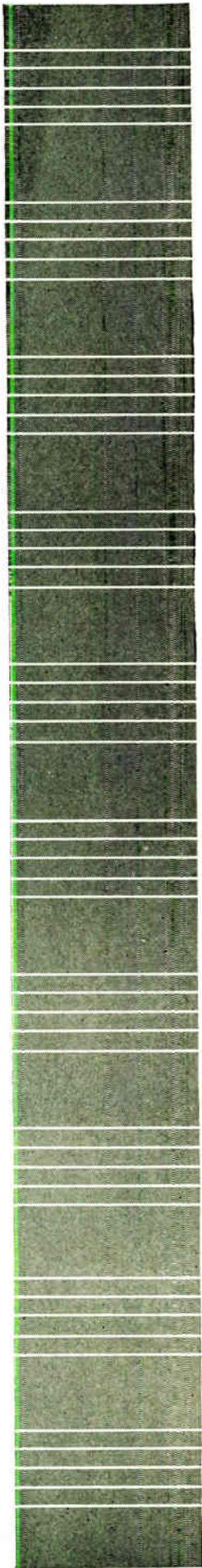
*Location of more than 100*

*Dealers Representing*

# SCOTT RADIO-PHONOGRAPH

- ALABAMA—Birmingham, Mobile, Montgomery
- ARIZONA—Phoenix
- ARKANSAS—Little Rock
- CALIFORNIA—Berkeley, Fresno, Los Angeles, Oakland, Richmond, Sacramento, San Francisco, Santa Barbara, Stockton, Vallejo
- COLORADO—Denver
- CONNECTICUT—Bridgeport, Danbury, New Haven
- DISTRICT OF COLUMBIA—Washington
- FLORIDA—Jacksonville, Miami, Miami Beach
- IDAHO—Boise
- ILLINOIS—Chicago, Peoria
- INDIANA—Indianapolis, South Bend
- LOUISIANA—New Orleans, Shreveport
- MAINE—Portland
- MARYLAND—Baltimore
- MASSACHUSETTS—Boston, Springfield, Worcester
- MICHIGAN—(entire state franchised)
- MINNESOTA—Duluth, Minneapolis, St. Paul
- MISSISSIPPI—Jackson
- MISSOURI—Kansas City, St. Louis

- MONTANA—Billings, Butte, Great Falls, Kalispell, Missoula
- NEBRASKA—Lincoln, Omaha
- NEW JERSEY—Newark, Trenton
- NEW MEXICO—(entire state franchised)
- NEW YORK—Albany, Brooklyn, Buffalo, New York, Rochester, Syracuse, Utica
- OHIO—Canton, Cincinnati, Cleveland, Columbus, Dayton, Toledo
- OREGON—Portland, Salem
- PENNSYLVANIA—Erie, Harrisburg, Lancaster, Philadelphia, Pittsburgh, Reading, Scranton, Wilkes-Barre
- SOUTH CAROLINA—Spartanburg
- TENNESSEE—Chattanooga, Memphis, Nashville
- TEXAS—Amarillo, Austin, Brownsville, Corpus Christi, Dallas, Houston, McAllen, Plainview, San Antonio
- UTAH—Ogden, Salt Lake City
- VIRGINIA—Norfolk, Richmond
- WASHINGTON—Seattle, Spokane
- WEST VIRGINIA—Charleston
- WISCONSIN—Madison, Milwaukee
- WYOMING—Casper, Cheyenne



As we go to press, dealers in each of the cities shown on this map are preparing for their first showing of the world's finest radio-phonograph—the new Scott.

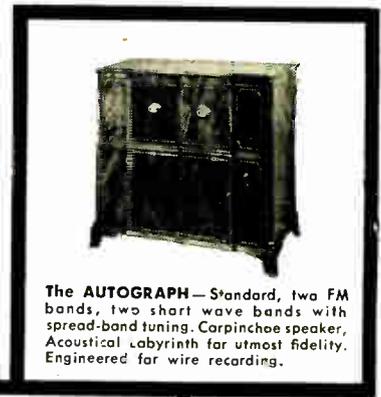
A radio-phonograph as fine as the Scott can be built only in limited quantity—and only a restricted number of exclusive dealer franchises were available nationally.

Practically all of these are now held by top-flight retail firms with an established clientele of people who are "the Scott type." Additional dealerships will not be granted in their territories.

If, however, you are in a city more than 40 miles distant from those listed here, it may still be possible to qualify for this selected group. Address inquiries to Scott Radio Laboratories, 4450 Ravenswood Ave., Chicago 40, Illinois, telling us what facilities you have for presenting the Scott to people who are interested in radio-phonographs selling at \$500 and more. If you qualify, and if your territory is open, we will be pleased to send you details of the Scott franchise.



Why authorized dealers make  
Stromberg-Carlsons the main  
radio in their showrooms



The **AUTOGRAPH**—Standard, two FM bands, two short wave bands with spread-band tuning. Carpinchoe speaker, Acoustical labyrinth for utmost fidelity. Engineered for wire recording.



The **DYNATOMIC**—Ultra-modern in design! 3-gang condenser for "big radio" performance. Concealed hand-hold for portability.

One reason (among many) is:

they're



The **HEPPLEWHITE**—Standard, two FM bands, and short wave band with spread-band tuning. Engineered for wire recording.

new!



The **NEW WORLD**—Unique disappearing doors! Standard broadcast, two FM bands, short wave band with spread-band tuning. Engineered for wire recording.



The **BEAUX ARTS**—Compact automatic radio-phonograph. 3-gang condenser. Standard broadcast and spread-wave short wave band. 6 station push buttons.

**Y**ES, the new Stromberg-Carlsons are really new. New in advanced engineering. New in beauty. New in the far wider range of customers they serve. New and finer Stromberg-Carlson reception and reproduction.

And then just look at these features. All but one of the table radios have 3-gang condensers—a feature hitherto found only in radios selling at two or three times their price! "Big, expensive radio" performance, sharp tuning and a minimum of noise between stations.

All FM receivers employ the genuine Armstrong FM system for virtually staticless reception. All FM receivers are *engineered* and fitted for addition of wire recording units. All have two FM bands, for both present and newly approved FM frequencies. All have spread bands for accurate tuning of international short-wave programs.

The new phonographs are quieter—speedier—fitted with replaceable needles. The *Autograph* has the famous Stromberg-Carlson patented Acoustical Labyrinth and Carpinchoe speaker. Other FM receivers have "full floating" speakers, mounted in live rubber for clearer tone.

**STROMBERG-CARLSON**

ROCHESTER 3, NEW YORK

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

# RADIO *& Television* RETAILING

Including Radio and Television Today

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

## "SAMPLE" Days Are Over— SELLING DAYS ARE BACK!

- The independent retailer is turning his eyes away from merchandising mirages to gaze at last on the real thing—actual merchandise in quantities sufficient to put *selling* on a *paying basis* again.

The great day is virtually here, and the dealer, who has had his hopes alternately elevated and depressed so many times, is at long last on the threshold of the greatest sales era of all times.

Merchandise is commencing to flow into dealer stores and the supply will increase rapidly from day to day.

Selling from samples for future delivery; signing customers up on priority lists and finagling around with requests for returned deposits will soon be forgotten merchandising techniques. In place of such expedient measures retailers will be using salesmanship again—selling *real* merchandise and getting *real* money for it.

A few months after *full production* has been attained in the manufacture of radios and electrical appliances, competitive selling will again be the order of the day. For this reason the independent retailer should revamp his selling methods *now*. Now, in order to be ready to get his share of business in the coming competitive market.

Since the merchant is able to foresee that the return of the necessity for *selling* is just a question of time, he should employ *salesmanship* in all his transactions now. Even in "wrap-up" sales, he should do all in his power to secure the good-will of the customer.

Those customers *fighting* for scarce merchandise today will be *resisting* sales efforts tomorrow.

Let's forget the past. Forget the days of famine and the days of "in-the-bag" sales. Let us remember what happened in other fields. There are plenty of cigarettes now; there are beefsteaks, metal razors, face tissues and nylons.

One day soon there will be plenty of radios and electrical appliances.

So let's get in line to sell successfully in a buyer's market by practicing salesmanship in a seller's one.

# RADIO, Electrical Appliances,

**DEALERS SHOULD WARN** their customers to be on the lookout for swindlers who pretend to be house-to-house salesmen. Under this guise, bogus salesmen are mulcting consumers by accepting deposits for non-existent sets or appliances. Efforts should be made to urge the public to buy from recognized retailers only, and to be on the alert for the fly-by-nighter.

**CABINET BOTTLENECK** is now worrying radio-set manufacturers because so many furniture makers are turning efforts back to their more-profitable furniture lines, and giving radio consoles the go-by. Recent 20% price increase across the board granted on furniture by OPA, has made radio's former difficult situation worse, particularly holding back combinations and large AM-FM floor models.

**READJUSTMENT PERIOD EXPECTED**—By middle of 1946 business will enter an era of prolonged prosperity, financial circles predict. But first there is expected a period of hesitation, marked by a slight recession in volume of production. This will not be severe enough to warrant the term "depression" because it will be counteracted by the rising level of commodity prices and the great abundance of money and credit.

**"THE APPLIANCE BUSINESS** is one of the nation's most competitive and no manufacturer could risk withholding his product from distributors and dealers who might immediately seek franchises from another manufacturer."—R. L. White, president of the National Electrical Manufacturers Assn.

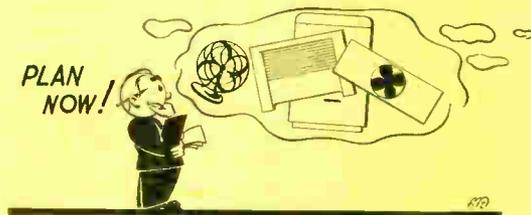
**LAMP MANUFACTURERS HOLD PRICES!**—One of the stores in a famous five-and-dime chain, through error, was selling 15 cent bulbs at 10 cents—the price of the "D" types. An independent dealer reported this to a high official of the chain and the situation was remedied with lightning speed. "Price controls like the lamp makers exercise are something I want to see in the radio-appliance field," asserts this retailer, who adds, "They can even stop the chains from price-cutting their products."

**"TAG—YOU'RE IT!"** seems to be the new game imposed by OPA on radio industry and trade exclusively. No radio set may legally leave a radio factory unless it bears an OPA-approved retail price-tag. Yet no factory price tags have yet been observed on new automobiles. Why this discrimination in the bureaucratic tag game?

**"NEW SAPPHIRE NEEDLE BY DECCA"** (to retail at \$2.50) marks that firm's entry into a class market on a mass buying basis. And it's good news for dealers!

**IMPORTANT MERCHANDISING TREND** is seen in an action taken by the N. J. State Board of Pharmacy in a statement to druggists in which it recorded its disapproval of pharmacies taking on "unrelated" lines of goods. Radio-appliance retailers all over the country will doubtless be eager to agree not to sell pills and cosmetics if the druggists will agree to quit handling small electrical appliances.

**DUAL-BAND FM SETS** will be marketed by Ansley, Freed, Magnavox, Stromberg-Carlson and Zenith. These sets will receive FM on the new high band (88 to 108 mc) as well as on old low band (44 to 50 mc) which, though now assigned to television, cannot possibly be utilized for video for the next year or 18 months, since no television transmitters will be available.



**MAKE PLANS NOW, MR. DEALER,** for all-out selling of hot weather specialties such as room coolers and fans and, of course, the handling of peak sales of refrigerators, food freezers.

**THE TIME IS RADIO TIME**—Still in the planning stage is the new time-telling outfit, Electronic Time Inc. of New York, headed by Albert R. Mathias, consulting engineer, RFC. Proposed is a plan for continuous sponsored time and weather reports, on personal sets approximately half the size of a pack of cigarettes, or on desk "clock" gadgets, which may be plugged in. Application for a channel has already been filed with the FCC. A directive beam, atop a N. Y. office building is planned, with a radius of about 25 miles. Another angle would be a home alarm clock service by radio. Raytheon Mfg. Co. will manufacture transmitting and receiver equipment if application is granted.

**WANTED—RED, YELLOW, BLUE ELECTRONS**—Practical television laboratory experimenters see no early commercialization of any electronic technique for producing color television. "Trouble is electrons are all alike," explained one lab executive. "If we could only get, say red, yellow and blue electrons impinging on a single screen, electronic color would be easy."

**TO MAKE MORE FANS FOR FANS** the fan section of the National Electrical Manufacturers Assn. has launched an educational program directed toward those who think of this product as merely a comfort device for hot weather. Fan was first of all electric appliances to find popular acceptance. First one was made in 1885.

# Records, and Television, **TODAY**

**LOW-DOWN ON COLOR TELE**—Most optimistic realists in color television see no basic advance beyond old CBS experiments with "sequence" or revolving-disk video of four years ago, except minor refinements in shutter synchronizing. One such set already built has cost \$5,000, but production men expect someday to get commercial cost down to about double cost of black-and-white set. Color tele in high video band would require double channel width or 12 mc. As for electronic television, nothing feasible seems in sight for next 10 years, say guys who ought to know.

**HARE & TORTOISE GETAWAY** was registered after reconversion at Crosley plant in Cincinnati, with electric appliances showing all the speedy pickup. In fact, reports Gen'l Sales Mgr. Cosgrove, radio output was so delayed that in December for every little \$30 radio coming off the line, two big refrigerators (worth together \$300) were being turned out.

**RAILROAD EYE**—One of principal railroad lines is considering placing television cameras at front end of locomotives of crack trains and piping image to lounge and dining cars so that passengers may see country ahead of trains on which they are traveling. Television may thus fulfill boyhood ambition of many to ride in an engine cab, and so attract travel business when competition resumes normal proportions.

**RADIO GETTER-UPPER**—Several 1946 novelty lines will combine a small radio with an electric alarm clock. At appointed morning hour, the radio is first turned on for gentle awakening; a few minutes later a loud alarm bell starts ringing, if the sleeper still slumbers on.



**BACK HOME AND RICH**—A Ponca City, Okla., retailer, himself a vet of the ETO, gets many a belly chuckle from the back-room approaches of recently discharged GI's. Seems that many of them remember very well their wild experience with the overseas black market. They offer as much as \$500 cash for immediate delivery of a 7 ft. order-taker refrigerator model!

"NOWHERE DOES ANY MANUFACTURER in this industry seem to agree with Chester Bowles that merchandise will sell itself, without advertising, without promotion."—From American Washer & Ironer Manufacturers' Assn. bulletin.

**HIGH COST OF OPA**—Price Administration people claim to be holding down prices, but cost of OPA's services comes awfully high in incidental expenses. One radio maker kept memos on cost of securing Washington price approval on his \$29.95 set. Found that railroad fares, long-distance phone calls, and other expenses totaled \$750 on this model alone, without counting salaries of executives whose time was thus occupied for many days.

**OUTPUT NOSE-DIVE**—In its reconversion plans, one radio manufacturer had arranged to produce 20,000 sets in September, 40,000 in October, 60,000 in November and 100,000 in December, or 220,000 during 1945. Actually, because of delays in parts and pricing, only 30,000 of those radios were turned out before the year closed.

**TELE GOT A WONDERFUL "PRESS"** following the showing of the Army-Navy game in NBC's New York studio. Utilizing RCA's image Orthicon tubes and special lenses, the telecast came over coaxial cable to stations in Philadelphia and Schenectady as well. "Like watching a clear newsreel but without the jerky loss of continuity," said the United Press.

**MARCH OF THE MEGACYCLES**—As the new year opens, it is interesting to take stock of the continuous upping of radio frequencies. In the early days, relatively long waves were thought best. But here is a rough outline of the advances toward shorter waves and higher frequencies since the close of World War I:

1920	1000 kc = 1 mc
1925	3000 kc = 3 mc
1930	30,000 kc = 30 mc
1935	300,000 kc = 300 mc
1940	3 x 10 <sup>6</sup> kc = 3000 mc
1945	30 x 10 <sup>6</sup> kc = 30,000 mc
1950?	300 x 10 <sup>6</sup> kc = 300,000 mc?

**RADIO-PHONOGRAPHS** as well as radio and phonoloud speakers will be made by Mec-Rad Division, Black Industries, Cleveland. Walter Widlar has been appointed general manager of Mec-Rad.

**PILOTONE RECORDS MADE OF VINYLITE**, non-breakable plastic, are being introduced by Pilot Radio Corp. of Long Island City, N. Y. The records will be made at the Pilot factory. They will be 10" discs and will feature light classics, popular and dance music, opera favorites, piano, vocal, rumba, etc. Four records to an album will retail at \$3.95, and single discs at 95c. Pilot will not make any shellac records.

**YEAR-ROUND SALES TRAINING** program for retail salesmen being staged by Electric Institute of Washington, trade group in the electrical industry.

In This Issue—**THREE MAGAZINES IN ONE**, covering **RADIO; ELECTRICAL APPLIANCES; SERVICE Latest Radio Merchandise**, pages 34, 35, 36, 37, 38, 39, 40, 41, 42, 116

*Newest Electrical Appliances*, pages 60, 61, 62, 64, 66, 67, 68, 72, 73, 155

*New Things for Service and Sound*, page 100

*Listing of Radio Manufacturers*, page 52

*Listing of Electrical Appliance Makers*, page 78

# Radio Faces

## THE RADIO-ELECTRONIC INDUSTRY

Data Covers Year Ended December 31, 1945

	Total Investment	Annual Gross Revenue	Average Number of Employees	Annual Payroll
Radio manufacturers (1200).....	\$ 350,000,000	\$3,000,000,000	350,000	\$750,000,000
Radio distributors, dealers, etc. ....	280,000,000	200,000,000	100,000	150,000,000
Broadcasting stations (965) including talent costs.....	90,000,000	300,000,000	*20,000	55,000,000
Commercial communication stations.....	60,000,000	.....	15,000	7,000,000
Listeners' sets in use (56,000,000).....	3,500,000,000	.....	.....	†350,000,000

Note: Manufacturers' gross revenue was almost entirely for Army-Navy radio-electronic production, which reached a peak rate of \$4,623,000,000 per annum in the early part of 1945.

\*Regular staff—not including part-time employees, artists, etc., who number at least 25,000 more.

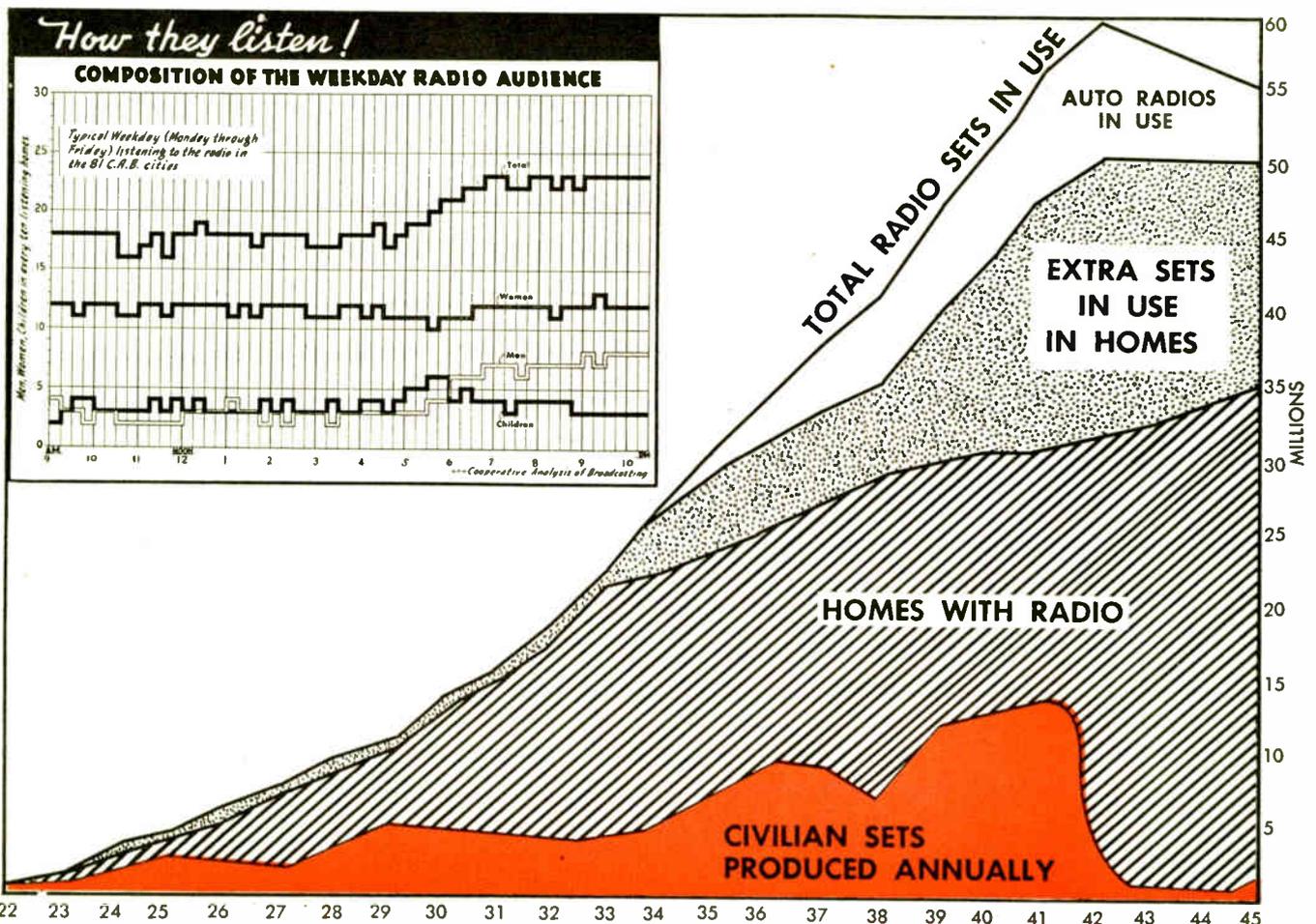
†Annual operating expense for listeners' sets, for tube replacements, electricity, servicing, etc.

### ANNUAL BILL OF U. S. FOR RADIO, 1945

Sales of time by broadcasters, 1945.....	\$250,000,000
Talent costs .....	50,000,000
Electricity, batteries, etc., to operate 56,000,000 receivers	195,000,000
500,000 home receivers, at retail value.....	20,000,000
30,000,000 replacement tubes.....	35,000,000
Radio parts, supplies, etc. ....	70,000,000
Phonograph records, 170,000,000.....	85,000,000
Radio-set repairs, servicing.....	60,000,000
<b>TOTAL</b> .....	<b>\$765,000,000</b>

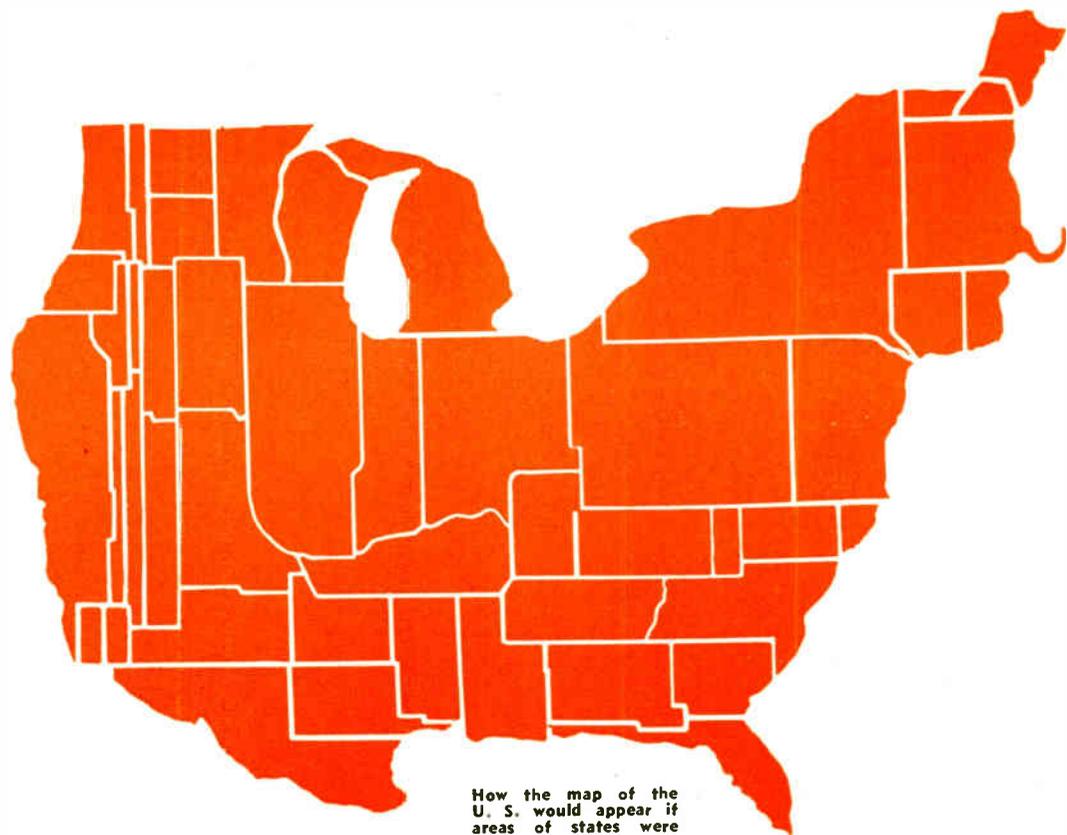
### CIVILIAN RADIO SETS IN USE IN UNITED STATES

	January 1, 1946
United States homes with radios.....	34,000,000
Secondary sets in above homes.....	12,000,000
Sets in business places, institutes, etc. ....	4,000,000
Auto radios .....	6,000,000
<b>TOTAL sets in United States.....</b>	<b>56,000,000</b>



# 1946

Statistics Compiled  
for 20th Consecutive  
Year by Your Editors  
Show Production,  
Use, Distribution and  
Value of Radio.



How the map of the U. S. would appear if areas of states were proportional to the number of radios in use in each state

## RADIO SETS IN U. S. BY STATES

Alabama . . . . . 784,000	Idaho . . . . . 224,000	Michigan . . . 2,352,000	New York . . . 6,664,000	Tennessee . . . 952,000
Arizona . . . . . 168,000	Illinois . . . . 3,920,000	Minnesota . . 1,176,000	No. Carolina . 840,000	Texas . . . . . 2,184,000
Arkansas . . . . 504,000	Indiana . . . . 1,680,000	Mississippi . . 392,000	North Dakota 224,000	Utah . . . . . 224,000
California . . . 3,640,000	Iowa . . . . . 1,232,000	Missouri . . . 1,792,000	Ohio . . . . . 3,472,000	Vermont . . . . 168,000
Colorado . . . . 504,000	Kansas . . . . . 784,000	Montana . . . . 224,000	Oklahoma . . . 952,000	Virginia . . . . 840,000
Connecticut . . 840,000	Kentucky . . . 1,064,000	Nebraska . . . 616,000	Oregon . . . . . 560,000	Washington . . 896,000
Delaware . . . . 112,000	Louisiana . . . 616,000	Nevada . . . . . 56,000	Pennsylvania 4,648,000	W. Virginia . . 728,000
D. of Columbia 336,800	Maine . . . . . 392,000	New Hampshire 224,000	Rhode Island . 336,000	Wisconsin . . . 1,288,000
Florida . . . . . 616,000	Maryland . . . 728,000	New Jersey . . 2,184,000	So. Carolina . 392,000	Wyoming . . . . 112,000
Georgia . . . . . 728,000	Mass. . . . . 2,240,000	New Mexico . 112,000	South Dakota 280,000	<b>TOTAL . . . . 56,000,000</b>

## PRODUCTION OF CIVILIAN RADIO EQUIPMENT — 1922 TO 1945

	Total Civilian Sets Manufactured		Total Civilian Tubes Manufactured		Automobile Sets Manufactured		Total Reception Equipment	Auto Sets in Use	Homes with Radio Sets	Total Radio Sets in Use in U. S.	At Close of
	Number	Value	Number	Value	Number	Value	Value	Number	Number	Number	
1922	100,000	\$ 5,000,000	1,000,000	\$ 6,000,000	.....	.....	\$60,000,000	.....	260,000	400,000	1922
1923	550,000	30,000,000	4,500,000	12,000,000	.....	.....	151,000,000	.....	1,000,000	1,100,000	1923
1924	1,500,000	100,000,000	12,000,000	36,000,000	.....	.....	358,000,000	.....	2,500,000	3,000,000	1924
1925	2,000,000	165,000,000	20,000,000	48,000,000	.....	.....	430,000,000	.....	3,500,000	4,000,000	1925
1926	1,750,000	200,000,000	30,000,000	58,000,000	.....	.....	506,000,000	.....	5,000,000	5,700,000	1926
1927	1,350,000	168,000,000	41,200,000	67,300,000	.....	.....	425,600,000	.....	6,500,000	7,000,000	1927
1928	3,281,000	400,000,000	50,200,000	110,250,000	.....	.....	690,550,000	.....	7,500,000	8,500,000	1928
1929	4,428,000	600,000,000	69,000,000	172,500,000	.....	.....	842,548,000	.....	9,000,000	10,500,000	1929
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	\$ 3,000,000	496,432,000	.....	12,048,762	13,000,000	1930
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	100,000	14,000,000	15,000,000	1931
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	250,000	16,809,562	18,000,000	1932
1933	3,806,000	180,500,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	500,000	20,402,369	22,000,000	1933
1934	4,084,000	214,500,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	1,250,000	21,456,000	26,000,000	1934
1935	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	2,000,000	22,869,000	30,500,000	1935
1936	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	3,500,000	24,600,000	33,000,000	1936
1937	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	5,000,000	26,666,500	37,600,000	1937
1938	6,000,000	210,000,000	75,000,000	93,000,000	800,000	32,000,000	350,000,000	6,000,000	28,000,000	40,800,000	1938
1939	10,500,000	354,000,000	91,000,000	114,000,000	1,200,000	48,000,000	375,000,000	6,500,000	28,700,000	45,300,000	1939
1940	11,800,000	450,000,000	115,000,000	115,000,000	1,700,000	60,000,000	584,000,000	7,500,000	29,200,000	51,000,000	1940
1941	13,000,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	8,750,000	29,700,000	56,000,000	1941
1942	4,400,000	154,000,000	87,700,000	94,000,000	350,000	12,250,000	360,000,000	9,000,000	30,800,000	59,340,000	1942
1943	.....	.....	17,000,000	19,000,000	.....	.....	75,000,000	8,000,000	32,000,000	58,000,000	1943
1944	.....	.....	22,000,000	25,000,000	.....	.....	85,000,000	7,000,000	33,000,000	57,000,000	1944
1945	500,000	20,000,000	30,000,000	35,000,000	.....	.....	105,000,000	6,000,000	34,000,000	56,000,000	1945

Figures for sets include value of tubes in receivers. In normal years replacement tubes have run 25% to 40% of total tube production. All figures are at retail values. (Statistics Copyrighted by Caldwell-Cléments, Inc.)

# Design Makes Store

**Dealers Now Plan Layouts to Facilitate Store Traffic Just as Assembly Lines Speed Up Production**

• More business, but no more space! That is the problem which confronts radio and electrical appliance dealers all over America.

Merchandise will be rolling in until the old store will appear to "bulge" at the walls. But moving or expansion is often impossible at present because of the shortage of available store locations.

This makes store layout uppermost in the minds of thousands of dealers. More than ever before, the radio and electrical appliance store must be an efficient selling tool. Every square inch of space counts.

## **Appliance Department**

Modern store design does more than improve the appearance of the store interior. It makes selling more easy. It does for retailing what the assembly line does for production.

fic flow. Aisles are spaced wide and inviting so that the customer can walk easily to any section of the store.

The third principle is related display. All similar products are grouped near each other.

There are two ways in which these principles can be utilized in any store layout. The first is by the position of the products in the store. The second is by the type of fixture used.

In the illustration shown, the major electrical appliance section has been placed at the right of the store as the customer enters. Electrical appliances are somewhat more important in this particular store than radio receivers.

When a customer enters a store, he tends to turn to the right. This is because most people are right-handed. Therefore the most important merchandise should be

Vacuum cleaners are placed in a demonstration area near the major appliances. By keeping them on the appliance side of the store, the dealer helps to create the impression of a larger electrical appliance stock than if he placed them near the radios.

## **Radio—Music Department**

The radio department in this store is on the left as the customer enters. Floor radios are displayed three ways.

Some radios are displayed on platforms in the window and along the wall to match the display treatment given to the major electrical appliances. In addition, six radios are placed, three on a side, on a combination platform - and - back - ground display fixture. Two radio-phonograph combinations are backed against each other and placed on the floor.

The phonograph record department is situated adjacent to the radio department. This position helps to give the impression of greater size to the radio-music section of the store, since these two departments are related to each other.

## **Getting Customer Interested**

Album racks as shown are a great stimulus to the impulse buying of record albums. At the same time conventional wall shelving permits the compact stocking of a large assortment of albums and single discs.

When displaying major electrical appliances or radios, it is a good idea to leave doors open or mechanisms exposed on some models in order to attract attention. For example, on two radio combinations shown, a lid is lifted on one and the automatic record-changer is pulled out on the other. This reveals the features to the customer and helps to suggest that someone found the product interesting, opened it up and left it that way.

## **"SEES ALL—KNOWS ALL"**

By removing all possible barriers to the eye, modern store designing makes it possible for the customer to take in at a single glance the entire contents of the store.

By making aisles wide, modern layout gives the customer instant knowledge of how to reach the merchandise in which he is interested.

Accompanying this article is a modern layout for a radio and electrical appliance store. It illustrates the principles that save steps, space and time.

The first principle is total visibility. The store is so designed that the customer can take in at a single glance all of the merchandise carried in the store.

The second principle is free traf-

placed there.

In the store shown, electric ranges are placed on the floor. Some dealers still do this for all their major products.

However, more and more dealers are placing their floor appliances on platforms to set them off. In this store, platforms are used for all the large appliances along the wall.

# Efficient Selling Tool

Active customer manipulation of products is a great aid in selling. For this reason it is desirable to have as many radios and electrical appliances as possible plugged in and ready to operate. If feasible, a product like an automatic washing machine should be plumbed in to permit actual washing of clothes.

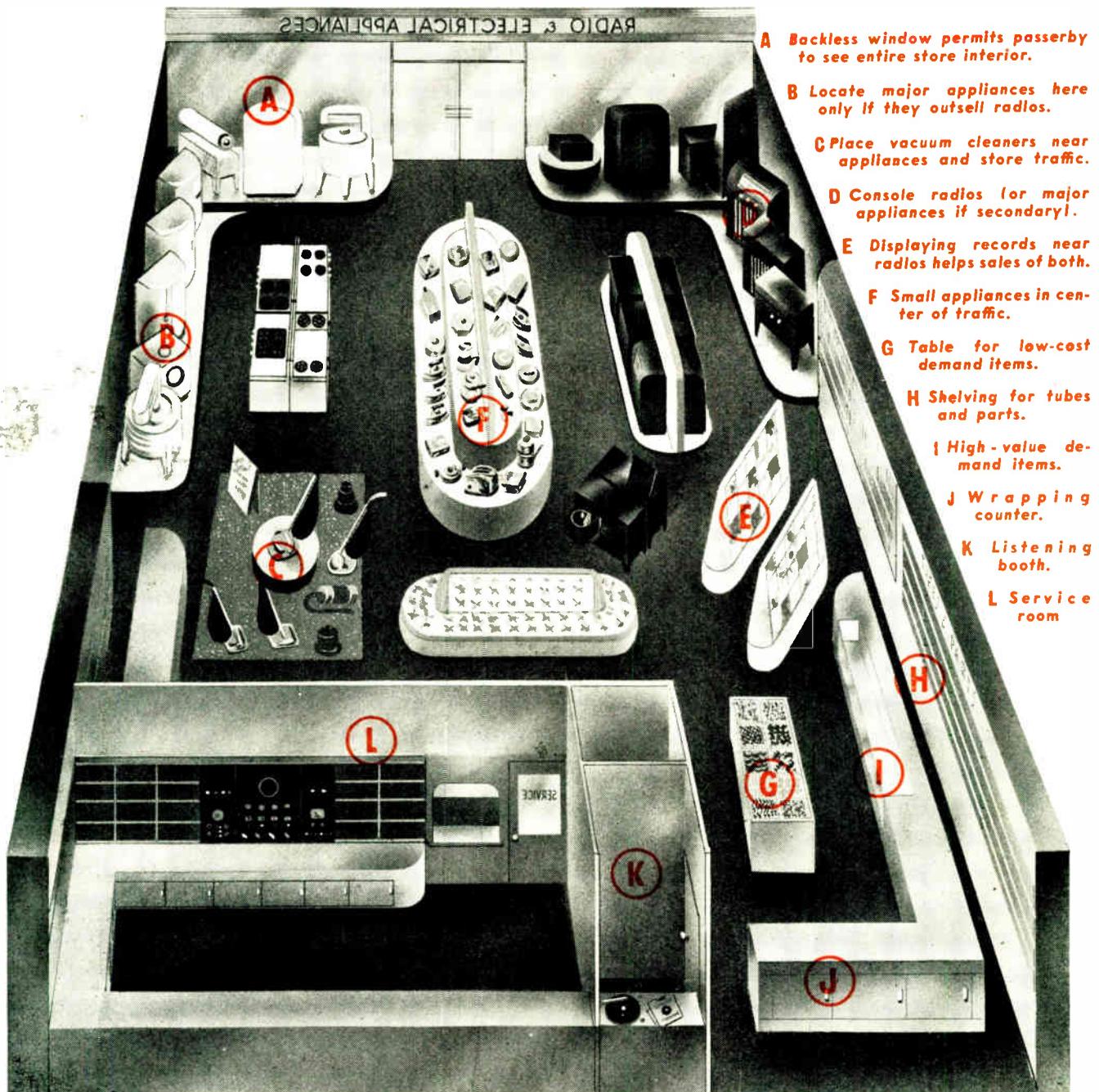
Small appliances also should be connected whenever possible, thus inviting the customer to pick up the small appliance, operate it and by doing so, sell himself.

In the store illustrated, small appliances are stocked on a step-up table. This type of store fixture makes it possible to display effec-

tively more small appliances in the same square footage than with a flat table. A dealer can, however, achieve much the same effect by backing two ordinary tables together and placing a sham in the center to create a step.

Small appliances are usually

*(Continued on page 104)*



**A** Backless window permits passerby to see entire store interior.

**B** Locate major appliances here only if they outsell radios.

**C** Place vacuum cleaners near appliances and store traffic.

**D** Console radios (or major appliances if secondary).

**E** Displaying records near radios helps sales of both.

**F** Small appliances in center of traffic.

**G** Table for low-cost demand items.

**H** Shelving for tubes and parts.

**I** High-value demand items.

**J** Wrapping counter.

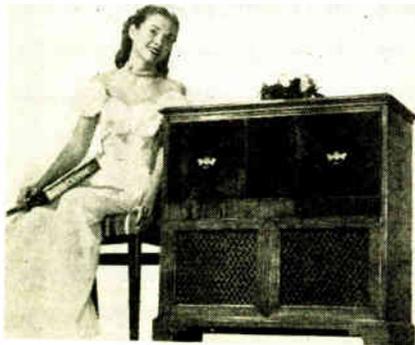
**K** Listening booth.

**L** Service room

# New Radios to Make

## Philco COMBO, RADIO

Model 1213, features an FM system, motor-driven push-button tuning for both FM and AM, and the Dynamic reproducer for professional record reproduction in the home. Model utilizes 11 tubes, including rectifier, to afford high fidelity performance with FM circuit.



audio system and grand speaker. Push-pull beam power output of 10 watts, standard and shortwave bands. New motor tuning device permits quick precision tuning of FM and AM stations by push-buttons. Phonograph record changer handles ten 12" or twelve 10" records. Chassis housed in authentic Chippendale design of custom built mahogany cabinet.

Portable radio model 350 is for ac-dc and battery. New superheterodyne circuit, incorporates 5 miniature tubes and a rectifier to give 8-tube performance. High efficiency built-in loop aerial,



beam power audio output, oval speaker, and automatic switching from house current to battery operation are features of this receiver. Covers all standard broadcasts from 540 to 1600 kilocycles. Housed in hardwood case covered with

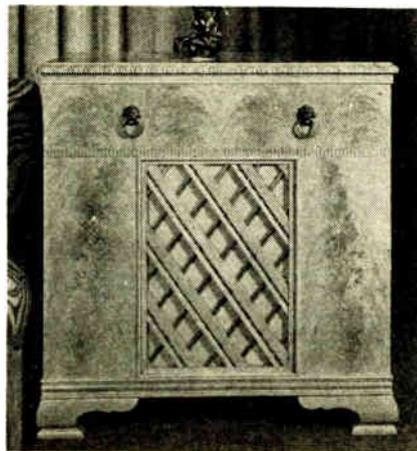
tan Fabrikoid; contrasting walnut grille and controls concealed by a roll tambour cover; weighs 14 lbs., including batteries. Philco Corp., Tioga & C Sts., Philadelphia, Pa.—RADIO & Television RETAILING

## Aviola RADIO-PHONOS

Table model 508; 5-tube automatic phono combination housed in modern bleached cabinet.



Model 1005A. 15-tube AM and FM automatic phono combination. All Aviola automatic record changers feature self-lubricating bearings, silent opera-



tion, five second changes for records; play twelve 10", or ten 12" records; have large die cast streamlined base plate. Radios now in production. Aviola Radio Corp., 673 Ivy St., Glendale, Cal.—RADIO & Television RETAILING

## Magnavox RADIO-PHONOGRAPHS

"Contemporary" model. Specifications: 12" duosonic speaker; fully automatic record changer. Magnavox "Pianissimo" pick-up. Optional FM chassis incorporates 8 tubes including tuning eye and rectifier, in addition to tubes in AM



chassis. AM radio-phonograph chassis with power output of 12 watts contains 9 tubes including rectifier and tuning eye. Chassis features: 6-station automatic pushbutton tuning. Broadcast band and world-wide shortwave band covering a tuning range of 4.9 mc to 18.3 mc. Variable selectivity, high fidelity band expander, bass control, continuously variable treble control, volume control, high ratio manual tuning control. Modern styling with traditional influence. Available in mahogany, walnut, white oak and prima vera. Outside dimensions: 30" wide, 18" deep, 34 1/2" high.

"Belvedere" model. Specifications: Two 12" duosonic speakers; fully automatic record changer. Magnavox "Pianissimo" pick-up. Optional FM chassis incorporates 8 tubes, including tuning eye and rectifier in addition to tubes in AM chassis. AM radio-phonograph chassis with separate power supply and power amplifier with power output of 25 watts incorporates 13 tubes including two rectifiers and tuning eye. Chassis features: 8-station automatic pushbutton tuning. Broadcast and shortwave band covering range of 4.9 megacycles to 18.3 megacycles. Variable selectivity, high fidelity band expander, bass control, frequency selector treble control, automatic tone compensating volume con-

# 1946 a Banner Year

trol. Styled Chippendale reproduction. Available in mahogany, walnut and white oak. Outside dimensions: 36"



wide, 18 1/2" deep, 34 1/2" high. The Magnavox Co., Ft. Wayne 4, Ind.—RADIO & Television RETAILING.

## Garod RADIO-PHONO

Model 8APX2. "Chippendale" two-tone walnut cabinet houses a de luxe automatic radio phonograph combination. "Grand tone" electronic circuit has 8 multi-purpose tubes for foreign,



domestic, and short wave reception. Two-post record changer accommodating twelve 10" or ten 12" discs, is mounted in "Hide-a-Way" drawer. Record compartments concealed behind two lower doors. 12" high fidelity Cathedral speaker. Model 8APX3 available in rich mahogany. Garod Radio Corp., 70 Washington St., Brooklyn 1, N. Y.—RADIO & Television RETAILING

## Admiral RADIO, PHONO

Table top radio models in streamlined plastic or walnut veneer. Battery operated farm radio, top. Below, a



radio-phonograph with automatic record changer. Admiral Corp., 3800 Cortland St., Chicago 47, Ill.—RADIO & Television RETAILING

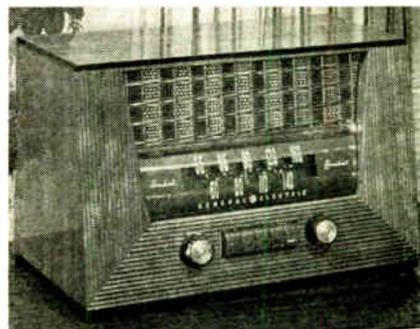
## GE RADIOS

Model 220, ac-dc 6 tube table model;



superheterodyne circuit; standard broadcast and short-wave bands. Tone control. One-piece molded plastic cabinet; deep recessed molding sets off well-lighted dial, with specially designed surface to give three dimensional look to numerals. Also available in ivory plastic (Model 219). Size: 13 1/4" wide, 8 1/16" high, 8 3/8" deep.

Model 321, below. ac-dc 6 tube su-



perheterodyne circuit. Standard broadcast band. Tone control, push-button tuning. Felt feet on bottom to prevent marring of furniture. Multi-weave speaker grille. Size: 13 3/8" wide, 9" high, 7 15/16" deep. General Electric Co., Schenectady, N. Y.—RADIO & Television RETAILING

## Temple RADIO

Table model E-513. One band, 535 to 1700 kc. Two watts output, permanent magnet speaker, 105-125 volt, ac-dc



operation. Slide rule dial with pointer travel; self-contained loop; high sensitivity. List price approximately \$30. Templetone Radio Mfg. Corp., New London, Conn.—RADIO & Television RETAILING

(Continued on page 36)

# New Radios Streaming

## Crosley RADIOS

Table model 66 TC radio receiver. Special features include 2 complete bands, for broadcast and overseas; continuous tone control; and signal web



antenna. Large size dial; 6 tubes; 4-watts undistorted output with 6-watts as maximum power output. Modern cabinet styling, walnut cabinet 9 $\frac{3}{4}$ " high, 16" wide, 7 $\frac{7}{8}$ " deep.

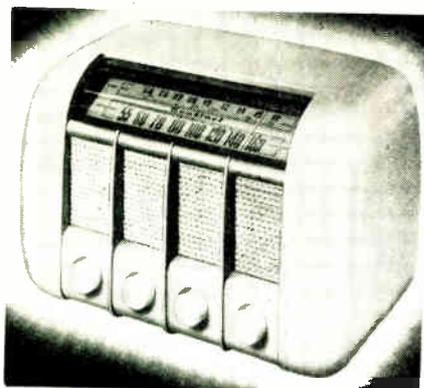
Table model 56 TC radio receiver. Special features include 2 complete



bands, exclusive signal web antenna, and automatic sensitivity control. 5 tubes; ac-dc; electro-dynamic speaker. Modern cabinet styling, striped walnut wood cabinet 8 $\frac{1}{8}$ " high, 13 $\frac{3}{8}$ " wide, 6 $\frac{3}{8}$ " deep. Crosley Corp., Cincinnati 25, Ohio—RADIO & Television RETAILING

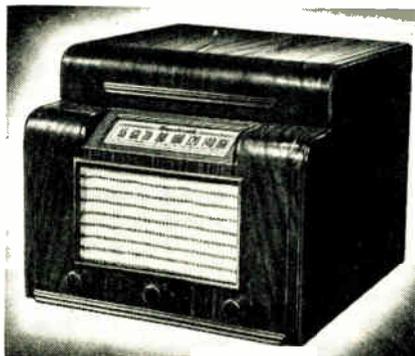
## Sentinel RADIO, COMBO

Model 294-I table radio. 6 tube ac-dc



superheterodyne; two bands for short-wave and broadcast. Sensitive R.F. stage for distant reception. Built-in loop aerial, full range tone control; illuminated slide rule dial. Ivory-finished plastic cabinet. 6" oval permanent-magnet dynamic speaker. Size: 11 $\frac{1}{2}$ " x 7 $\frac{5}{8}$ " x 6 $\frac{3}{4}$ ".

Model 292-K table radio-phonograph. 6-tube ac superheterodyne radio. Latest type automatic record changer holds twelve 10" or ten 12" records. Genuine



walnut veneer cabinet. Built-in loop aerial. Sensitive R.F. stage for distant reception. Beam power output. Clear vision illuminated slide rule dial. Full range tone control. 6" electro dynamic speaker; automatic volume control. Size: 15 $\frac{7}{8}$ " x 12 $\frac{3}{4}$ " x 16 $\frac{5}{8}$ ". Sentinel Radio, 2020 Ridge Ave., Evanston, Ill.—RADIO & Television RETAILING

## Arvin RADIOS

Model 524, 3-way portable with molded case. 5-tube set, operates on batteries, and ac or dc. Built-in loop



antenna; 5" heavy duty speaker. Molded plastic case, with bright metal front-grille and trim, approximately 12" wide, 10" high, 5" deep.

Model 444A in the ivory finish, or 444 in the walnut finish, is a 4-tube ac-dc table model. Antenna extends 20-30 ft.; weight of radio approximately 5 lbs. Non-breakable cabinet with mar-resist-

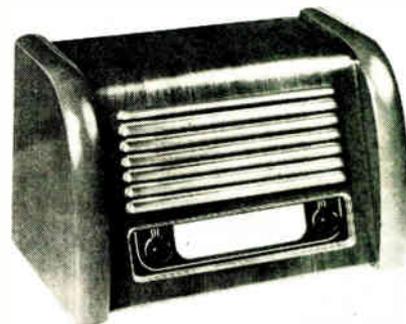
ant enamel finish, approximately 6 $\frac{1}{2}$ " wide, 5 $\frac{1}{4}$ " high, 4" deep. Other models include: an ac-dc table model 544A in ivory plastic, 544 in walnut; model 555 in walnut plastic, an ac-dc table model,



also available in ivory, 555A. Noblitt-Sparks Industries, Inc., Columbus, Ind.—RADIO & Television RETAILING

## Teletone RADIOS

Model 100, above, 5-tube superheterodyne, ac-dc, unit. "Radioptikon"—enclosed antenna looped for greater sen-



sitivity. Illuminated full vision slide-rule dial. Alnico 25 speaker 5". All wood cabinet of selected walnut veneers.

Model 101, below, same as model



above, except for simulated leatherette rawhide cabinet with wood trim. Teletone Radio Co., 609 W. 51st St., New York 19, N. Y.—RADIO & Television RETAILING

# from Production Lines

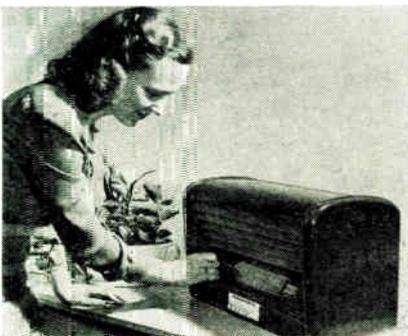
## Westinghouse COMBO, RADIO

Concert Grand model, fashioned of seasoned hardwood and mahogany veneer.



needs this seven tube phonograph combination console incorporates 18th century design in its bowfront.

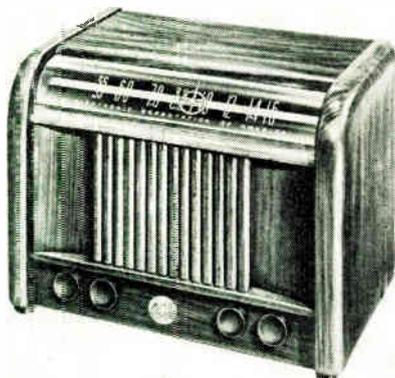
The Super 7 is a de luxe table model with push button tuning for both stand-



ard band and shortwave reception. Westinghouse Electric Corp., Radio Receiver Div., Sunbury, Pa.—RADIO & Television RETAILING

## ECA RADIO, PHONO

Model 107, 7 tube ac-dc table model. Hand rubbed wood cabinet of func-



tional design. 2½-watts (5%) undistorted power output. 6" Alnico V

speaker. Tone control. Full vision slide-rule illuminated dial. Uniform sensitivity over entire tuning band from 540 to 1700 kilocycles. Di-fusa-tone grill. Large, built-in loop antenna for improved sensitivity.

Model 105, 5-tube radio-phonograph combination. Durable two-tone leatherette cover with handle for portability.



Manual operation. One-watt undistorted power output (5%). 5" Alnico V speaker. Uniform sensitivity over the entire tuning band from 540 to 1700 kilocycles. Full vision slide-rule illuminated dial. Di-fusa-tone grill for equalized sound diffusion. Built-in loop antenna. Tone control. Light weight crystal pickup. Electronic Corp. of America, 45 W. 18th St., New York 11, N. Y.—RADIO & Television RETAILING

## Stewart-Warner RADIOS

Model 9002-B. 6-tube single band table model; ac-dc; 540 to 1650 kc. Plastic cabinet in ivory. Low impedance loop, three-gang condensers, and tuned radio frequency stage for maximum se-



lectivity and sensitivity. Inverse feedback audio system. Speaker magnet is new Alnico No. 5.

Model 9000-B (shown.) 6-tube, 2-band table model; ac-dc; 540-1650 kc. and 9-12 mc. Low impedance loop, three-gang condenser, and tuned radio frequency stage for maximum selectivity. Inverse feedback system. Speaker magnet is new Alnico No. 5. Other models

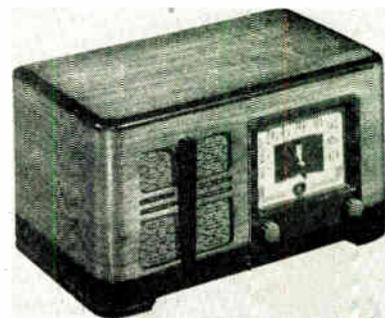
are: Model 9007, a 6-tube, 3-way, ac-dc battery portable; model 9001-E, a mahogany hepplewhite-styled Pembroke drop leaf table, with record player.



Stewart-Warner, Chicago 14, Ill.—RADIO & Television RETAILING

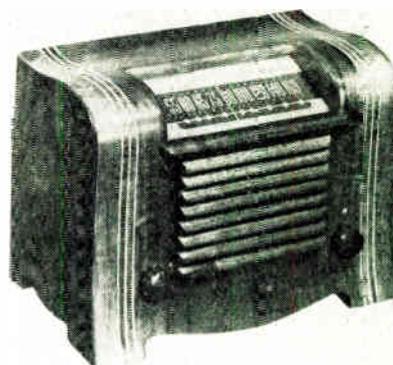
## Sonora RADIOS

Model RX-223, 4-tube 14 volt farm radio. Superhet chassis. Automatic



volume control; 6" speaker. Compartment for battery pack. Size: 17 7/8" long, 9 3/8" deep, 9 11/16" high.

Model RBU-207, 5-tube ac-dc superhet. Walnut cabinet. Tunes 535-1620 kc. Dynamic speaker. Automatic volume control. Size: 11 1/4" long, 6 1/4"



deep, 8" high. Sonora Radio & Telev. Corp., 77 W. Washington Blvd., Chicago, Ill.—RADIO & Television RETAILING

(Continued on page 38)

# New Radios for a

## Motorola RADIOS

Model 55X12 table radio, above. 5 tubes including rectifier. Brown or ivory finish plastic cabinet. Ac-dc su-



perheterodyne circuit; electrodynamic speaker. Self-contained "aero vane" loop antenna. Full vision illuminated dial over speaker. Size: 11 $\frac{1}{8}$ " x 6 $\frac{1}{2}$ " x 6 $\frac{1}{4}$ " deep.

Model 65T21B table radio, below. Modern blonde mahogany or walnut veneer table model. 6 tubes including



rectifier. 2 bands—American and foreign reception. 6" powerful electrodynamic speaker. Self-contained "aero-vane" loop antenna. Size: 18 $\frac{1}{4}$ " wide, 9 $\frac{3}{8}$ " high, 9 $\frac{3}{4}$ " deep. Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill.—RADIO & Television RETAILING

## RCA Victor FARM SET

Table model radio especially designed for consumers in rural areas.



Equipped with a battery-saver switch, this battery radio is convertible to line power by plugging in the RCA Victor

"electrifier" which automatically converts the set to 105-125 volt ac operation. When nearby stations are tuned in, switch provides instantaneous adjustment and cuts "B" battery drain. RCA Victor, Radio Corp. of America, Camden, N. J.—RADIO & Television RETAILING

## Musitron PORTABLE PHONOGRAPHS

Model PT-10, is a four-tube amplifier unit, with a specially designed 8"



speaker, 20 oz. permanent magnet. Capable of handling 10 watts of undistorted volume.

The Piccolo model will be featured in three types of phonographs: Electric amplified phonograph with straight ac current, three-tube with a 4" x 6" ellip-



tical speaker; ac-dc amplifier with hand wound motor so that the unit can be used either indoors or outdoors on ac or battery current; and a plain acoustical hand wound phonograph. These three models will be equipped with a newly designed stitched and padded top and bottom. L. M. Sandwich Associates, 223 W. Erie St., Chicago 10, Ill.—RADIO & Television RETAILING

## Scott RADIOS

Modern cabinet in bleached mahogany, fielded or beveled doors, interesting and functional handle design which facilitates operation of pull-out



panel and drop front at any point. When speaker doors are open they do not project forward beyond the face of the cabinet. Cabinet finish is harvest wheat.

The chassis, as in all Scott cabinets, will have 24 tubes on FM cycles and will cover the new band of 88 to 108 mc. On AM it will cover the full broadcast band and the 19, 31, 25 and 49



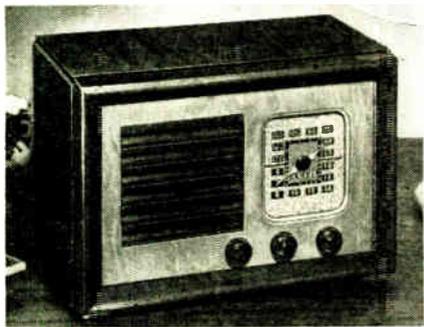
meter bands on which principal short wave sets operate.

Other Scott models include a Chipendale styled cabinet, with corners softened in design by round, fluted columns. Drawer faces on this model, are of the lip variety, projecting slightly forward to give an overlap quality. Hardware is of the period. Finish hand-rubbed to further bring out quality of mahogany. A Georgian cabinet, with unusual panel treatment, is another console model. Both these sets have chassis described above. E. H. Scott Radio Labs., Inc., 4450 Ravenswood Ave., Chicago, Ill.—RADIO & Television RETAILING

# Great New Market

## Howard RADIO

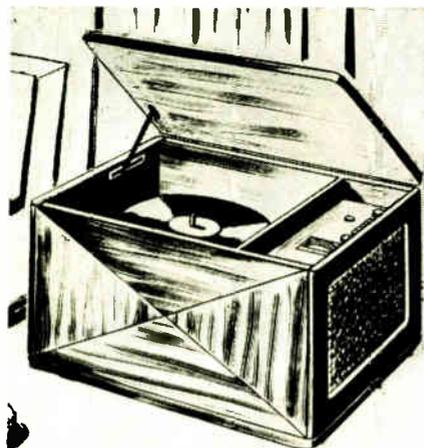
Model 902-W, table model is shown. Receives full broadcast band, some police signals and American and foreign shortwaves. Picture frame cabinet of Thermo-Set walnut plywood, hand rubbed high lustre finish. Top sides



and frame finished in walnut, front panel in blonde mahogany with dark louvres in speaker grill. Size: 12" wide, 8 $\frac{3}{4}$ " high, 7" deep. Howard Radio Co., 3150 N. Lincoln Ave., Chicago 13, Ill.—RADIO & Television RETAILING

## Ansley RADIO-PHONOS

The Rondo, below, is a compact table model radio-phonograph. Available with model 32 chassis, with automatic record changing Dynaphone. Hinged sides



for easy access to radio controls and record changer. Size: 12" high, 21" wide, 15 $\frac{1}{2}$ " deep. Light modern finishes on oak or birch and traditional finishes on mahogany.

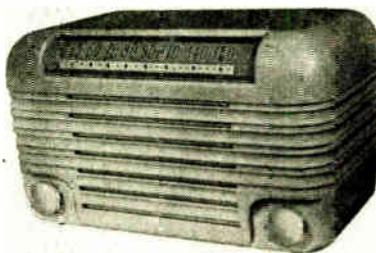
The Whitby, available with model 53, 54, or 63 chassis, is housed in an 18th Century English cabinet. Striped mahogany, with inlaid mahogany panel, and fluted pilasters. Automatic record changing Dynaphone. Size: 31" high, 34 $\frac{1}{2}$ " wide, 17" deep. Choice of 3 dis-



inctive mahogany finishes. Ansley Radio Corp., 21-10 49th Ave., Long Island City 1, N. Y.—RADIO & Television RETAILING

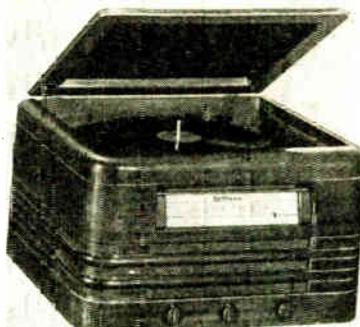
## Hoffman RADIO, COMBO

The "Hacienda," model A200. 5-tube, ac-dc circuit. Plastic cabinet in ivory or



walnut. Size: 11" wide, 6" deep, 6 $\frac{3}{4}$ " high.

The "Avalon," model A401, radio-phonograph table combination. 6-tube ac cir-



cuit. Plays ten 12" or twelve 10" records. All wood cabinet in walnut mahogany or blond finishes. Hoffman Radio Corp., Los Angeles 7, Cal.—RADIO & Television RETAILING

## Stromberg-Carlson RADIO

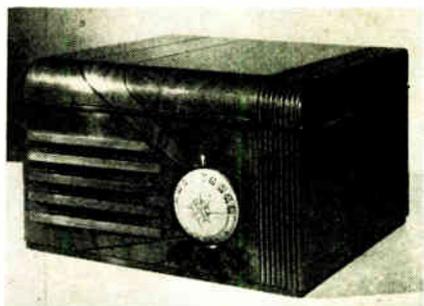
"The Dynatomic," especially designed for personal radio reception. Special feature combines its dial and a convenient hand-hold at the top of the plastic cabinet. Available in brown



or ivory finish. Superheterodyne receiver, constructed for ac-dc performance. Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & Television RETAILING

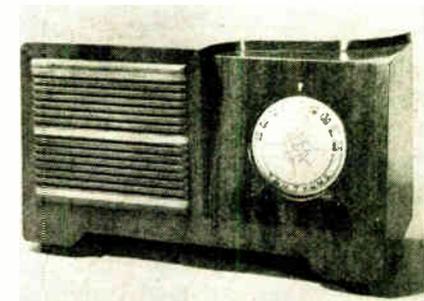
## Automatic COMBO, RADIO

Phonograph-radio combination shown has 5 tubes, plays on ac only. Tone control: plays 12" records with cover



down. Built-in aerial, crystal pick-up.

De luxe table model 612, has 5 tubes, runs on ac-dc. Super PM dynamic speaker, built-in automatiscope speaker,



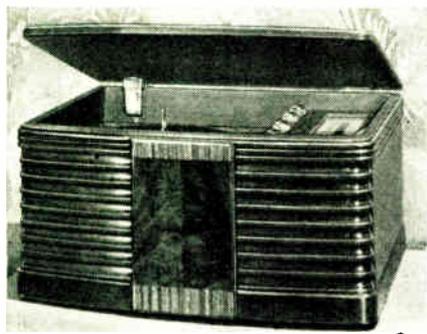
and easy-view dial. Automatic Radio Mfg. Co., 122 Brookline Ave., Boston 15, Mass.—RADIO & Television RETAILING

(Continued on page 40)

# New Radios for More

## Bendix RADIO-PHONOS

Model 656-A, table radio combo featuring 8-tube performance, through 6-tube superhet circuit using two double purpose tubes. Three gang condenser; heavy Alnico core speaker; automatic record changer with single button control; permanent needle. Spe-



cial radio-phonograph changeover switch and tone control; separate settings for radio and phono. Three dimensional, vertical slide rule dial. Standard broadcast, police reception, 535-1725 kc. Built-in antenna; ac only. American walnut with center panel. 21½" wide, 10½" high, 16" deep.

Model 736-B, radio-phonograph in modern classic design cabinet. 9-tube performance through 7-tube superhet circuit; two double purpose tubes. Automatic record changer with single button operation and automatic shutoff. Featherweight pick-up tone arm; per-

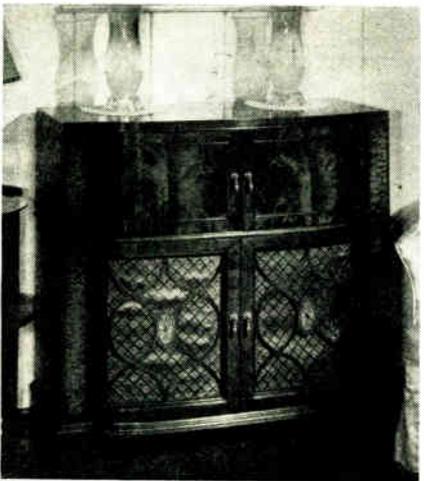
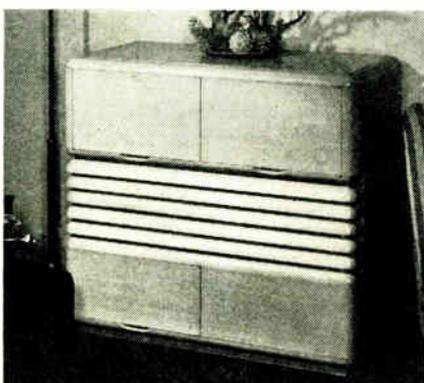


manent precious metal needle; record storage well. Radio-phono changeover switch and tone control, separate tone settings for radio and phono operation. Full standard broadcast, police reception, 535-1725 kc. Two short wave bands with band spread tuning, 5.8-12 mc and 12-22 mc. Automatic electrically operated push buttons; special tone purifying feed-back circuit; full push-pull beam power output, balanced 10" electrodynamic speaker. Bendix beam

antenna featured. American walnut with center panel in butt walnut. 32" high, 31½" wide, 18 1/16" deep. Bendix Radio, Div. of Bendix Aviation Corp., Baltimore 4, Md.—RADIO & Television RETAILING

## Spartan RADIO-COMBOS

Model 14-AM-76-PA, above; model 10-AB-76-PA, below. These radio phonographs have FM, automatic record play-



ing, standard broadcasts, and foreign short-wave. Sparks-Withington Co., 2400 E. Ganson Ave., Jackson, Mich.—RADIO & Television RETAILING

## Lincoln RECORD PLAYER

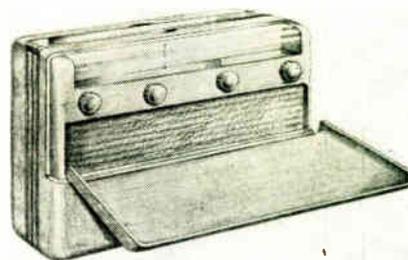
Portable record player, Model 311. Plays 10" or 12" records. Heavy duty dynamic speaker, 3 tubes, tone and volume control. Cabinet is made of 3 ply veneer, covered with durable leatherette, leather handle and brass fittings. Size: 14¾" wide, 16" deep, 8¼" high. OPA retail price (Zone 1)



\$37.90 including federal tax. Lincoln Electronics Corp., 653 Eleventh Ave., New York 19, N. Y.—RADIO & Television RETAILING

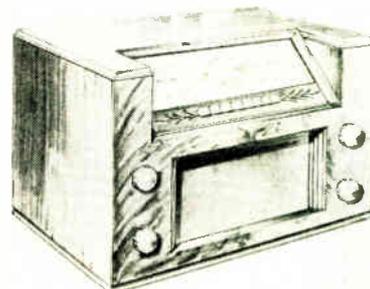
## U.S. Television RADIOS

Model R210-P is a "permanent power" portable radio, with specially designed long-life batteries. 7-tube performance,



"secret circuit" design. Dial in contrasting colors. Case of washable, durable plastic cloth. Weight: 15 lbs. Size 8" x 5" x 12". Plays on ac-dc current, as well as on batteries.

Model R3005 "Chambermusic" radio, below. Has larger "table console" cabinet, with "secret circuit" design; ac

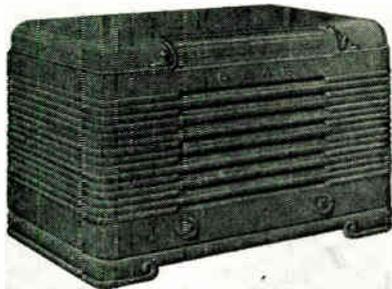


current. U. S. Television Mfg. Corp., 106 Seventh Ave., New York 11, N. Y.—RADIO & Television RETAILING

# Sales in Days Ahead

## Lear RADIO; RADIO-TELE-PHONO

Deluxe plastic table model. 5-tube, ac-dc; domestic broadcast, full-vision dial, beam type power output tube,



automatic volume control. Built-in antenna; 5" permanent magnet speaker. Mahogany: list price \$19.95; Ivory: list price \$22.95.

Deluxe console phonograph combination, with television. 14-tube FM and AM. Push-button control; deluxe record changer; Lear wire recorder; 14"



speaker. In mahogany and walnut period designs. Priced: \$500 to \$600. Lear Inc., Home Radio Div., 230 E. Ohio St., Chicago, Ill.—RADIO & Television RETAILING

## DeWald RADIO

Model A-502, "Jewel." 5-tube super-het featuring: ac-dc operation; stand-



ard American broadcast and police reception; easy-vision, slide-rule dial; high ratio Vernier tuning; automatic volume control; large dynamic speaker; built-in loop-tenna (eliminates outside aerial and ground.) Available in five color combinations. DeWald Radio Mfg. Corp., 440 Lafayette St., New York 3, N. Y.—RADIO & Television RETAILING

## Farnsworth TELE SET, CONSOLE

Table model video set among forthcoming television receivers to be of-



ferred by this manufacturer, in addition to larger console types.

Combination phonograph-radio, model E-264; 6-tube. Features the deluxe 3-point suspension record changer that changes 12 ten-inch and 10 twelve-inch records. Lightweight tone arm, equipped



with sealed crystal pickup and permanent stylus is used; moving dial with illuminated lucite pointer. Available in both rich walnut and harvest colors.

Other models include, EP-350, a portable; a console, EC-260, and a rural model of this number, EF-450, that is battery operated, but easily converted for operation on house current. Farnsworth Television Radio Corp., Fort Wayne, Ind.—RADIO & Television RETAILING

## Olympic PORTABLE, COMBO

Model 6-606. "Hi-Power" portable receiver. Operates on dry batteries or ac-dc house current. 6-tube, three-gang



condenser used with one stage r-f ahead of converter tube. Wide tuning range, powerful 5" P.M. speaker employing new Alnico magnet; built-in "Hyper-Q" antenna; "slide-rule" type dial with clear numerals. Leatherette luggage type case with plastic features. Size: 13 $\frac{3}{8}$ " long, 9 $\frac{1}{4}$ " high, 6 $\frac{1}{4}$ " deep. Weight complete with batteries in carton approximately 17 lbs.

Model 6-507 (for ac operation only) automatic radio-phonograph. Tru-Base, built into audio circuit, expands audible range to full tonal scale; three gang



tuning condenser used; wide tuning range. Automatic record changer plays up to 12 records automatically and changes records in 5 seconds. Powerful 6" x 9" electro dynamic speaker. Built-in "Hyper-Q" antenna. 5-watt power output on radio and records; spread vision dial. Functional modern cabinet in walnut veneers and hardwoods. Size: 17 $\frac{1}{2}$ " long, 13 $\frac{1}{4}$ " high, 17" deep. Weight: approximately 38 lbs.

Other models include a table radio-phonograph, model 6-504, stream-lined, plays single records. Table models in the line include models 6-506, a contemporary cabinet in walnut, 6-501 a modern cabinet in plastic. Hamilton Radio Corp., 510 Sixth Ave., New York 1, N. Y. RADIO & Television RETAILING

(Continued on page 42)

# New Radios, Merchandise

## Trav-Ler PHONOGRAPH, TABLE MODEL

Deluxe electric portable phonograph, model 7003. Cabinet covered with brown and tan imitation rawhide fabri-



coid cloth. Features variable tone control, 6" PM speaker; Alnico V magnet. Crystal pickup arm. Plays 10" or 12" records with lid closed. Retail for \$31.85.

Model 5002, 6-tube plastic table model. Superheterodyne circuit, two dual-purpose tubes, 5" PM speaker, automatic volume control circuit, built-in loop antenna; ac—dc. Cabinet in walnut or ivory finish plastic. Retail for



\$23.15. Prices are OPA retail selling prices, including federal excise tax, for zone 1. Prices for zone 2 are slightly higher in accordance with OPA regulations. Trav-Ler Karenola Radio & Television Corp., 1036 West Van Buren St., Chicago 7, Ill.—RADIO & Television RETAILING

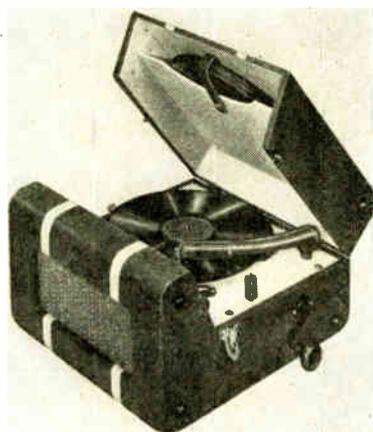
## Ultratone PHONOGRAPHS

Model OM-6, open top single record player model. Heavy duty PM speaker; tone control. Separate on-off switch for motor and amplifier; two tube amplifier. Self-starting phono motor plays 10" or 12" records. Feather weight crystal pick-



up. Size: 11" wide, 9" deep, 5" high. Cabinet of matched walnut veneer.

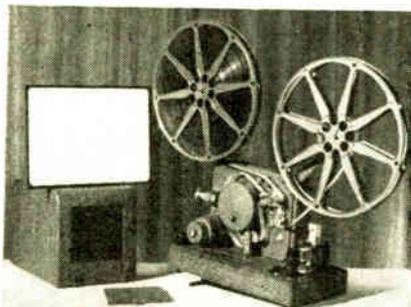
Model PB-6, carryabout battery amplified, spring driven portable model PM



speaker. Record storage compartment in cover. Uses standard portable radio batteries. Cabinet is made of strong 3-ply veneer, covered with durable leath-erette. Size: 13" wide, 14" deep, 8" high. Audio Industries, Michigan City, Ind.—RADIO & Television RETAILING

## Movie-Mite PROJECTOR

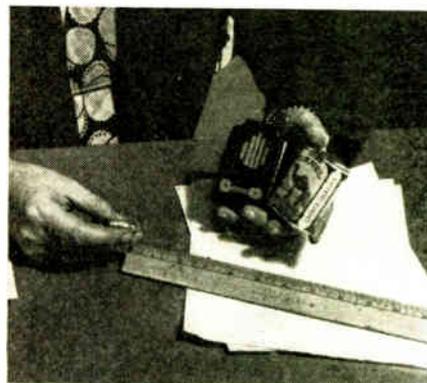
Model 63-L is a 16 mm. sound-on-film projector, intended to give small-sized groups a portable, low-priced unit. Weighs 27½ lbs. complete, and is only slightly larger than a portable type-writer. May be unpacked and readied for use in less than 3 minutes. Both projector and amplifier operate on ac-dc.



Units will soon be ready for delivery. Movie-Mite Corp., Kansas City 6, Mo.—RADIO & Television RETAILING

## Pro-Electronics POCKET RADIO

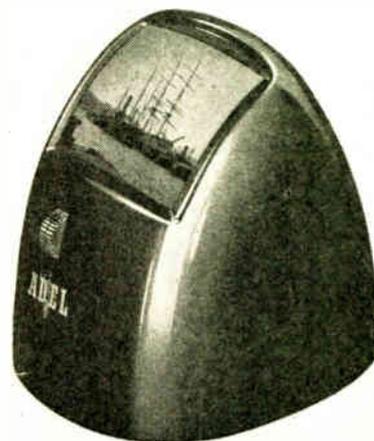
Slightly larger than a pack of cigarettes. Set can receive local stations from 550 to 1500 kc. The 1¼-in. speaker has thin aluminum diaphragm. Antenna doubles as carrying handle. Four hear-



ing aid type tubes are employed in superhet circuit. Batteries are self-contained and permeability tuning is used. Case opens in half to replace batteries, which are stated to last a month on a 2-hr-per-day duty cycle. Pro-Electronics Corp., 16 W. 36 St., New York, N. Y.—RADIO & Television RETAILING

## Adel SLIDE VIEWER

Model 200. Magnifies and brilliantly illuminates color slides. Large rectangular viewing lens, corrected to minimize distortion, permits comfortable viewing by two persons. Simple feeding system



takes 2 x 2-in. slides of all types. Operates on self-contained battery or 110 v ac or dc. Adel Precision Products Corp., Huntington 17, W. Virginia—RADIO & Television RETAILING

(Continued on page 116)

FOR LATEST ELECTRICAL APPLIANCES, SEE PP. 60 TO 73

# The Big News of 1946 is PHILCO...

Dealers all over America now know the sensational story of Philco for 1946, direct from its chief executives. In a spectacular *Convention Film*, they have seen a complete line of brand new Philco radios and phonographs, full of new ideas and great new developments. They have heard the merchandising, advertising and promotional plans which are all set to *double Philco sales in 1946...* and, more than ever, to keep Philco dealers and distributors in *first place* in the radio industry.

**Yes, the Big News of 1946 is PHILCO!**

# **Service Know-How Brings Profit to War Vet**

**Former Coast Guardsman Sets Up Maintenance Store in Missouri  
and Is Doing Fine! Personal Dealings Draw Steady Business**

● Natives of St. Joseph, Mo., where Jack Benny insists "they love him," are pulling for Bob Murphy. He is one of the first of the returned war veterans from this city of 85,000 back from the war to establish his own radio servicing business.

"I've always wanted to operate my own store," Murphy stated. "Nothing elaborate; some good equipment, a cash register—no bosses—just an opportunity to serve the friendly people of St. Joseph by keeping their receivers in first class condition, and earning a reasonable profit."

Last March, the dream of this World War II veteran, who served about two and a half years as a radio operator and instructor in the Coast Guard became a reality. At that time, he opened a modest store on a moderate investment

with money he borrowed through the Veterans Administration.

It might be good news to other war vets who harbor similar plans for the future to mention that Bob Murphy is doing all right!

#### **Sales Volume Goes Up**

In April, 1945, the second month of the establishment's operation, there were 55 radios and electrical appliances put into A-1 shape by this Missouri technician. In August, approximately 105 receivers and various small appliances crossed the main work bench of Murphy Radio & Appliance Service. That's making progress!

Are returning war veterans granted any special business privileges only because they were former members of the armed forces?

"Definitely not!" retorts Murphy. "The vet must stand on his own business feet and competes with other establishments for trade. He is thrown on his resources, and must be an alert business man.

"Despite his status as a veteran, he must have merchandising know-how, technical skill, and the proper apparatus, if he is going to operate profitably. If the vet cannot give speedy and efficient service, he had better try something else."

As stated previously, this technician's investment in equipment was a moderate one. How much will a "moderate" investment buy? According to Murphy, it doesn't buy too much equipment, but it is sufficient to acquire enough essential apparatus to remove a store from the fix-it category. Also, this vet's instruments are of good quality, permitting him to do accurate and precise work.

#### **Good Selling Methods**

In any case, Murphy contends that a radio-electrical appliance technician's chief assets are his two hands and enthusiasm for his work!

Business is booming here. Customers like to bring their sets to this store, and they also "go" for its proprietor. The establishment is building a reputation for efficient maintenance work.

However, trade isn't coming to the store without any sales effort on the part of its owner. Murphy is a practical business man who knows that profits come only to those who go after them. He combines skillful servicing with aggressive sales policies.

**VETERAN WHO WANTED TO BE OWN BOSS GOT  
GOING BY BORROWING MONEY THROUGH THE  
VETERANS ADMINISTRATION. PEOPLE IN ST.  
JOSEPH LIKE TO TRADE HERE. THIS IS THE  
WAY BOB MURPHY OPERATES:**

**Believes that Sales Go to Those Who Go After Them**

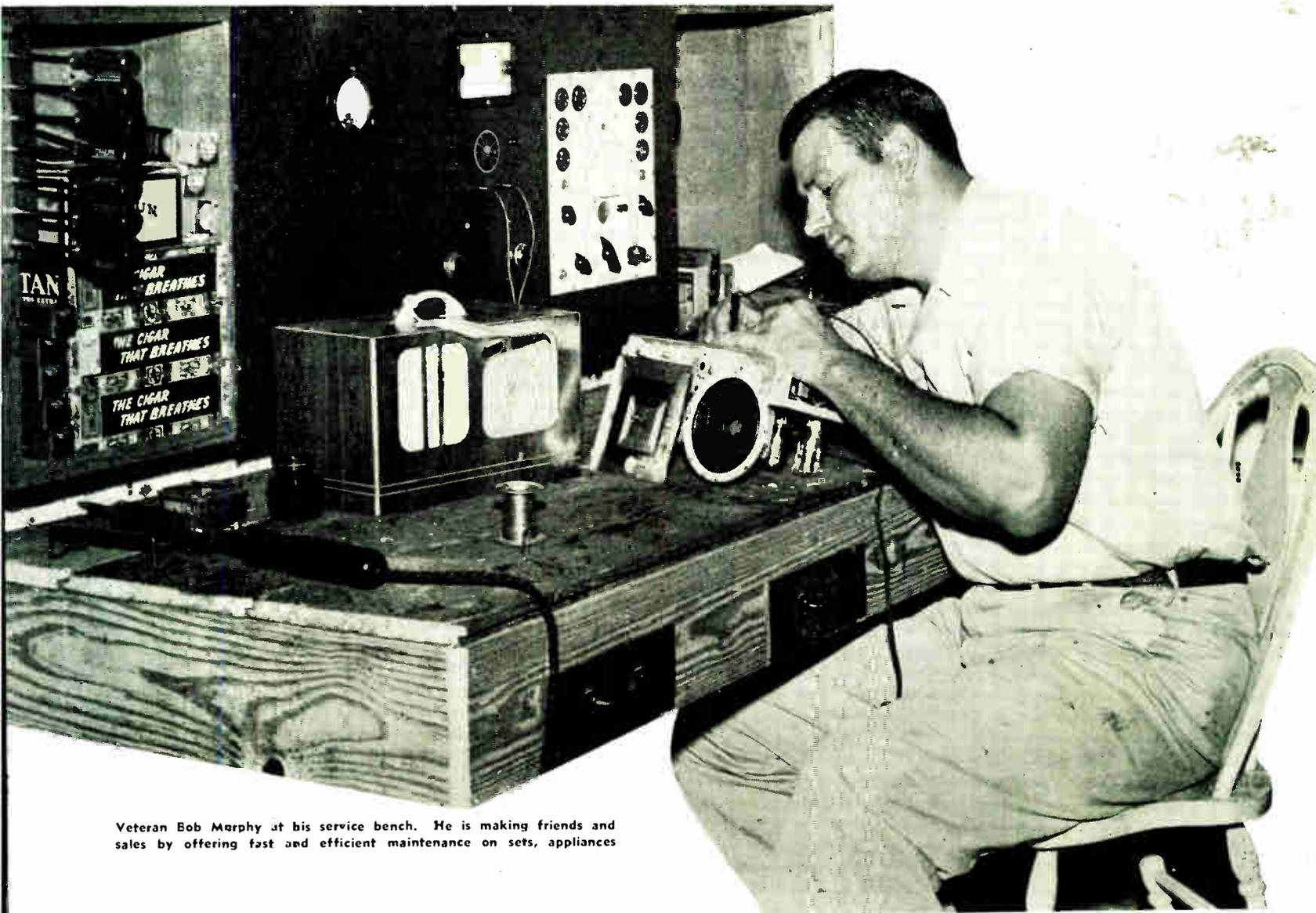
**Offers Topnotch Maintenance Work**

**Cooperates Fully with His Customers**

**Says War Vets Must Be Alert Merchandisers**

**Informal Relation with Patrons Builds Good-Will**

**Advertises in Newspapers and Veteran's Magazine**



Veteran Bob Murphy at his service bench. He is making friends and sales by offering fast and efficient maintenance on sets, appliances

It isn't done with mirrors! Advertising helps to a large extent. While the firm's advertising budget is of moderate size, it does not permit excessive expenditures. Ad expenses are kept in proportion to the store's volume of business.

#### **Ads Attract Patrons**

Small ads with copy that pull, hold the edge over larger ones in this establishment's advertising program. Ads are placed consistently in one of the community's leading newspapers. They are also inserted frequently in a monthly magazine sponsored by the local branch of the American Legion.

Using the last mentioned publication as a profit-getting medium has brought many of Murphy's former buddies into the store. Ads stress topnotch workmanship on

radios and electrical appliances, a two-day service, and a ninety-day guarantee.

A friendly, personal relationship between the customer and the dealer is one of the reasons responsible for the store's successful operation. Business is conducted on an informal level. Patrons coming to the establishment are assured of courteous treatment. This retailer profits on his knowledge of customer psychology.

There is a great deal of genuine cooperation tied up with the profitable business transacted at the store. In cases of "emergencies", Murphy will give some customers extra consideration in servicing their sets and appliances.

For example, a few rabid baseball fans brought in radios which went off the beam, last summer, just when interest in baseball was

approaching its peak. Murphy gave these set owners top priority because he is a baseball fan himself.

Rural residents bring a lot of business to the store, and the proprietor makes it a must to give them outstanding service. Farmers, as radio customers, constitute a large proportion of the trade done in St. Joseph. Saturday is "farmer's day" in town. At this time, the rural folk bring in receivers for servicing and request the technician to have them ready by the succeeding Saturday.

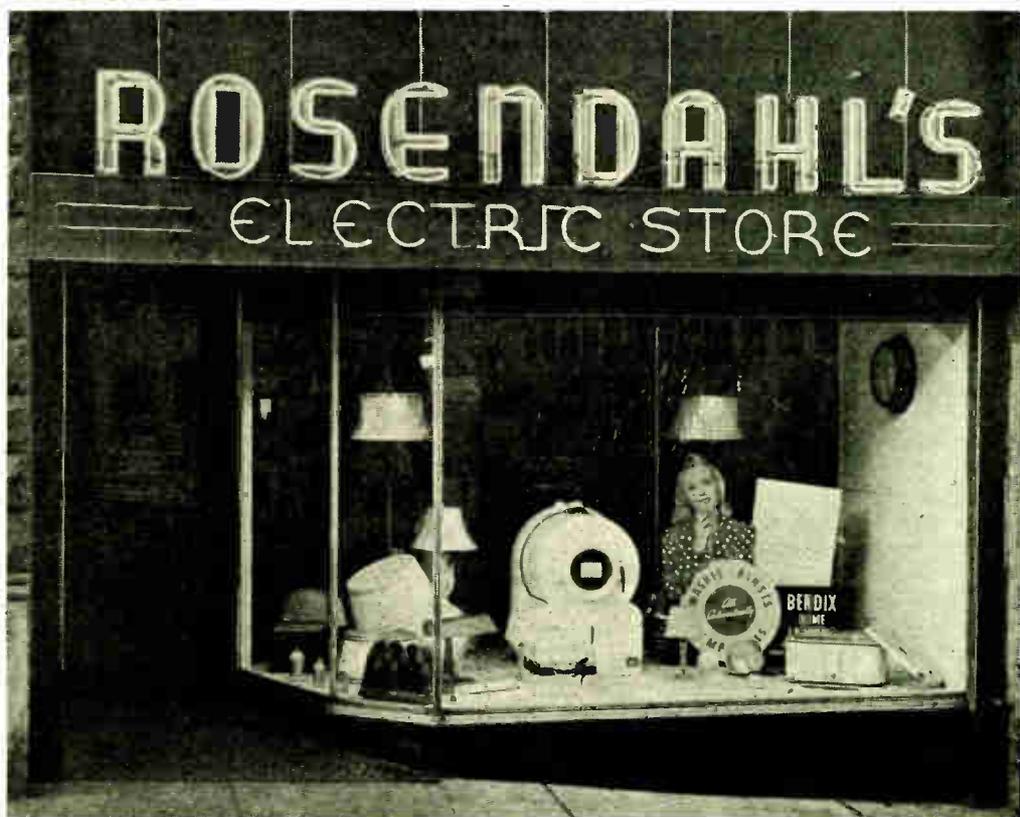
#### **Profitable Farm Trade**

Murphy accommodates farmers as much as possible. If he cannot repair a set by the time specified, he drops the farmer a card explaining why, and suggesting when

*(Continued on page 118)*



Above, small goods such as light bulbs draw more store traffic. Table and floor lamps are profitable items here. Light fixtures are also pushed. Right, store-front is neat and permits clear view of merchandise displayed in establishment.



### ***Radio-Electrical Appliance Dealer Shows Movies of Manufacturers' Films to Create Sales; Caters to Young Folk***

● Julius C. Rosendahl, manager of the Rosendahl Electric Co., Irwin, Pa., has an unusual method of advertising his radio-electric appliance establishment which he claims is more valuable to him than the services of two salesmen.

This retailer finds using sound moving pictures, which he shows at women's clubs, civic organizations, etc., to be an excellent profit builder.

"For my purposes, I've found sound movies to be a wonderful advertising medium," Rosendahl stated. "I've been very successful in getting new business by using this means of advertising in the past,

and I will definitely continue using this sales builder in the future."

He finds many advantages in showing movies to get more volume. For example, customers are easily persuaded to see this type of advertising. They enjoy seeing a moving picture which dramatizes new goods.

#### ***Customers Are Interested***

The manager of the store prefers to show films to interested audiences in preference to having an outside salesman making contacts. The store feels that since there are

no interruptions while a movie is being shown, customers will pay close attention to what to see and hear.

Money has been invested by the firm in motion picture equipment, but it feels that merchandising this way is inexpensive, and brings in profits. Also, there are no salesman's commission to pay when sales are made by utilizing this method.

"One appliance manufacturer," Rosendahl said, "made some good films last year which are very interesting. One of them pertained to kitchen equipment. I believe that if I show a film of this type,

using trailers of my store and personnel, to sufficient numbers of people, at least 20 out of 300 persons will come in to buy."

Manager Rosendahl feels that radio manufacturers and distributors will help retailers sell more receivers if they make dealer helps of this type available.

### **Gets Good Publicity**

Using motion pictures for advertising has brought the store much word-of-mouth publicity. The chief value in using movies for bringing in business, according to the store's manager, is that they have entertainment value. People enjoy seeing these pictures, and they tell their friends about them.

"My Bell & Howell motion picture equipment has been a great help in building sales volume now and for the future," this operator has declared.

The store will use newspaper and

direct mail advertising also to sell more radios and electrical appliances. However, the greatest part of the organization's selling effort will be in offering free talkies to groups in this trading area.

Today's young men and women are tomorrow's customers for electrical goods, believes the manager of the establishment. In view of this, the firm concentrates on winning the confidence of young folk.

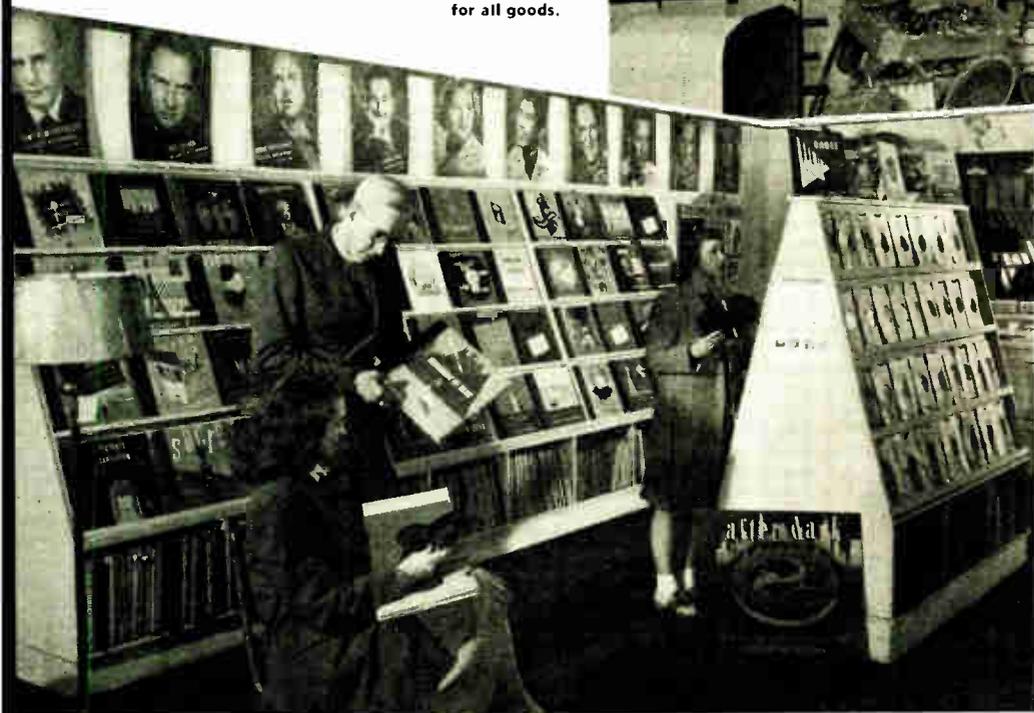
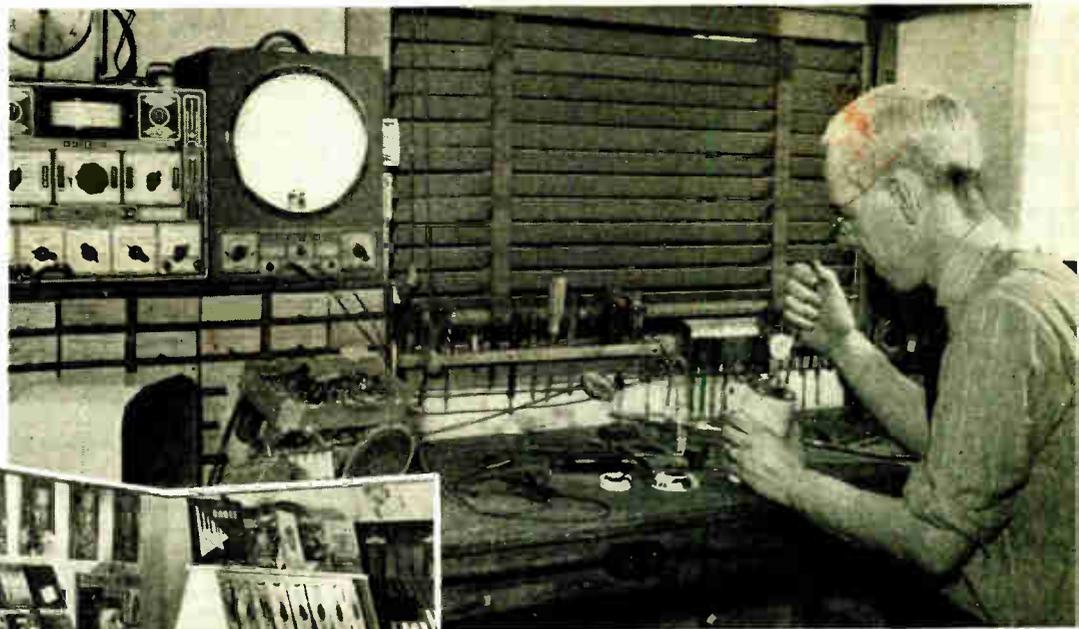
"It pays to be on the best of terms with boys and girls who are of marriageable age, or who are approaching this period of life,"

Rosendahl explained. "When these people get married, they open homes, buy receivers, appliances, and other household goods. By cultivating this trade, I hope to increase my sales volume constantly."

The company's record department supplies one method to get into the good graces of present and potential buyers. In addition to being profitable, the disc section enables the firm to keep frequent contact with young people.

Selling a record to a young person means a future sale of a radio, washing machine, etc. Because of this, the company carries a com-

Right, good service is the backbone of the business. Below, record section builds sales for all goods.



plete line of popular and classical records. The dealer who will get the most radio-appliance profits tomorrow is the one who builds his business today, this merchant believes.

### **Careful Merchandising**

"I feel that the same care and caution is needed to sell a small item like a record as we use in merchandising a high priced item. We are interested in building a reputation which will be in our

*(Continued on page 104)*

# HITS High



Small ads with lots of punch are placed twice weekly in local evening papers. These small advertisements bring big business here. Ads are written to appeal to all types of record fans, from lovers of "long hair" music to hep cats.

## Store Sells Listening Pleasure to Customers; Holiday, Birthday, etc., Promotions Bring Profit.

• "The dyed in the wool football or baseball fan hasn't a thing on the equally dyed in the wool record enthusiast," states J. Harold Beat, who manages the record and appliance sections of the J. W. Greene Co., one of the oldest stores in Toledo, Ohio.

### Understands Customers

"If you doubt this," he continued "start a conversation with a disc customer concerning Mozart, Chopin, Brahms, or about popular music featured every day on the radio. One way we get more sales and profits is by understanding each type of record customer from the 'carriage trade' patron to the hep cat addict."

In view of this, the firm spreads its sales efforts over many kinds of

disc buyers. These patrons include the bobby sox contingent, the semi-classic music lover, the teacher and the collector of better music, the record library owner, etc.

The chief difference which the popular and classics have, as far as the company's cash register is concerned, is that the average disc buyer and the younger set spend up to \$2 for popular discs per sale, while with the true music lover, there is no limit. The genuine record collector may spend as much as \$50 at one time on classics, if the correct sales approach is used, the store finds.

The firm's record sales staff is well-acquainted with music and with the latest news of the record world. "It is important to us that our salespeople be able to 'talk'

records and music with customers," manager Beat declared. "It's surprising to learn how many customers appreciate good music, attend concerts, etc."

In going after sales, the company stresses that it "sells" music and the pleasure that people derive from listening to music, instead of merely selling a record, or a radio-phonograph combination as such.

### "Pleasure" Builds Volume

Selling "pleasure" pays off in cold cash. For example, a customer who had been buying platters regularly, wanted to know about the new combinations. Before he left, he placed a \$200 deposit on a new Capehart on which he had set his heart a long time ago.

Beat explained further that a

# Note in Disc Sales

wealthy patron and the girl behind the counter at the food market aren't far apart when it comes to wanting the good things of life. For that reason, the store sells what a record or radio *will do* for the customer.

W. W. Smith, president of the company, who is a member of the board of the National Assn. of Music Merchants, is an ardent lover of music. This dealer carries his personal feelings into business operation.

"Where can you get so much value as is obtained when a record or radio is bought?" Smith asks. "It's year 'round entertainment of your own selection."

Constant customer contact is one of the reasons responsible for the firm's profitable operation. Customers are informed of new releases by mail, or by telephone. On special occasions or events such as St. Valentine's Day, Easter, Mother's Day, etc., special announcements are issued stressing records for friends, sweethearts, and others.

## Customer Contacts Pay

The store keeps records of some customers' birthdays and anniversaries. At the proper time, these patrons are contacted to sell them discs in addition to other merchandise. The bookkeeping for these records is relatively small, as this method of promoting sales applies only to the most important customers.

Little advertisements go a long way and make big business here. The store is advertised consistently twice a week in one of the community's evening newspapers. The ads are small but each packs a solid sales wallop.

At different times, the ads stress various features. One day the advertisements will push boogie woogie music; another time, the ads may promote a certain brand of records; or the store may publicize a prominent recording artist.

High pressure salesmanship has no place at this establishment. Helpful selling is used to keep customers buying. The firm feels that

patrons will accept the salesman's suggestions on what to buy when the salesperson understands the products he sells, and is sincere in his efforts.

## Sales Staff Knows Music

The record album section, as well as most of the single disc racks, are self service. Customers are invited to browse about and play the music they want to sample in one of the several listening booths. Miss Janel Santelli supervises the record department assisted by three saleswomen "who really know their music."

### HERE IS HOW THIS STORE UPS VOLUME:

1. Spreads selling efforts over various kinds of disc buyers
2. Salesforce "talks" music
3. Sells enjoyment records bring
4. Promotes special occasions
5. Cordial customer relations
6. Carries well-known brands
7. Firm is active in local affairs

Catering to a great variety of musical tastes means carrying large record stocks. Therefore, the number of single discs and albums available run into the thousands.

Only the leading makes of records, radios and electrical appliances are sold by the store. The firm opposes selling goods which are unknown, or whose quality is doubtful. The organization believes that a store can have a profitable future only by merchandising goods which have complete public acceptance.

It is a daily obligation for the establishment's employes to make friends and to build repeat sales.

No customer, no matter how small his purchases may be, is treated discourteously. Each patron gets attention and consideration.

One of the company's chief assets, according to Manager Beat, is the ability to look ahead. The store sees a large volume business for itself in 1946, and is planning to accommodate this trade. The coming year will be a banner one for the store.

While using vigorous sales methods to obtain new customers, the firm will continue to stay in the good graces of its steady patrons. These purchasers represent the backbone of any business, so the store will retain these contacts by mail, personal calls, or through frequent advertising.

People buy more readily from attractive stores. In view of this fact, the disc and radio-appliance departments have been streamlined and modernized. At present, the establishment is one of the most attractive of its kind in this area.

During the war period, the record department prospered, and the sales volume increased to a large extent. This section contributed in a big way to profits, along with the small goods division, a large piano department, and a service section.

The company is active in the musical affairs of its community. A band training course is conducted by the establishment for boys and girls of school age. Rehearsals are held weekly and instruction is given under the direction of a well-known local musician.

## Sells Sets, Appliances

All the music-minded residents in this area are potential customers for the store's lines of records, receivers, electrical appliances, and musical instruments. Cordial relationships with music lovers mean more profits for the firm.

The company's 75 years of fair customer dealings is one of its biggest assets in selling well-known brands of goods. There's money in music and electrical appliances, and the firm hopes to earn more of it in this New Year.



Top, one of Columbia's new displays, the single album holder. Above, winning dealer window in the Columbia monthly contest. Miller's Music Store in Salem, Mass., won first prize of a \$100 Victory Bond. Paul Davis designed the display. Below, Columbia's Modernaires recording of "Coffee Five—Doughnuts Five" (36878) is making a hit!



Decca's Andrews Sisters have rung the bell again with a new one, "Money Is the Root of All Evil" (23474). Sung with the Calypso feel-

# Disc Sales

**News for Dealers in Plastic Records, Color on Platters. Production Starts to Roll in New Plants. Manufacturers Ready Promotion Aids.**

• Although temporarily bottle-necked in some areas due to labor conditions, manufacturers are nevertheless readying merchandise for record dealers, and the future looks bright for disc sales this year. New pressing plants are being completed and many are already in action.

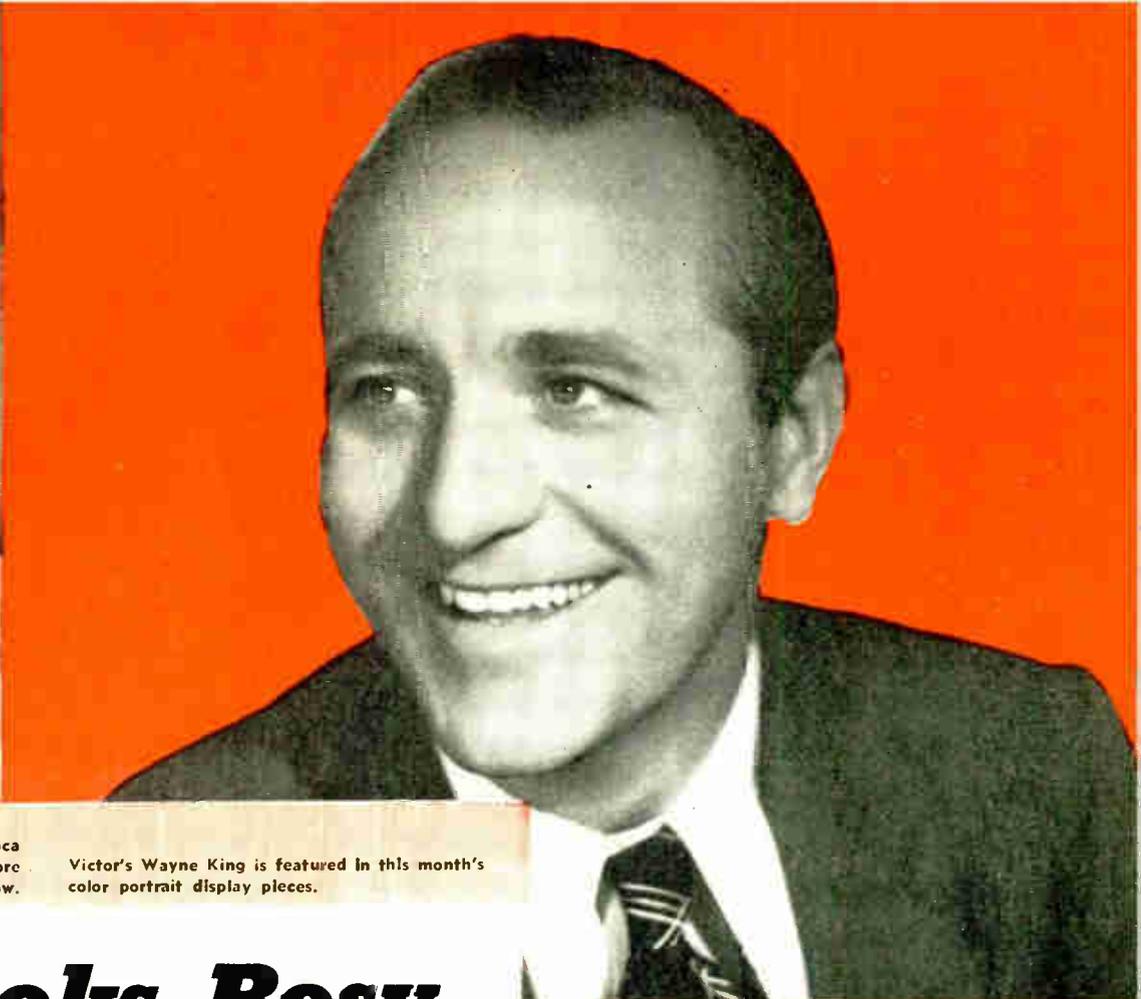
Columbia is offering its dealers new merchandising aids in the form of steel display counter holders for 25 records in red and blue on ivory; steel supplement holder 6 $\frac{3}{8}$ " high, 11" long, 1 $\frac{1}{2}$ " deep, to hold 300 supplements; record merchandiser to accommodate 300 discs; a single album merchandiser; and a giant record display 48" in diameter, also made of steel, mounted on a skeleton wood frame. This last display is varnished black to simulate a record, with interchangeable red or blue label printed in gold. All of these are moderately priced.

Victor's news for the dealer is a series of 15 storage albums for the





ing, it's on the way to equalling "Rum and Coca Cola" in popularity. They are shown here before a CBS mike on their Nash-Kelvinator show.



Victor's Wayne King is featured in this month's color portrait display pieces.

## Future Looks Rosy

grouping of recordings by popular artists, individually. Covers are duplicates of the four-color portrait eased displays previously issued.

Victor will continue to promote its "firsts" in introducing more new American artists in both the popular and classical fields. This theme will be presented to the public in Victor's 1946 ad campaign in *Life*. January release will be Blanche Thebom's rendition of opera arias, and Defauw conducting the Chicago Symphony in "The Birds". The opera arias will be on a single disc. "The Birds" is recorded in "Show-piece" album form. Pop artists' portraits will be of Erskine Hawkins and Wayne King, for release this month.

Victor brings out "In the Groove", a companion counter piece to its "Victor Review". The latter being for listeners to serious music, this new booklet will appeal to the teen-agers and to champions of popular music. It will be bright, breezy, and lively with color, and will review the populars.

Decca has readied a new record display rack which is built in 3 panels. It can be used all in one or separated into three parts, and can be secured through Decca's sales offices at a moderate price.

With its new Hollywood plant now in operation, production increases are planned from the present 4 or 5 singles and 1 album weekly to up considerably. Two albums scheduled for release Jan. 3 are "Treasure Island", dramatic narrative, and the second volume of "Oklahoma!". Decca's end-of-year release is heralded as an all-around hit. It includes: Andrews Sisters and Guy Lombardo in "Money Is the Root of All Evil" (23474); Dick Haymes in "State Fair" songs (18740); Connie Boswell and Russ Morgan, "Walkin' With My Honey" (18741); and a Josh White feature on 23475. Album on this release is "In the American Tradition", readings of famous speeches by former Presidents Jefferson, Lincoln, Wilson and Roosevelt, as interpreted by Orson Welles (A394).

A Decca peak in Crosbiana, slated for early issue, is a ten-incher which combines the perennial Bing, Ethel Smith, the Song Spinners and Lyman Engel. The songs are "Mighty Lak' A Rose" and "The Sweetest Story Ever Told".

Sonora's "Old Timers" album captures the nostalgic charm of "the good old days". Including 4 discs, it retails for around \$2.60 and includes "Shine on Harvest Moon",

(Continued on page 158)

Below, James J. Walker, left, president of Majestic Records, Inc., and Eugene A. Tracey, president of Majestic Radio & Television Corporation, examine one of their new discs of plastic called "Duraflex". Majestic Records' new release, the Alfred E. Smith Memorial Album, will be available in two styles: the shellac-type record and a deluxe edition containing records made of Duraflex.



# Products of RADIO & TELEVISION Manufacturers

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

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

	Home AM-FM	Combinations	Television	Auto Radio	Amateur	Commercial*
Abbott Instrument, Inc., 8 W. 18th St., New York, N. Y.						
Admiral Corp., 3800 W. Cortland St., Chicago, Ill.						
Air Communications Co., 2235 Grand Ave., Kansas City, Mo.						
Aircron Corp., Fairfax & Funston Rds., Kansas City, Kans.						
Air King Prod. Co., Inc., 1523 63rd St., Brooklyn, N. Y.						
Airplane & Marine Instruments, Clearfield, Pa.						
American Communications Co., 306 Broadway, New York, N. Y.						
American Radio Corp., 43-20 34th St., Long Island City, N. Y.						
Anley Radio Corp., 41 St. Joes Ave., Trenton, N. J.						
ARF Products, 7713 Lake St., River Forest, Ill.						
Antocrat Radio Co., 3855 N. Hamilton Ave., Chicago						
Automat Radio Mfg. Co., Inc., 122 Brookline Ave., Boston						
Aviela Radio Corp., 703 Ivy St., Glendale, Calif.						
Bell Radio Co., 125 E. 46th St., New York, N. Y.						
Belmont Radio Corp., 5921 W. Dickens Ave., Chicago, Ill.						
Bendix Radio, Div. of Bendix Aviation Corp., Baltimore, Md.						
Biltmore Radio Corp., 15 Ave. "A", New York 3, N. Y.						
Browning Laboratories, Inc., 750 Main St., Winchester, Mass.						
Capelhart Div., Farnsworth Tel. & Radio Corp., Ft. Wayne Ind.						
Collins Radio Co., 2920 First Ave., Cedar Rapids, Iowa						
Colonial Radio Corp., 254 Rano St., Buffalo, N. Y.						
Columbia Electronic, Inc., 185 E. 122nd St., New York, N. Y.						
Communications Co., Inc., 300 Greco Ave., Coral Gables, Fla.						
Communications Equip. Co., 523 W. 6th St., Los Angeles						
Consart Master Rad. & Tel. Co., 1800 Winnemac Ave., Chicago						
Concord Radio Corp., 901 W. Jackson Blvd., Chicago						
Coronet Radio & Television Corp., Front St., Hempstead, L. I.						
Crosley Corp., 1329 Arlington St., Cincinnati, Ohio						
Crystal Products Co., 1519 McGee Trafficway, Kansas City, Mo.						
Deleo Radio, Div. of General Motors Corp., Kokomo, Ind.						
DeWald Radio Mfg. Corp., 440 Lafayette St., New York, N. Y.						
Allan B. DuMont Laboratories, 515 Madison Ave., New York						
Dynavox Corp., 40-35 21st St., Long Island City, N. Y.						
Eksstein Radio & Television Co., 1400 Harmon Pl., Minneapolis						
Eshophone Radio Co., 2611 So. Indiana Ave., Chicago, Ill.						
Electrical Research & Mfg. Co., 3001 E. Pico Blvd., Los Angeles						
Electromatic Mfg. Co., 88 University Pl., New York, N. Y.						
Electronic Corp. of America, 45 W. 18th St., New York, N. Y.						
Electronic Devices Co., 601 W. 26th St., New York, N. Y.						
Emerson Radio & Phono. Corp., 111 8th Ave., New York, N. Y.						
Espy Mfg. Co., Inc., 33 W. 46th St., New York, N. Y.						
Fada Radio & Electric Co., Inc., Long Island City, N. Y.						
Farnsworth Television & Radio Corp., Ft. Wayne, Ind.						
Federal Telephone & Radio Corp., 591 Broad St., Newark, N. J.						
Fisher Radio Co., 41 E. 47th St., New York, N. Y.						
Fluh Wall Radio Co., 15 Washington St., Newark, N. J.						
Franklin Photographic Industries, 223 W. Erie St., Chicago						
Freed Radio Corp., 200 Hudson St., New York, N. Y.						
Calvin Mfg. Corp., 4545 Augusta Blvd., Chicago, Ill.						
Garnet Radio Corp., 69 Glenwood Place, E. Orange, N. J.						
Garod Radio Corp., 70 Washington St., Brooklyn, N. Y.						
General Electric Co., Bridgeport, Conn.						
General Television & Radio Corp., 2701 Lehmann Ct., Chicago						
Giffman Bros., 1815 Venice Blvd., Los Angeles, Calif.						
Globe Electronics, Inc., 225 W. 17th St., New York, N. Y.						
Gray Radio Co., W. Palm Beach, Fla.						
Hallifasters Co., 2611 S. Indiana Ave., Chicago, Ill.						
Hamilton Radio Corp., 510 6th Ave., New York, N. Y.						
Hammarlund Mfg. Co., 460 W. 34th St., New York, N. Y.						
Harris Mfg. Co., 2422 W. 7th St., Los Angeles						
Harvey Machine Co., Inc., 6200 Avalon Blvd., Los Angeles						
Harvey-Wells Electronics, Inc., Southbridge, Mass.						
Herbach & Rademann Co., 522 Market St., Philadelphia, Pa.						
Hoffman Radio Corp., 3430 So. Hill St., Los Angeles, Calif.						
Howard Radio Co., 1735 Belmont Ave., Chicago, Ill.						
Industrial Tool & Die Works, Inc., Minneapolis, Minn.						
International Detroit Corp., Beard Ave., Detroit, Mich.						
Jefferson-Travis Radio Mfg. Corp., 245 E. 23rd St., New York						
Jewel Radio Corp., 583 Sixth Ave., New York 11, N. Y.						
Ray Jefferson, Inc., 40 E. Merrick Rd., Freeport, L. I., N. Y.						
Kear Engineering Co., 619 Emerson St., Palo Alto, Calif.						
Keith Radio Products, Bedford, Ind.						
Kingston Radio Co., Inc., Kokomo, Ind.						
Laurehk Radio Mfg. Co., 3931 Monroe Ave., Wayne, Mich.						
Lear, Inc., 230 E. Ohio St., Chicago, Ill.						
Lincoln Electronics Corp., 653 11th Ave., New York, N. Y.						
Fred M. Link, 125 W. 17th St., New York, N. Y.						
Magnavox Co., 2131 Buster Rd., Ft. Wayne 4, Ind.						
Maguire Industries, Inc., W. Putnam Ave., Greenwich, Conn.						
Majestic Radio & Television Corp., St. Charles, Ill.						
Marco Industries, 245-A So. Beverly Dr., Beverly Hills, Calif.						

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

	Home AM-FM	Combinations	Television	Auto Radio	Amateur	Commercial*
Maritime Radio Co., 24 Whitehall St., New York, N. Y.						
Mason Radio Products Co., Kingston, N. Y.						
E. W. McGrade Mfg. Co., 406 W. 34th St., Kansas City, Mo.						
John Meek Industries, Plymouth, Ind.						
Medco Mfg. Co., 5 W. 45th St., New York, N. Y.						
Mogard Corp., 1601 S. Burlington Ave., Los Angeles, Calif.						
Moissner Mfg. Co., 936 N. Michigan Ave., Chicago, Ill.						
Midland Mfg. Co., Decatur, Iowa						
Midwest Radio Corp., 909 Broadway, Cincinnati, Ohio						
James Millon Mfg. Co., 150 Exchange St., Malden, Mass.						
Minerva Corp. of America, 238 William St., New York, N. Y.						
Music Master Radio Corp., 750 Main St., Hartford, Conn.						
National Co., Inc., 61 Sherman St., Malden, Mass.						
National Design Service, 96 Liberty St., New York, N. Y.						
Noblitt-Sparks Industries, Inc., Columbus, Ind.						
Northern Radio Co., 2208 4th Ave., Seattle, Wash.						
Packard-Bell Co., 3443 Wilshire Blvd., Los Angeles, Calif.						
Packard Mfg. Corp., 2900 Columbia Ave., Indianapolis, Ind.						
Pan American Electric Co., Inc., 132 Front St., New York, N. Y.						
Panoramic Radio Corp., 242 W. 55th St., New York 19, N. Y.						
Phileo Corp., Tioga & C Sts., Philadelphia, Pa.						
Philharmonic Radio Corp., 528 E. 72nd St., New York, N. Y.						
Pilot Radio Corp., 37-06 36th St., Long Island City, N. Y.						
Precision Specialties, 210 N. Western Ave., Los Angeles, Calif.						
Premier Crystal Laboratories, Inc., 63 Park Row, New York						
Radio Craftsmen, Inc., 1341 S. Michigan Ave., Chicago						
Radio Devel. & Research Corp., 233 W. 54th St., New York 19						
Radio Engineering Laboratories, Inc., 36th St., L. I. City, N. Y.						
Radio Mfg. Engineers, Inc., Peoria 6, Ill.						
Radio Navigational Inst. Corp., 305 E. 63rd St., New York 21						
Radio Process Co., 7618 Malrose Ave., Los Angeles, Calif.						
Radio Receptor Co., 251 W. 19th St., New York, N. Y.						
Radio & Television, Inc., 244 Madison Ave., New York, N. Y.						
RayEnergy Radio & Television Corp., 32 W. 22nd St., New York						
RCA Victor Div., Radio Corp. of America, Camden, N. J.						
Record-O-Vox, Inc., 721 N. Martel Ave., Hollywood 46, Calif.						
Regal Electronics Corp., 20 W. 20th St., New York, N. Y.						
Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.						
Rex Products Co., 1315 W. Randolph St., Chicago, Ill.						
RGH Mfg. Corp., 214 E. 41st St., New York, N. Y.						
Rock-Ola Mfg. Corp., 800 N. Kedzie, Chicago, Ill.						
E. M. Sargent Co., 219 9th St., Oakland, Cal.						
Schuttig & Co., 9th & Kearny St., N.E., Washington, D. C.						
Seophony Corp. of America, 527 5th Ave., New York, N. Y.						
Scott Radio Labs., Inc., 4450 Ravenwood Ave., Chicago, Ill.						
Searle Aero Industries, Inc., P. O. Box 111, Orange, Calif.						
Seaton Radio Corp., 2020 Ridge Ave., Evanston, Ill.						
Setchell-Carlson, Inc., 2233 University Ave., St. Paul, Minn.						
Sheridan Electronics Corp., 2850 S. Michigan Ave., Chicago						
Signal Electronics, Inc., 114 E. 16th St., New York, N. Y.						
Silver Co., McMurdo, 1240 Main St., Hartford 3, Conn.						
Senore Radio & Television Corp., 325 N. Hoyle Ave., Chicago						
Sonotone Corp., 570 5th Ave., New York						
Sparks-Withington Co., Jackson, Mich.						
Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago, Ill.						
Stromberg-Carlson Co., 100 Carlson Rd., Rochester, N. Y.						
Symphonic Radio & Electronic Corp., Main St., Cambridge, Mass.						
Syberer Equipment Co., 120 Greenwich St., New York, N. Y.						
Tech-Master Products Co., 123 Erie St., New York, N. Y.						
Technical Radio Co., 275 9th St., San Francisco, Calif.						
Telphone Radio Co., 609 W. 51st St., New York, N. Y.						
Telicon Corp., 851 Madison Ave., New York, N. Y.						
Templeton Radio Mfg. Corp., New London, Conn.						
Trav-Ler Karenola Radio & Tel. Corp., 571 W. Jackson, Chicago						
Treiber Radio Co., Box 497, Pasadena, Calif.						
Union Electronics Corp., 38-01 Queens Blvd., Long Island City						
United Cinephone Co., Torrington, Conn.						
United States Television Mfg. Co., 106 7th Ave., New York, N. Y.						
Viewtone Co., 203 E. 18th St., New York, N. Y.						
V-lectrical Engineering Co., 828 N. Highland Ave., Los Angeles						
Walker, Inc., 403 W. 8th St., Los Angeles, Calif.						
Walsh Engineering Co., 34 Deltart Place, Elizabeth 2, N. Y.						
Warwick Mfg. Corp., 4640 W. Harrison St., Chicago, Ill.						
Waterson Radio Mfg. Co., 2700 Swiss Ave., Dallas, Texas						
Wells-Gardner & Co., 2701 N. Kildare Ave., Chicago, Ill.						
Western Electric Co., 120 Broadway, New York						
Westinghouse Electric Corp., Receiver Div., Sunbury, Pa.						
Whiting & Davis, Inc., 23 W. Bacon St., Plainville, Mass.						
Wilcox Electric Co., Inc., 1400 Chestnut St., Kansas City, Mo.						
Zenith Radio Corp., 6001 Dickens Ave., Chicago, Ill.						

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For "Where to Buy Electrical Appliances," see page 78.

## DeMambro Opens Branch

DeMambro Radio Supply Co. announces the opening of its branch office at 729 Main St., Worcester, Mass. The new branch is designed in the modern manner and carries a complete line of electrical goods.

## New Products Shows

The New England, "New Products Show," will be held in the Mechanics Bldg., Boston, April 6-13, 1946. Scheduled for May 4-11, 1946, is the New York, "New Products Show," to be held in Grand Central Palace.

## With Ohio Distributor

Lee R. Kemberling has become associated with the Lifetime Sound Equipment Co., Toledo, Ohio, and will be in charge of its amateur radio equipment division. The firm recently enlarged its quarters and expanded its activity.

Section of **RADIO *& Television* RETAILING**

# **ELECTRICAL APPLIANCES**



**GET HER NAME ON THE DOTTED LINE —  
for More and More Home Electrical Servants!**

# When Betty Crocker talks about ironing...

## MILLIONS OF WOMEN WILL LISTEN!



Betty Crocker

Before long now, Betty Crocker (world's best known home service authority) will have a fascinating subject for millions of followers. It's a new iron—an iron that will set new standards of ironing performance for homemakers . . . because its temperature is controlled not by a thermostat located up in the iron, but *by the actual ironing surface of the iron itself.*

This is General Mills TRU-HEAT control, a method and principle of heat regulation that minimizes heat loss, accelerates heat recovery so that correct, safe ironing temperatures are maintained regardless of how fast or how slow the user irons.

When Betty Crocker reveals the facts about TRU-HEAT control and all the other important, exclusive features of the General Mills Iron—you know women will *act.* They'll want the iron Betty Crocker sponsors . . . just as they now want . . . and *buy* . . . hundreds of millions of other General Mills products recommended by Betty Crocker.

### WHAT TRU-HEAT CONTROL IS

TRU-HEAT control is a simple, sturdy mechanism which permits the expansion and contraction of the iron's soleplate to make and break the heating circuit. Thus the actual surface in contact with the fabric being ironed controls the ironing temperature. So sensitive is TRU-HEAT control that it holds ironing temperatures with amazing accuracy.



General Mills  
Home Appliances

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

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

# Formula for More Sales

**Find and Apply the Most Powerful "User" and "Producer" Sales Facts**

• In any recipe for retail success the indispensable ingredient is salesmanship.

There are two phases to salesmanship. One is the subjective phase. This deals with the subject of personality in selling.

The other phase is the objective or impersonal phase. This phase is the subject of this article.

The objective phase of salesmanship deals with the selling points of your merchandise or the sales facts. These facts may be described as falling into two main classes—user facts and producer facts.

## Appeal to Buying Motives

Any selling force in your store may supply user facts to your customers. Displays or actions or words that inform your customers what advantages they will derive through the purchase of the product you are offering are user facts. In the appliance field these are such facts as that when a woman buys an appliance she does so to save time, to lighten work or because the product is easy to handle.

She will buy a radio for the entertainment and information it will bring to her and to her family.

These user facts dip down deep into the well springs of human desire. They appeal to the eternal buying motives.

What are these buying motives? You learn them by asking people why they bought. When you do this your customers will tell you "I wanted that appliance because I felt sure it would do this user-fact or that user-fact for me."

After all that is not strange. The very word appliance means application—what will it do?

## Convince the Customer

User facts, however, are not enough in salesmanship. They are nothing but promises. You may promise better help or greater convenience but you need additional facts to prove that your product will really do what you say it will.

These facts are producer facts. Any display or action or words

that describe to your customer qualities or features of the product are producer facts. These explain how it will satisfy one or more of her wants.

By themselves, producer facts are weak. They contain no appeal to buying motives. But when you use them to back up and support your user facts you arouse the emotional urge to buy in the mind of your prospective customer.

What is the source of producer facts? These facts come from the manufacturer. They stem out of his production. He builds certain features of excellence into his product and then he tells people about them.

veloping the art of salesmanship through practice.

There is a faster and better way for you to improve your salesmanship and that of your staff. Whenever you make a sale ask after the sale is completed "Why did you buy this appliance, Mrs. Jones?" If it is a major appliance train your installation man or your demonstrator to ask this simple question after the product has been installed.

When you lose a sale ask people in a friendly way "Why did you buy that X brand appliance, Mrs. Smith?"

If you get ito this simple habit you will soon see which are the

## EXAMPLES OF TYPICAL SALES FACTS

Product	User Facts	Producer Facts
Radio Receiver	Brings entertainment Imparts information Offers education	Style of cabinet or box Details of chassis, circuits, or speaker
Electric Refrigerator	Preserves food Gives more storage room Operates quietly Costs less to run	Temperature and humidity control Size of compartment or shelf area Mechanism
Electric Washer	Saves time Lessens fatigue Saves money Gives cleaner, better laundered clothes Makes clothes last longer	Type of agitating mechanism Features of wringer or drier Control apparatus and automatic devices, if any
Electric Range	Makes food taste better Retains vitamins Eliminates danger Makes cleaning utensils easy	Heating element Oven insulation Control features

Where do user facts come from? Is the manufacturer also in an ideal position to supply a dealer with these facts? As a rule he is not.

The dealer is right there at the point of sale while it is taking place. He should develop his own user facts.

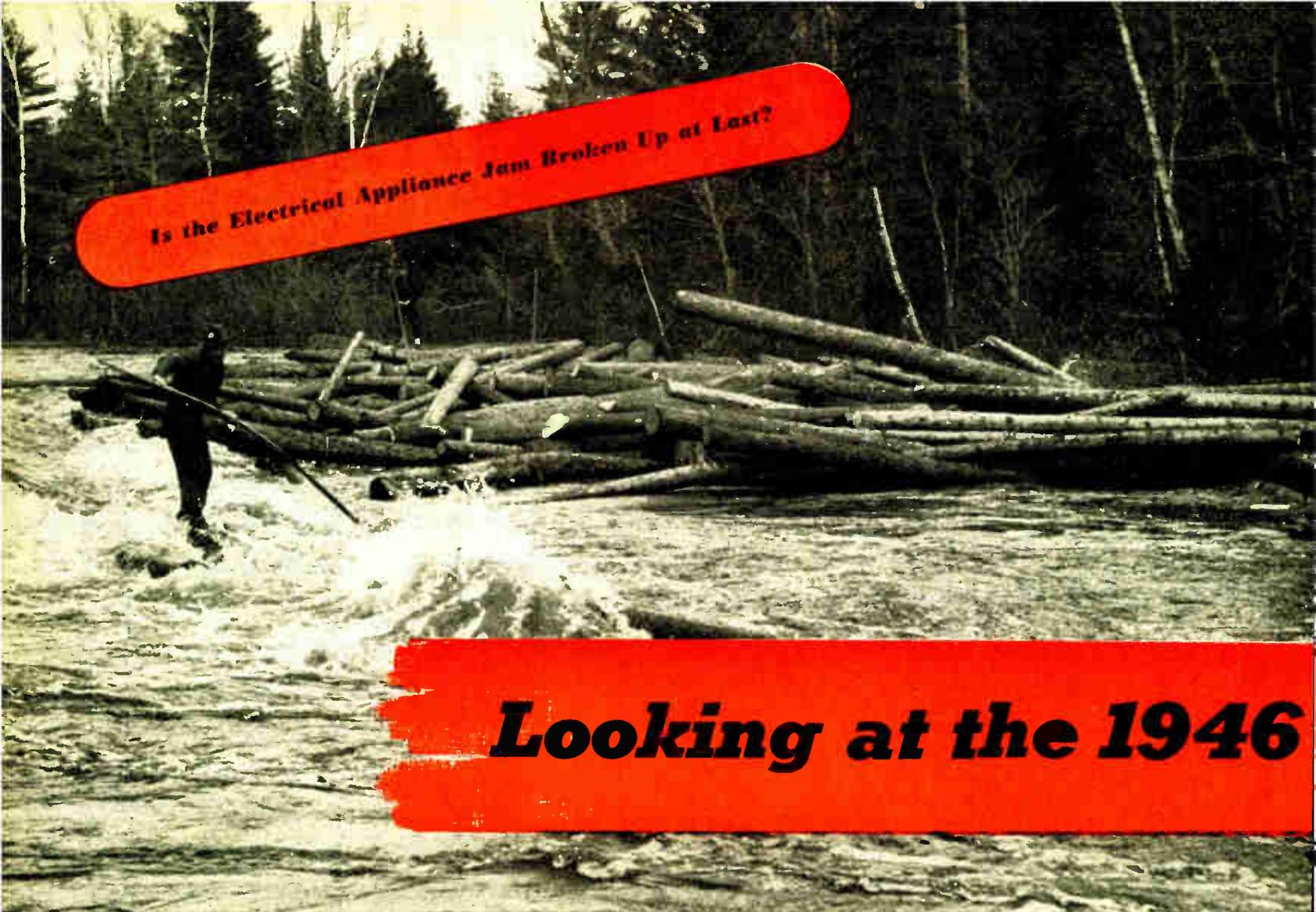
While you are in the process of selling goods you use both user and producer facts to register pictures on the minds of your prospects which will make them buy. Through trial and error you tend to select the better sales points and gradually drop the others. That is de-

most common, most powerful user facts to employ in making sales. Then you may use them and train your salesmen to use them to sell other people.

## Develop Powerful Talks

This is the scientific inductive method of developing more powerful sales talks. It is the same method that has been used in medicine to cut the mortality rate of the world. Scientists feed one medicine and learn that 60 per cent lived instead of 10 per cent.

(Continued on page 118)



**Is the Electrical Appliance Jam Broken Up at Last?**

## **Looking at the 1946**

### **What Dealers Want to Know About Deliveries, Prices, Stocks on Hand, Volume to Meet Demand**

• Electrical appliance dealers of America longed for a white Christmas. White with the gleaming finishes of appliances they hoped to stock and sell at long last.

Instead, the Christmas season was a "blue" one. Though some dealers did fairly well with substitute merchandise and with gift certificates, the season all-in-all was disappointing.

Pricing delays, strikes and material shortages cut the expected torrent of postwar electrical appliances to a mere dribble. For the dealer, it was just one more disappointment at the end of a long period of famine.

Leading dealers have taken this philosophically. The old year is past and cannot be changed. But, they inquire anxiously, what does this portend for the future? When

will they begin to receive electrical appliances in volume?

There are indications that large electrical appliances will come to dealers' floors in 1946 actually faster than some dealers now think.

There are unmistakable signs of under-the-surface progress that will soon become apparent. Added together, they mean that the log jam of production has at last been broken.

#### **New Plants**

One cause of delay has been the establishing of low-cost manufacturing plants. Manufacturers had the choice between rushing into production on a high-cost basis or creating new production units. Most of them chose the latter course.

They faced labor and material

costs that had increased more than their OPA controlled prices. They set out to close this gap by putting in the very last word in mechanized equipment.

This has taken time. A number of manufacturers have revamped their production methods completely. Many have expanded their plant facilities. Some have closed down plants and moved to branches in other cities. All have put in new conveyerizing and streamlining to take down the cost.

This period of preparation has for most producers come to an end. Their facilities are at last set up. The refrigerators, ranges and washers are coming off assembly lines with ever increasing speed.

And when top output is reached, the volume of these major electrical appliances will be truly stag-

gering. It will be the result of conversion to the most streamlined and modern type of production the industry has ever known.

There are other reasons why volume production of electrical appliances can be expected early in 1946. For one thing, January first was a milestone. Now that it has passed, there is little that will prevent full production.

#### **"Bottlenecks" Wider**

The end of 1945 brought significant changes. With the new year, the period of re-tooling and preparation is definitely past. The period of production is here.

As in any transitional period, "bottlenecks" appeared on the path to peace. Most of these have been

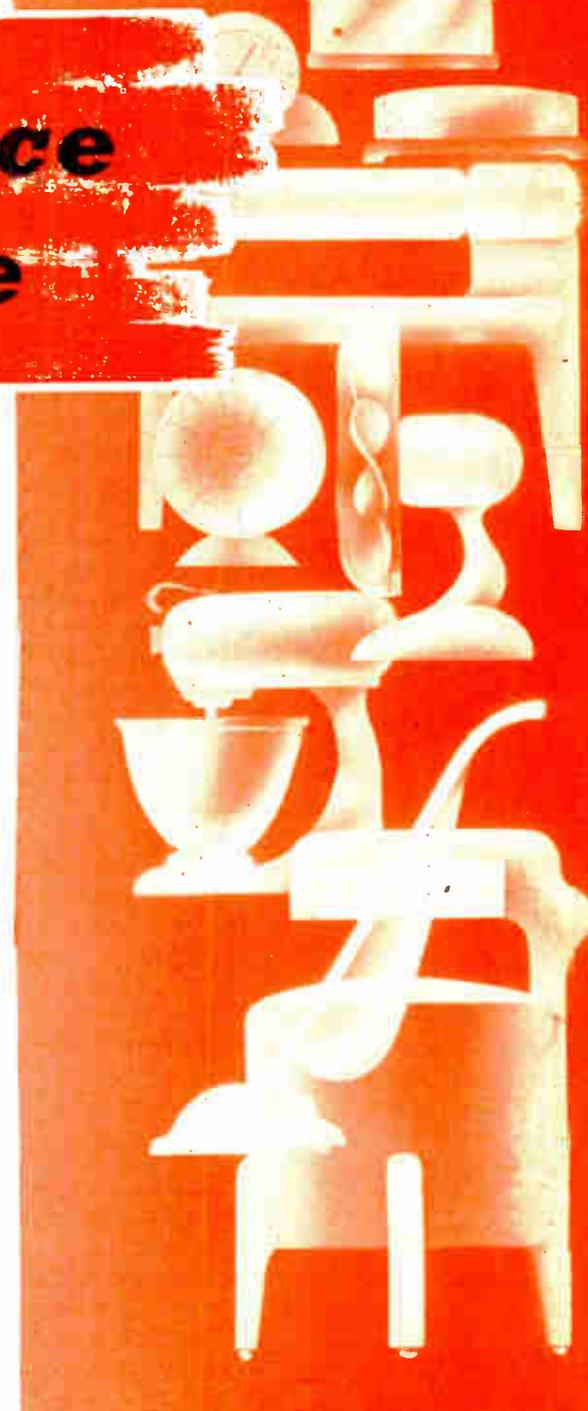
ing these items by the time they get the steel drawn and procure the enamel for the finish.

The producer and the materials are, however, only part of the story. The rest is the attitude of labor.

Factory workers of the kind used in producing electrical appliances cannot stay out for any great length of time. When they get no pay checks they become restless.

As men continue to pour out of Armed Forces separation centers the supply of good labor willing to work at something less than top war wages will be steadily increased.

Despite these facts, the effects of restlessness of labor will not disappear overnight. Manufacturers may continue for some time to experience production difficulties aris-



# **Electrical Appliance Production Picture**

solved, barring new complications.

Fractional horsepower motors are still short of supply, but the situation is improving, at least on conventional type motors. One difficulty has been that many refrigerators are being made with sealed-in mechanisms that require special motors designed to be an integral part of the mechanism.

Sheet steel has been one of the difficulties in refrigerators and ranges. Producers need a good quality of sheet steel. Inferior steel will not take a good finish and will not permit deep-draw. Most of these large appliances are now made with deep-draw like automobile fenders and bodies.

#### **Labor Puzzle**

The steel situation has been puzzling. Supplies of many components have been up and down.

For instance, thermostats and switches for ranges have been short. But they no longer seem to be the critical factor in holding back production. Manufacturers are obtain-

ing from strikes or lack of morale.

As an example of this, one vacuum-cleaner manufacturer has just re-established his production line on this product. Since he makes other products, he was able to reach out and bring back the same organization which he had before the war, at 20% higher pay.

#### **Slow Tempo**

This producer had a pre-war output of 2,000 units a week. He has now had this production line running for four weeks. And yet the current output is less than 800 units weekly.

It appears to this manufacturer that these people do not want to work as hard as they did before the war. Undoubtedly labor conditions at this plant and many others must undergo some further changes before top production can be assured.

When production "bugs" have finally been ironed out, there is still a need to fill up the "pipelines" before the dealer can see substantial

(Continued on page 157)

# Speeds



◀ Salesman Peter Lombardo explains features of "new arrival" to interested spectators. Separate display rooms highlight new sets and appliances. ▼ Floor plan is designed to sell more of each type of goods.

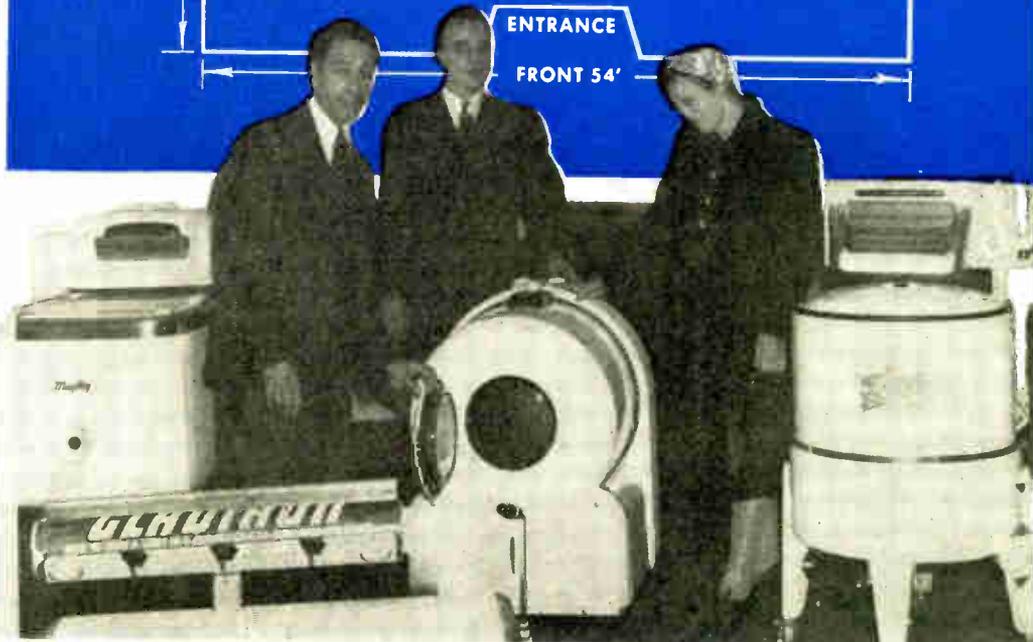
## Merchant's Selling Program Saves Money, Boosts Volume, Lowers Costs; Tells How to Get Leads, Avoid Trade-Ins

● A fully mapped-out program-for-profit, developed during the war years, is being launched by the Lake Shore Radio Sales & Service Co., Chicago. The firm's selling plan has begun on a large scale and is geared to sell more radios and electrical appliances than it did in its peak pre-war year.

The organization, one of the largest in the city, started the "sales ball" rolling by opening three appliance stores, in addition to the main establishment at 4560 Broadway.

Completion of the carefully-planned program awaits only the availability of merchandise in sufficient quantity. Once receivers, refrigerators, washers, and other goods, are streaming into the stores (and out again), the company's sales volume should break all previous records.

Co-proprietors of the organization are David and Paul M. David-



# Electrical Appliance Sales

son. General manager is Norman J. Siskin, who also supervises the three recently established stores.

Promotion of profits will be carried out by using various sales channels in order to get the attention of a large part of the public. A good example of the firm's cash-making selling methods is illustrated by its experience with coal stokers.

## Sold Many Coal Stokers

For the past several months, the organization has enjoyed a fine trade in the sale of coal stokers to home owners. The line was taken on to provide an additional source of profit. The methods used are also of help in selling other appliances.

Leads are obtained from different channels of persons likely to buy stokers. Recent purchasers of homes are good prospects, and these names have been secured by looking over the transfer of title records kept at the property recorder's office.

The building contractor is another source from which leads are obtained for boosting stoker sales. Following up every sales "clue" to increase volume is paying off. The company finds a handsome profit

in merchandising stokers, and feels the business is well worth going after.

Arranging the store into separate departments for appliances, radios, and records is one of the methods being used to sell more of each type of merchandise. Separate rooms are used, in addition to floor displays, to highlight the goods shown.

Along the rear of the store are five rooms, each designated for a specific purpose. One of these departments is devoted to spotlighting the latest electrical appliances. Refrigerators, electric ranges, etc., are on display here. Customers are taken to this section for "private" showing of new appliances.

## Going After Set Sales

Two rooms have been set aside for exclusive display of television and FM receivers. The sections to exhibit these sets were especially built, and are completely soundproof.

The remaining two sections are for the benefit of record customers. Within each room is the best in sound reproducing equipment. To provide a true rendition of the discs played, these rooms have also been

soundproofed for customers' comfort.

On the sales floor of the establishment are two display racks which are used for showing off traffic appliances. Both racks are placed close to the major appliance display in order to make more tie-in sales.

## Wins Patrons' Good-Will

In merchandising electrical appliances and radios, the company feels that correct sales psychology must be used. The salespeople here are directed to display a cordial attitude towards every customer, whether the patron buys an inexpensive small appliance, or a costly household unit.

The co-owners believe that even if a sale is lost, the customer must be made to feel that he has been given fair treatment. Customer relations are given a great deal of attention by these retailers.

"Despite the fact that our location enjoys a heavy pedestrian traffic," Manager Siskin points out, "we are more interested in selling the same person many times than in having only one-shot customers. We devote all our efforts to building a steady, repeat clientele."

One of the methods which the firm will use to cut its costs and increase profits will be the avoidance of trade-ins. Dealers David and Paul Davidson are convinced that they, as well as other radio-electrical appliance merchants, will be asked to accept dilapidated appliances or such other junk as part payment toward the purchase of new goods.

## Side-Steps Trade-Ins

Handling trade-ins is a delicate problem—especially where good customers are concerned. In view of this, the firm has its trade-in handling procedure "down pat."

A customer asking for a trade-in allowance will be tactfully advised that it would be to his advantage to dispose of the radio or appliance himself. The patron will be informed that since there

(Continued on page 126)

Left, Sam Ball, and John Dasher, of the Division St. store, show customer new washers. Below, Manager Norman Siskin and Salesman Lombardo display new refrigerator.



Refrigerators  
Washers  
**New Electrical Appliances**  
Vacuum Cleaners  
Food Freezers

**Philco REFRIGERATOR**

6 cubic foot unit, Model 622, includes a built-in freezer locker for frozen foods storage, vegetable crisper, meat



keeper and vegetable bin. Removable panel shelf. Philco Corp., Tioga & C Sts., Philadelphia, Pa.—RADIO & Television RETAILING

**Hat-Box WASHER**

Production of the new "hat-box" size washer, designed by John Tjaarda & Associates is planned for middle of January. It will retail under \$30.00.



Made of anodized aluminum, the "Dainty-Maid Personal Laundry" is 18" long, 9" square, weighs 15 lbs. John Tjaarda & Associates, 818 Fisher Building, Detroit 2, Mich.—RADIO & Television RETAILING

**Calkins BREAKFASTER**

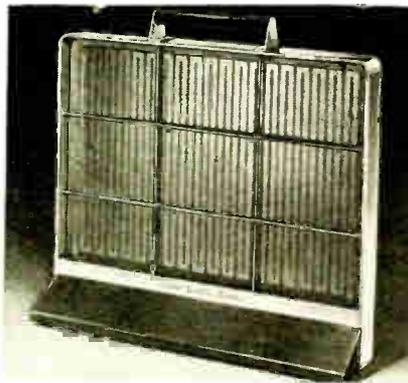
Combination toaster-cooker. Quick-action electric element in the top plate provides instant heat for frying, cooking, coffee-making, toasting. Pull-out compartment below serves as toaster,



miniature grill and broiler. Both can be used at the same time. Calkins Appliance Co., 224 W. Jefferson Blvd., South Bend 2, Ind.—RADIO & Television RETAILING

**Infraelectric HEATER**

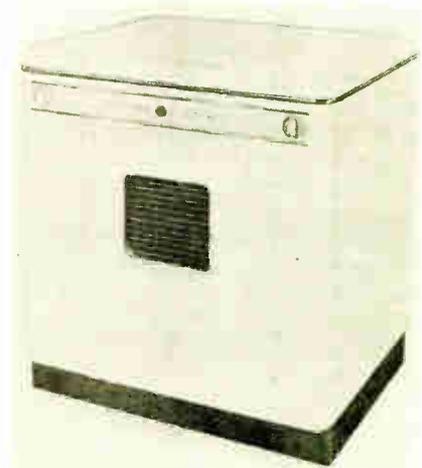
Operates electrically on a new heating principle. Heats through glass by means of invisible radiant rays. Where conventional type heaters first warm



the air in the room, this heater warms objects in the room. Radiant Heater Corp., 521 Fifth Ave., New York City.—RADIO & Television RETAILING

**GE CLOTHES DRYER**

Model AD-6. Automatic tumbler dryer has capacity of 9 lbs. of dry clothes. Will dry one batch of laundry while



second batch is being washed. Average load can be damp-dried in 15 to 25 minutes; completely dried in 30 min. General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.—RADIO & Television RETAILING

**Naxon PORTABLE WASHER**



2-sheet washer, has an 8-gallon tub, complete with drain hose and cover. Naxon swivel wringer may be attached. Swings into position for wringing clothes into or out of tub. One of the first Naxon products to be released. Naxon Utilities Corp., 2101-2111 West Walnut St., Chicago 12, Ill.—RADIO & Television RETAILING

# for YOUR Customers

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

## Frigidaire RANGE

Frigidaire's first postwar electric range, Model BI-17 is now available to the public for unrestricted sale. Has cooking top lamp, "Radiantube" cook-



ing units, "Thermizer" deepwell cooker, "Even-Heat" oven. The Dayton price is \$167.00 installed, exclusive of sales and excise taxes. Frigidaire Div., General Motors Corp., Dayton, Ohio.—RADIO & Television RETAILING

## Thermo-BROILER

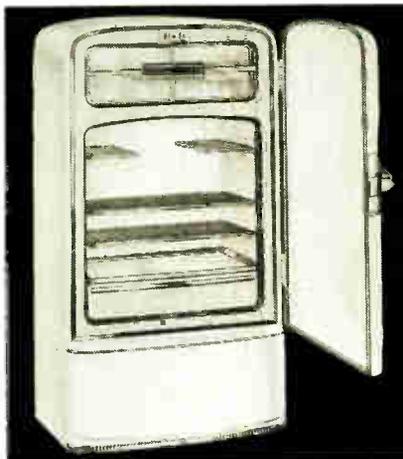
Electric Thermo-Broiler, complete portable electric unit. Bakes, grills, fries, broils, roasts, toasts. Parts re-



movable for easy cleaning. Full size, holds whole fowl. Thermo-Broiler Co., 1465 Broadway, New York City.—RADIO & Television RETAILING

## Admiral DUAL-TEMP REFRIGERATOR

Has separately insulated freezing locker and large "Moist Cold" compartment for storage of fresh foods and beverages. Freezing locker has capacity of 2 cu. ft. of low-temperature space.



Below the Freezing Locker is the "Moist Cold" Compartment. Increased storage space and flexible shelf arrangement. Admiral Corp., Chicago, Ill.—RADIO & Television RETAILING

## Miracle FOOD MIXER

Portable, has five speeds, weighs 3½ lbs. Patented stainless steel beaters give double beating action. Guard



protects beaters and bowls. Operates on ac or dc, 110-120 volts. Miracle Electric Co., Chicago 3, Ill.—RADIO & Television RETAILING

## Waring BLENDOR

All-purpose Waring Blender for mixing beverages and for liquifying foods. Overall height 16 inches. Glass con-



tainer holds 37½ ounces. Motor ac-dc, 115 volts. Waring Products Corporation, 331 Madison Ave., New York City.—RADIO & Television RETAILING

## Kelvinator RANGES

New electric range line is comprised of 3 models, features the "Automatic Cook" device which starts, times and



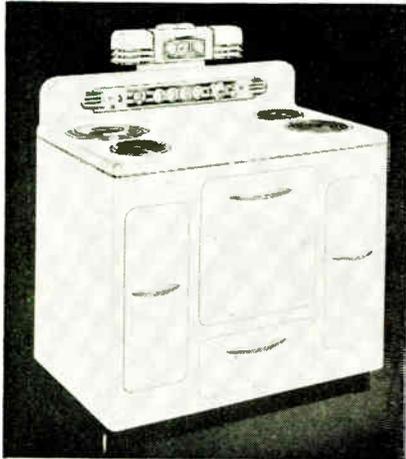
stops all cooking operations, including top-of-range, oven and deep-well. Additional feature is automatically controlled warmer drawer. Now in production. Kelvinator Div., Nash-Kelvinator Corp., Detroit 32, Mich.—RADIO & Television RETAILING

(Continued on page 62)

# Continuing Electric Appliances

## L. & H. ELECTRIC RANGES

Completely automatic models will feature cooking controls, enclosed surface cooking units, new large oven, and over-all surface smokeless broiler



self-contained in oven. Expect deliveries on most of new models after first of year. Prices approximately the same as before the war. A. J. Lindemann & Hoverson Co., Milwaukee 7, Wis.—RADIO & Television RETAILING

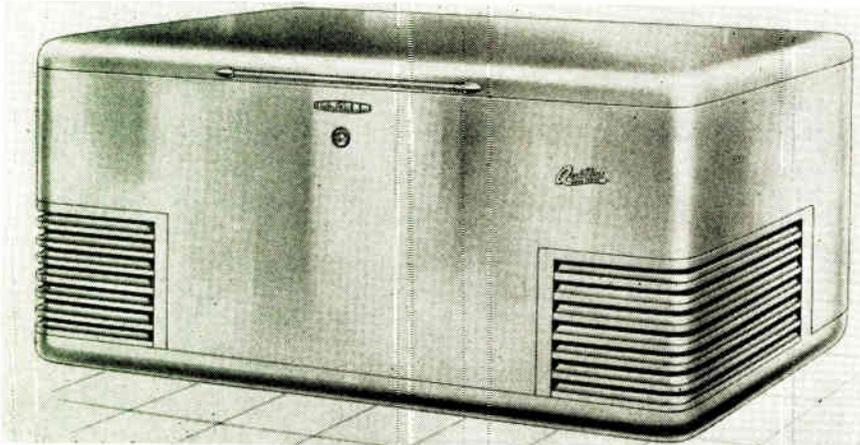
## Avco DOOR OPERATOR

Automatic door actuator opens ga-



## Quillen HOME FREEZER

This firm will make 2 models in home freezers, trade named Home-Freez, one a 16 cu. ft. model and one 25 cu. ft. Model 16 shown is 35" high, 78" long, 28½" wide. Equipped for both food freezing and frozen food storage. Quillen Bros. Refrigerator Co., 1639 Lafayette Rd., Indianapolis, Ind.—RADIO & Television RETAILING



rage door as button is pressed on dashboard of car while it is passing over mercury switch buried under driveway. Also operates driveway floodlights and lights in house and garage. A control button located in the house closes and locks garage doors and puts out garage lights. The Horton Manufacturing Div., The Aviation Corp., 2485 Scotten, Detroit 9, Mich.—RADIO & Television RETAILING

## Universal WASHER



One of the first Universal washers to come off its production lines. Landers, Fray & Clark, New Britain, Conn.—RADIO & Television RETAILING

## Hotpoint DISPOSALL

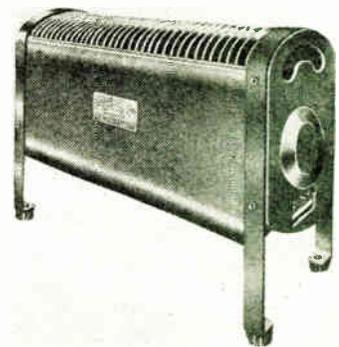
Disposall receptacle for installation in kitchen sink. Operates when cap is replaced, completing the electric circuit when the cold water is turned on.



Operates as conventional strainer as well, and has a position that permits it to hold the water in sink. Edison General Electric Appliance Co., 5600 West Taylor St., Chicago 44, Ill.—RADIO & Television RETAILING

## Zephyr ELECTRIC HEATER

Small, compact heater 14" wide, 9" high, 5" deep. Weight 6¾ lbs. Sealed-in



elements. No exposed parts. Portable. Comes in walnut finish. Its light weight makes it easily portable. Zephyr Distributing Co., 317 Monroe St., Passaic, N. J.—RADIO & Television RETAILING

## Koiled KORD

Retractive Koiled Kord for home electrical appliances, as well as various industrial purposes. The cord was original.

(Continued on page 64)



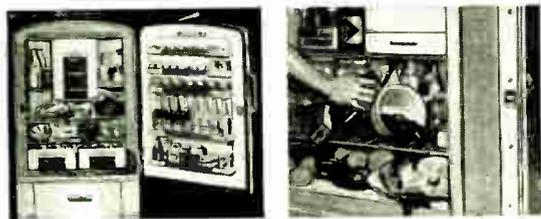
Here's one of my 25,400,000 CROSLLEY home demonstrators

... carrying a sales demonstration, in print, into millions of homes.



CROSLLEY 1946 MAGAZINE advertising puts 182,669,000 messages before the eyes of able-to-buy families in every city, town and rural area in the country. Each message carries a direct demonstration of product features that only Crosley dealers can offer.

Behind these messages are the new Crosley products. In engineering, design and mechanical excellence this line sets new high standards—a challenge in salability and performance to the entire electrical appliance industry. *Crosley has it! Wise dealers know it!*



IT'S EASY to see that the Crosley SHELVADOR\* makes twice as much food get-at-able in front row space. That means only half the shuffling of foods.  
\*Reg. U. S. Pat. Off.

SHELVADOR\* avoids much of the food shuffling and chances of tipping and spilling because it puts the foods most often needed in front row space at your finger tips.

THIS ELIMINATES many a clean-up job occasioned by tipped-over foods. Every clean-up costs time and money plus the loss of cold air through the open door.



TWICE AS MUCH FOOD TO THE FRONT

**CROSLLEY**



RANGES



HOME FREEZERS



LAUNDRY EQUIPMENT



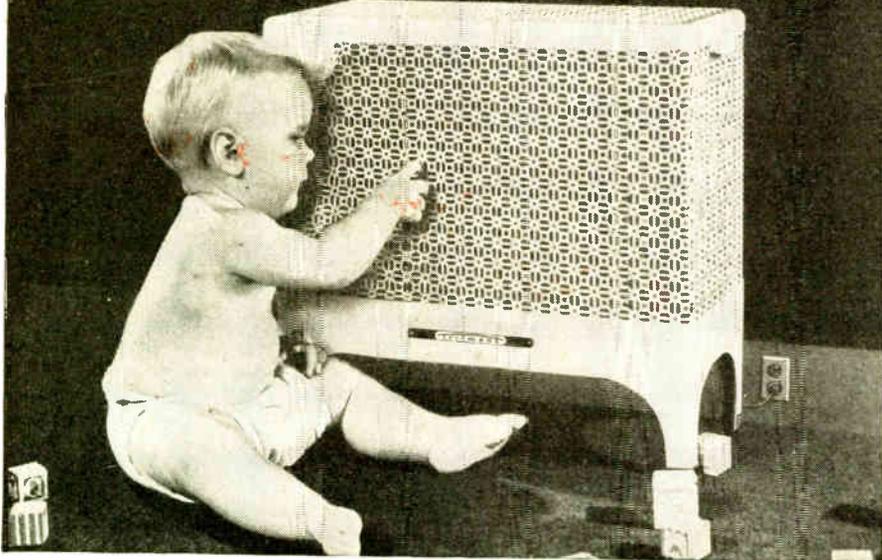
KITCHEN SINKS AND CABINETS



RADIOS AND COMBINATIONS

THE CROSLLEY CORPORATION, CINCINNATI 25, O.  
REFRIGERATORS : HOME FREEZERS : KITCHEN SINKS AND CABINETS : RANGES : LAUNDRY EQUIPMENT : RADIOS  
RADIO PHONOGRAPHS : FM : TELEVISION : SHORT WAVE ELECTRONICS : RADAR  
HOME OF WLW—"THE NATION'S STATION"

## A COMFORT IN HIS OLD AGE TOO!



## Yes, The TRILMONT is really a long-term investment



**Safe** No need to tell the children "not to touch." All sides are always cool . . . no danger to youngsters or pets.



**Efficient** Radiates a gentle penetrating heat that warms but does not burn. No fans or noisy moving parts!



**Handsome** A lifetime investment in appearance and comfort. Ivory-enameled or brown to blend with your room.

**H**ERE'S why . . . Its design is unique, in that The TRILMONT employs two oversize, non-glowing coils which heat a large volume of air and diffuse it by natural convection throughout the entire room—not just a spot. These long-lasting heating elements are enclosed in a dual-walled cabinet whose four sides are always cool . . . Even if tipped over or turned upside down, the Trilmont will continue to function without danger . . . Spot-welded throughout—nothing to "come apart," nothing to service . . . Trilmont is the auxiliary heater you would want for your own home, and the one you can recommend with complete confidence . . . Write today for descriptive literature and name of nearest distributor.

**SPECIFICATIONS** . . . Width 19½", Height 18½", Depth 9¼", 120 Volts, 1200 Watts, AC or DC current. Weight 19 lbs. Carries Underwriters' approval.

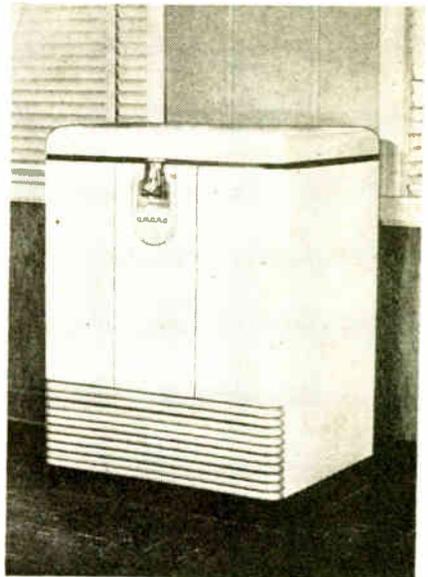
APPROVED  
OPA PRICE **\$ 33<sup>00</sup>** Including Cord Set  
95c EXTRA AT AND WEST OF THE MISSISSIPPI



**TRILMONT PRODUCTS COMPANY**  
PHILADELPHIA 3, PA.

inally used in inter-com systems on submarines and bombers. It will be distributed through retail outlets as a replacement item and will also be sold to manufacturers for use as standard equipment on new appliances. Kellogg Switchboard & Supply Co., 6650 So. Cicero Ave., Chicago 38, Ill.—RADIO & Television RETAILING

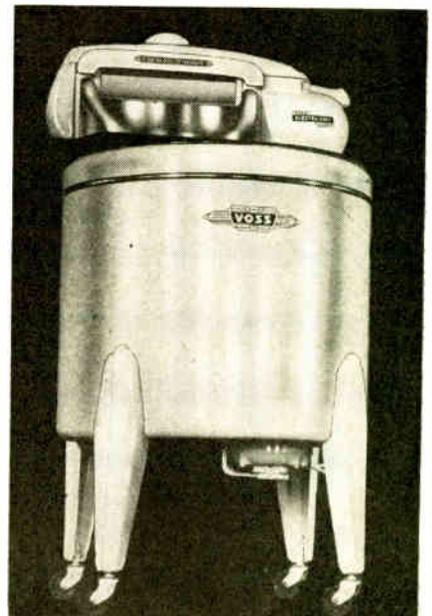
### Amana HOME FREEZER



Model 50 frozen food cabinet has capacity of 5 cu. ft. Waist-high. Temperature control. Amana Society, Refrig. Div., Amana, Iowa.—RADIO & Television RETAILING

### Voss WASHER

First in production is model 41-C. Features floating agitator, which drives



suds through floating clothes 480 times a minute; and "Electro-Safe" wringer, which stops entire machine when safety bar is contacted. Voss Bros. Mfg. Co., Davenport, Iowa.—RADIO & Television RETAILING

(Continued on page 66)

# "REPUTATION"

## A Texas Dealer Goes For Economical and Dependable Service

"After very carefully choosing a line of appliances that would give economical and dependable service, we looked for the same attributes in a financial institution with which to do our business. It was easy to see from the record why Commercial Credit Company would meet our requirements.

"It is gratifying that the new Commercial Credit set-up will offer more to our firm, as well as to our customers, than the other financial firms have been willing to provide. It is another source of satisfaction to do business with an institution which over a period of years has had an irreproachable REPUTATION for integrity and fair dealings."

*R. E. Lewis* Secretary-Treasurer

SOUTHWESTERN APPLIANCE COMPANY  
Amarillo, Texas



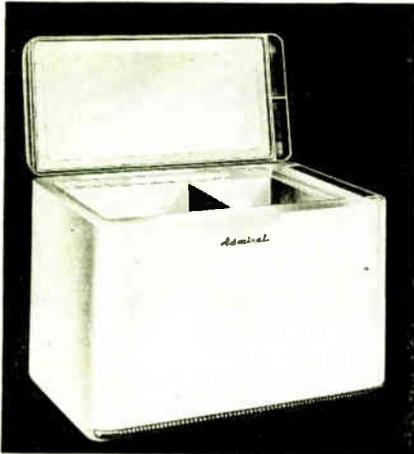
## COMMERCIAL CREDIT COMPANY

BALTIMORE 2, MARYLAND

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

# Industry Readies Many

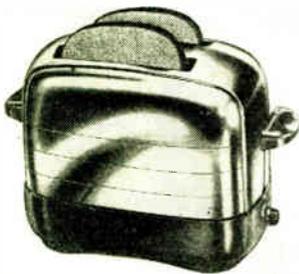
## Admiral HOME FREEZER



Freezer for home use is companion to Admiral's new line of household appliances. Admiral Corp., Chicago 47, Ill.—RADIO & Television RETAILING

## Manning-Bowman TOASTER

Permits varied degrees of heat for toast—from light to dark—is dial-con-



trolled to "pop-up" the toast; one slice may be removed at a time. Manning, Bowman & Co., Meriden, Conn.—RADIO & Television RETAILING.

## Sylvania FLOODLIGHT LAMPS

For indoor and outdoor service on 115, 120 and 125 volt circuits in clear.



reflector and projection types. Now available. Sylvania Electric Prods., Inc., Salem, Mass.—RADIO & Television RETAILING

## Blackstone WASHERS

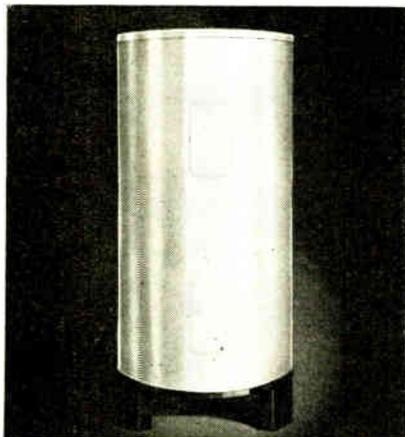
Two models of Blackstone washers—the Model 130 deluxe wringer washer, and the Model 132 washer, are now coming off the production line. Model



130, shown here, has a large, extra-capacity tub of triple-baked porcelain with splashproof rim; a chassis of mono-steel construction with stamped steel base and legs welded into a single rigid unit; fully enclosed wringer column; controls located on the wringer head; and a standard-make, full 1/4 h.p., rubber-mounted motor which includes a rubber-jacketed cord. Blackstone Corp., Jamestown, N. Y.—RADIO & Television RETAILING

## L. & H. WATER HEATERS

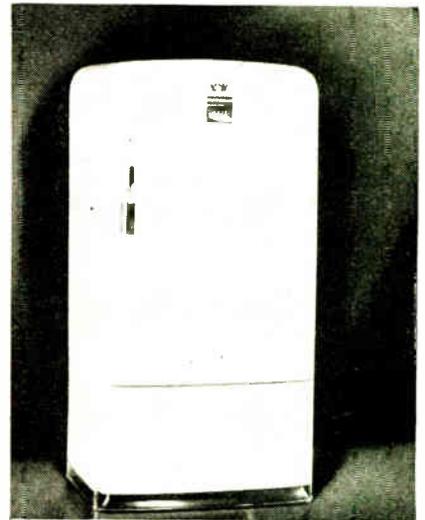
Will be supplied in capacities for every domestic requirement from 30 to



87 gallons. Heating elements will be directly immersed in water and arranged for continuous or off-peak heating. A. J. Lindemann & Hoverson Co., Milwaukee 7, Wis.—RADIO & Television RETAILING

## Frigidaire REFRIGERATOR

First of Frigidaire's postwar refrigerators, model MI-7 is now coming off production lines. Has 12 sq. ft. of usable shelf space and is equipped with



"Meter-Miser," finish of baked enamel, meat tender and "Quickube" ice trays. Frigidaire Div., General Motors Corp., Dayton, Ohio.—RADIO & Television RETAILING

## Aray ELECTRIC HEATER

Features: economical operation, fast heat, wire-guard removable for clean-



ing, light weight, fire safe, plastic handle. Aray Manufacturing & Supply Corp., 3107-09 Pine St., St. Louis 3, Mo.—RADIO & Television RETAILING

## Electromaster RANGES

Two luxury model electric ranges now being produced. The "Banquet," illustrated, and the "Space-Saver." The "Banquet" is a full width 40" range with stainless porcelain cooking table. Provides 3 Speed-O-Master surface units, each with 5 controlled measured heats; Vita-Miser deep well cooker; Kitchen-Master oven with high-speed, 2500-watt broiler; warmer drawer; out-

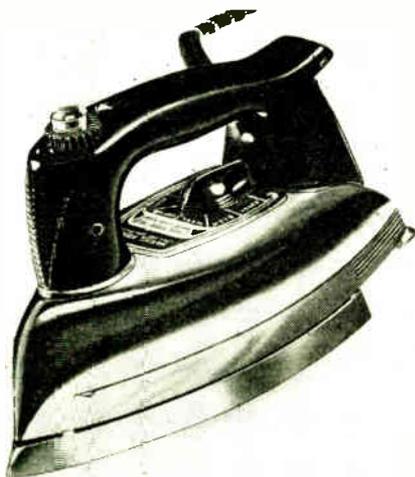
# New Electrical Appliances



let for appliances; removable chrome vent grill; individual signal lights for surface units, oven and warmer; "catch all" drip tray; 2 storage drawers and the warmer drawer equipped with roller bearings for easy opening and closing; units and switches identified by corresponding numbers; table top lamp; Oven-Minder clock with interval timer available as an accessory. Electromaster, Inc., 1803 E. Atwater St., Detroit, Mich.—RADIO & Television RETAILING

## Waring STEAM IRON

Dual-purpose iron which may be used as any other automatic iron, yet produces steam when desired. It does



not store steam. Steam is delivered at the touch of finger from one drop of water at a time. Weight 4½ lbs. Waring Products Corporation, 331 Madison Ave., New York City.—RADIO & Television RETAILING

## GE HOME FREEZER

The first model of a completely new line of home and farm freezers is a 4-cu. ft., top-opening cabinet fitted with three wire baskets to facilitate handling



of stored food. Freezer power by GE hermetically sealed mechanism used in GE refrigerators. General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—RADIO & Television RETAILING

## Lunch Maker GRILL

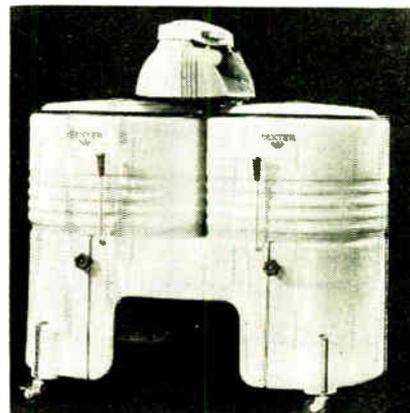
Combines four appliances in one: general purpose hot plate, coffee brewer, toaster, and grill. Includes



8-cup glass coffee maker and interchangeable attachments for varied uses. Zenith Electric Appliance Co., 129 Crosby St., New York City.—RADIO & Television RETAILING

## Dexter TWIN TUB

Two tub method of washing clothes utilized. Continuous washing process done in 4 steps. No soaking or boiling necessary. Washes, wrings and rinses



at same time. Dexter Co., Fairfield, Iowa.—RADIO & Television RETAILING

## Norge OIL HEATER

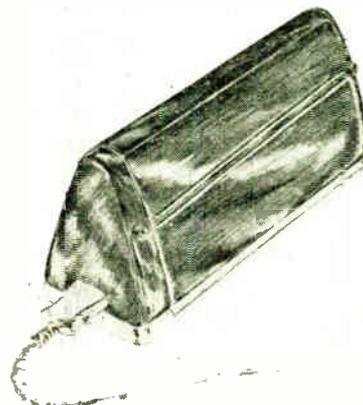
"Fastemp" oil-burning home heater. Capacity 55,000 B. T. U. an hour. Single-dial heat selector and constant-level oil



meter. Automatic draft regulator. Norge Div., Borg-Warner Corp., Detroit, Mich.—RADIO & Television RETAILING

## Thermo TOASTER

Toasts 4 slices of bread simultaneously. Has burn-out proof ceramic element. Thermo-Broiler Co., 1465 Bdway., New York City.—RADIO & Television RETAILING



(Continued on page 68)

# Continuing **Electric Appliances**

## Cinderella DISHWASHER

Capacity of 95 pieces makes it possible to wash dishes for 3 meals at one time. Heats water as it runs into dishwasher to 180°. Automatically timed for washing and rinsing. Kamkap, Inc., 200 Fifth Ave., New York City.—RADIO & Television RETAILING

## Toadroy FLOOR POLISHER

Motor: Universal, ac-dc, 115 volt. Brush speed 500 rpm. Toggle toe-tip



switch. 25-ft., rubber cover cord. Weight 14 pounds. Retail price \$69.50. Toadroy Mfg. Co., Wellington, Kansas.—RADIO & Television RETAILING

## Thermador RANGES

Part of the Thermador-Built-in Units for electric cooking. Shown are: 6-unit surface cooking model which has a connected load of 10.5 K.W. and 6 5-heat switches; 3 baking ovens and one warming oven. Thermador Electrical Mfg. Co., 5119 S. Riverside Dr., Los Angeles, Calif.—RADIO & Television RETAILING



## Easy SPINDRIER WASHER

Combination washer and drier features spiralator washing action, tub capacity of 18 gallons of water, auto-



matic bell timer signals end of set washing time. One tub washes while the other rinses, spindries. Easy Washing Machine Corp., Syracuse 1, N. Y.—RADIO & Television RETAILING

## Naxon BEANERY

An electrified crock for baking and cooking foods by the slow baking process. Complete with recipes, cord and plug, and underwriters approved. Model PL 340, 2-heat, 3½ quart, can be used for faster cooking as well, and for re-warming foods. One of the first Naxon products to be released. Naxon Utilities Corp., 2101-2111 West Walnut St., Chicago 12, Ill.—RADIO & Television RETAILING

## Edwards DOOR CHIMES



One of several attractive designs for home door chimes. Two notes for front and rear door signals. Edwards & Co., Norwalk, Conn.—RADIO & Television RETAILING

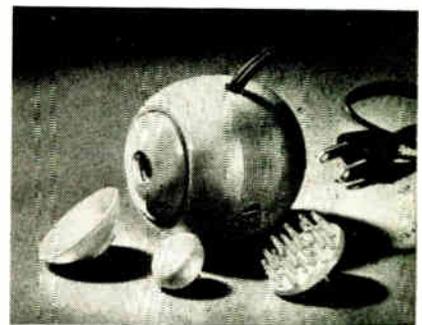
## Proctor TOASTER

Model No. 1472, fully automatic, thermostatically controlled, pop-up toaster.



alternating current. Has removable crumb tray for easy cleaning. Proctor Electric Co., Philadelphia, Pa.—RADIO & Television RETAILING

## Miracle MASSAGER



Ball-type massager fits the hand. For facial and scalp massage and use in alleviating minor muscular pains. Comes with 3 attachments, weighs 1 lb. Miracle Electric Co., Chicago 3, Ill.—RADIO & Television RETAILING

(Continued on page 70)

# ANNOUNCEMENT

**Menasco Manufacturing Company announces  
the appointment of the L. K. Franklin Company  
of 1241 S. Hill St., Los Angeles, California,  
as manufacturer's representative for the  
ELECTRO-MITE portable electric washer.**



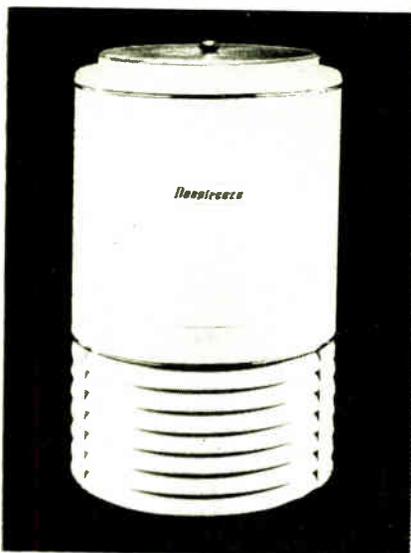
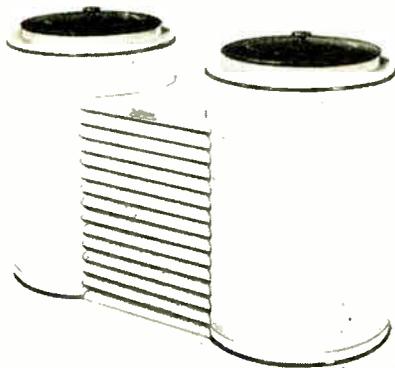
**menasco** MANUFACTURING COMPANY

805 South San Fernando Boulevard, Burbank, California

# More Home Appliances

## Deepfreeze FREEZERS

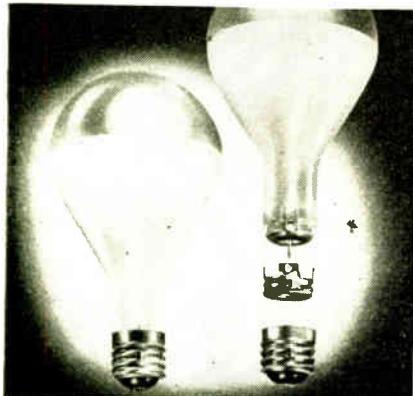
Single model home freezer for limited space, double model for larger



homes and farms. For freezing and storage of frozen foods. Deepfreeze Div., Motor Prods. Corp., No. Chicago, Ill.—RADIO & Television RETAILING

## Wabash-Birdseye LAMPS

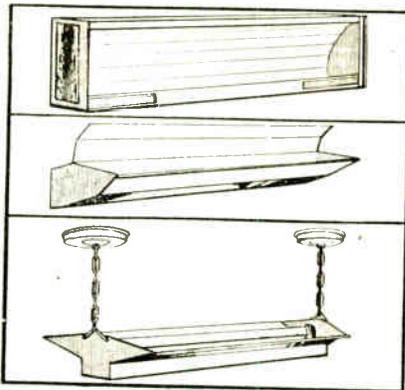
Superlok, a construction that permanently locks bulb to base is now stand-



ard on all large Wabash-Birdseye lamps manufactured for civilian use. Wabash Appliance Corp., 345 Carroll St., Brooklyn 31, N. Y.—RADIO & Television RETAILING

## Disinfectaire GERMICIDAL UNITS

Ultraviolet germicidal equipment finds wide use in schools, hospitals,



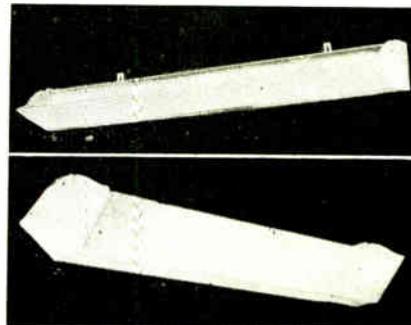
offices and homes. Aimed at reducing possibility of the common diseases of the respiratory tract. Also for protection of all types of products from contamination by bacteria or mold. Art Metal Co., Cleveland 3, Ohio.—RADIO & Television RETAILING

## Pro-Phyl-aire BACTERICIDAL UNITS

Made to operate with General Electric Co. germicidal lamps, which radiate bacteria-destroying rays. Deodorize. Built-in models for wall mounting

## Pak-A-Way FREEZER

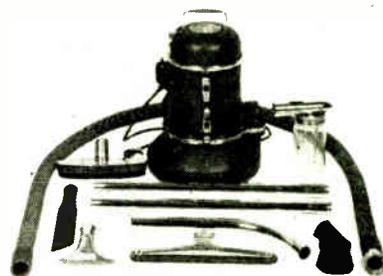
Deluxe home and farm freezer, providing 5 cu. ft. of storage space for frozen foods. Temperature control permits quick freezing when needed. Schaefer, Inc., Minneapolis, Minn.—RADIO & Television RETAILING



and suspended models. Nelson-Tombacher Co., 224 Centre St., New York City—RADIO & Television RETAILING

## Rexair CLEANER

Conditioner, humidifier and deodorizer, this cleaner comes equipped with attachments for all household cleaning needs. Agitated water bath traps house



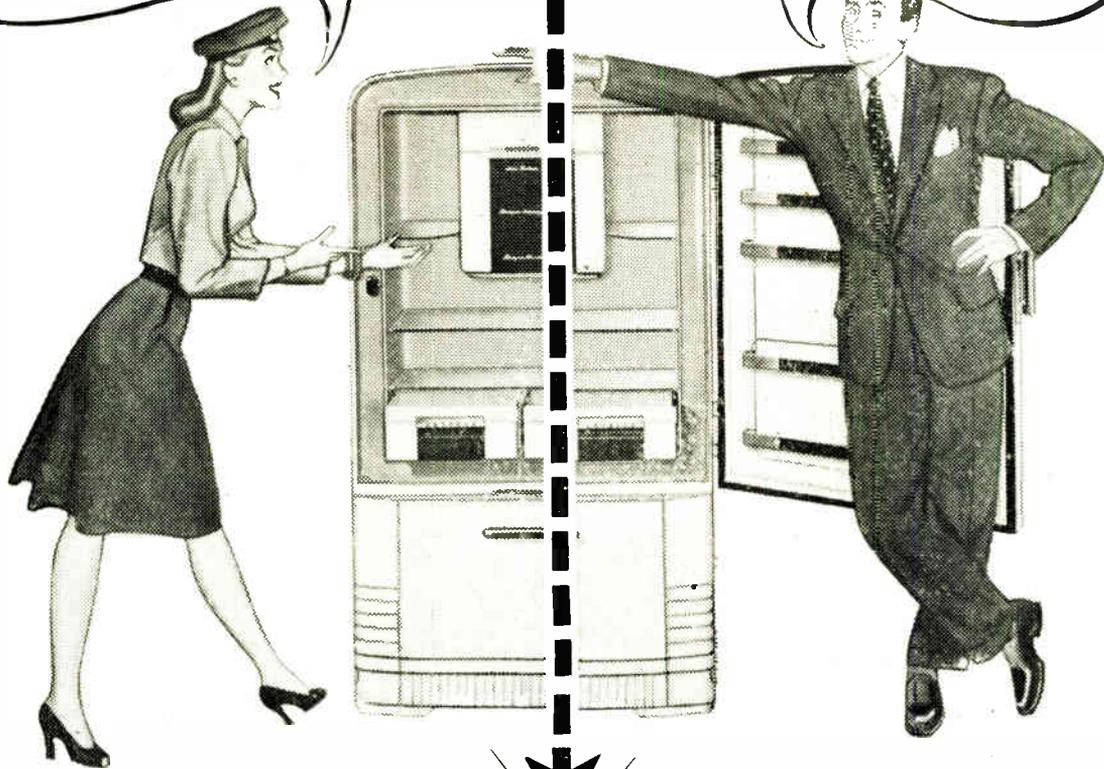
dust pollen. Vacuum cleans and shampoos upholstery. Scrubs tile, wood and linoleum floors. To retail at \$93.75. Rexair, Inc., Fisher Bldg., Detroit, Mich.—RADIO & Television RETAILING

(Continued on page 73)

LATEST IN RADIO MERCHANDISE ON PP. 34 TO 42.

WHAT A  
ROOMY REFRIGERATOR  
GEORGE!

ROOMY, ALL RIGHT—  
BUT IS IT  
DEPENDABLE?



**It's a Split Decision!**

**CROSLEY** Millions of couples all over the nation,  
Are planning to *renew* their refrigeration.  
Selling the housewife, alone, is mistaken,  
Sure, she's the cook, but who brings home the bacon?

If you're selling gadgets for keeping food colder,  
You'd better not give *either* sex the cold shoulder.

Yes, you've got to reach *both* those who do the deciding,  
How does Crosley do that? Cup your ear, we're confiding:

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

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

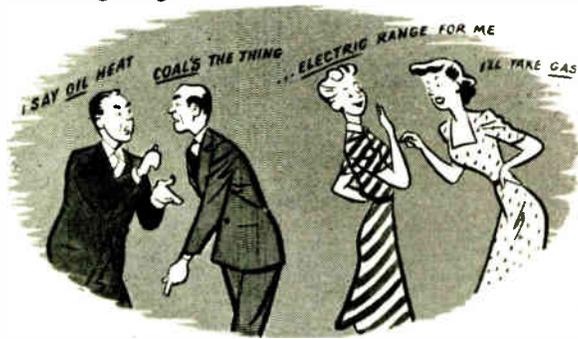


(sales curve, of course).

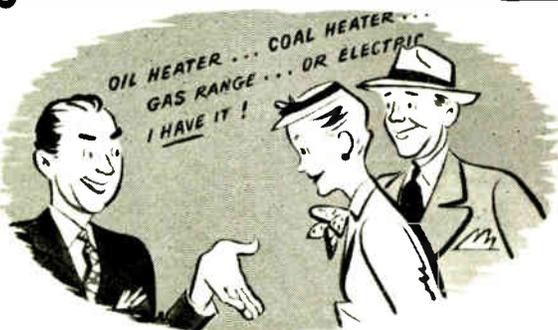
EVERYTHING'S COMPLETE  
IN EACH ISSUE!

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

# Why get into fuel-ish



arguments? Get the sale!



## Line up with the "Fuel-Proof" line



WHY RISK LOSING SALES by taking sides on fuel-ish questions? Sell the appliance, not the fuel. Line up with Estate Heatrola... the one line of cooking and heating appliances for all fuels, sold under one famous trade name.

THE BIGGEST NATIONAL ADVERTISING program in 15 years is preselling your best prospects on the Estate Heatrola Heater and the Estate Heatrola Range with the exclusive Bar-B-Kewer. Write for facts and name of nearest distributor.

# ESTATE Heatrola RANGES & HEATERS

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

# the Beautiful New Juice King



## Single Stroke Handle Cuts Squeezing Time in Half

JUICE KING sets the pace in home juicer design and efficiency with the unique Single Stroke Handle and these five other important features:

1. Juice-All Strainer . . . gets the juice
2. Interlocking cup, strainer and base
3. Deep-Well Cup . . . improves efficiency
4. Steel Handle . . . for durability
5. Open Design . . . for easy cleaning

For the utmost in beauty and fine workmanship, see the new JUICE KING.

Dotted line illustrates how one turn of the Single Stroke Handle squeezes the juice from a half orange. It's easy . . . and fast!



National advertising on the new JUICE KING appears in Good Housekeeping . . . Ladies Home Journal . . . Better Homes and Gardens.

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

(Continued from page 70)

**Electrical Industries  
BOTTLE STERILIZER**

Completely automatic in operation. Constructed of easily cleaned, sanitary porcelain, with lightweight aluminum cover. Two heat-proof handles facilitates carrying. Takes six bottles, nipples, caps, two spoons, funnel. Auto-



matic control prevents overheating. Two ounces of water poured into base, current applied, and sterilization complete after twenty minutes. Packed with four ft. cord and plug. A long life heating element is incorporated and protected against overheating by an automatic shutoff device. Electrical Industries, 42 Summer Ave., Newark 4, N. J.—RADIO & Television RETAILING

**Wittie PORTABLE ELECTRIC  
STEAM HEATER**

Lightweight, luggage-styled steam heater; can be plugged into any room outlet. An electric fan draws in the cold air at floor level, while sending the steam-heated warm air out through a copper tubular-thin core, and circulating the warmth by means of a thermo-electric control. When the temperature within the heater rises to the maximum



amount of heat required, the heating current turns off and the fan goes into action. When the temperature within the heater drops, the heating current turns up again, and the fan goes off. No exposed glowing coils. Heating unit enclosed within the cabinet; not hot to the touch. Automatic shut-off to turn heater off instantly in case of mechanical irregularities. Operates on 110 volt ac only. Weighs 37 lbs. Size: 22" long, 16 1/2" high, 8" wide. Wittie Mfg. and Sales Co., 1414 S. Wabash Ave., Chicago 5, Ill.—RADIO & Television RETAILING

(Continued on page 155)

# Gibson

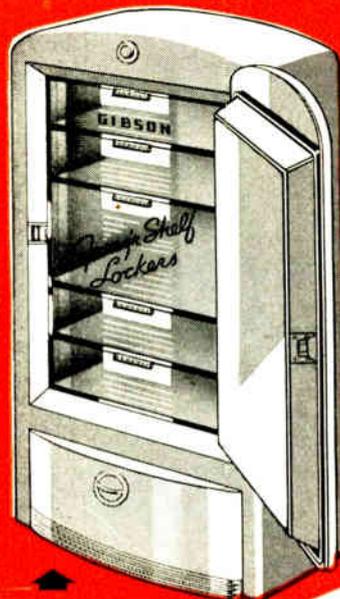
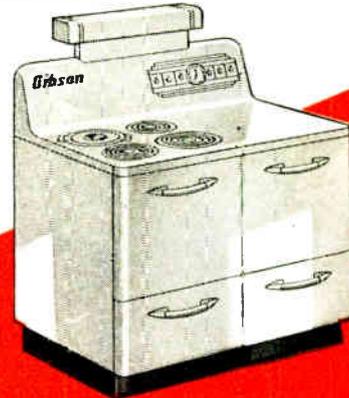
MEANS—

## SALES-WISE DESIGNING!

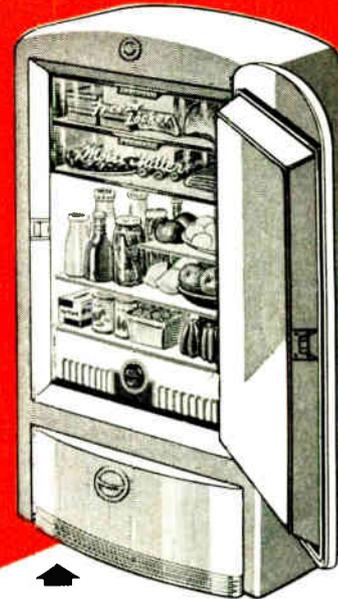
Sales start on Gibson designers' desks! That's where features women want become the appliances they buy. It's Gibson for more "firsts"—more sales clinchers—shorter lines—

### MORE PROFITS FOR YOU!

Kookall Automatic Range. Fully automatic! Waist high broiler—banquet size oven. Women enluse over "set it—forget it" feature—will find irresistible the UPS-A-Daisy—today's secret—tomorrow's sensation!



Home Freezer. Vertical! Newest design, matches Freezer Shelf Refrigerator. Five wall-to-wall lockers—no more "diving" or searching for food packages. Needs less space—gives more convenience. Direct contact freezes faster—keeps foods longer, more economically.



Freezer Shelf Refrigerator. Wall-to-wall accessibility from top to bottom. Freezer Locker for faster freezing and frozen food storage. Moist Chiller with high humidity and low temperature for best retention of health-giving vitamins. Different humidity and temperature conditioned Strata Zones for every need!

## GIBSON REFRIGERATOR COMPANY GREENVILLE, MICHIGAN

VISIT GIBSON

SPACE 538-B—AMERICAN FURNITURE MART • CHICAGO—JANUARY 7 TO 19

# News in the Lamp Lines

## Railley PIN-UP LAMP

Plastilite model has clear plastic back and chrome finished arm, parchment shade with floral print. One of the Railley patented Pin-It-Up lamp line.



This firm also produces the Valancia, a new line of prefabricated valance fixtures for use in fluorescent cove lighting. Railley Corporation, 6611 Euclid Ave., Cleveland, Ohio.—RADIO & Television RETAILING

## Mitchell DESK LAMP

Model No. 2050 is a new fluorescent daylight desk lamp. Similar model, Mitchell Polaroid Desk Lamp, can be obtained with polaroid non-glare sliding screen over fluorescent light area, eliminating horizontal light rays. Other lines by this company include Rad-Air units. Mitchell Manufacturing Co., 2525 Clybourn Ave., Chicago, Ill.—RADIO & Television RETAILING

## Swivelier HEAT LAMP

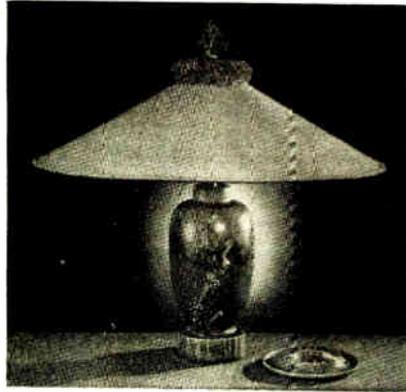
For use with heat bulbs, lamp is made with large ventilated-bowl shade which is spot-welded to the socket and



has removable wire-guard. Patented socket permits adjustment of lamp in all directions. "Swivelier" Company, 30 Irving Pl., New York 3, N. Y.—RADIO & Television RETAILING

## Royal Hickman TABLE LAMPS

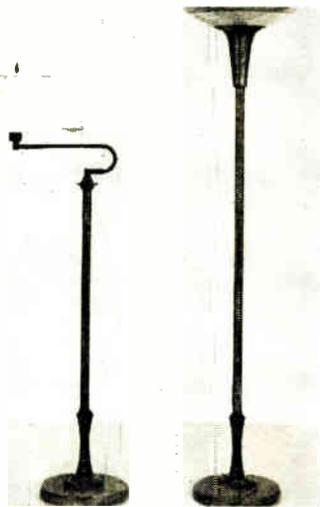
Model 1052, "Chinois", illustrated, is 27" high, has crystalin glaze pottery base. New circular fluorescent lamp similar in design, but larger model re-



tails from \$50 to \$55. Sun Glo Studios, 225 Fifth Ave., New York City.—RADIO & Television RETAILING

## Prior FLOOR LAMPS

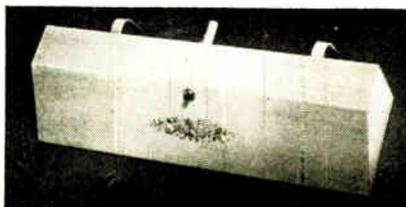
Available in bridge, student bridge, junior lounge, and torchiere models, with smokers to match. Chrome or



brass finish, complete with shade and reflector, to retail around \$29.95. Pennsylvania Wholesale Distributors, 132 N. Fourth St., Philadelphia 6, Pa.—RADIO & Television RETAILING

## Bed-o-lier BED LAMPS

Model 200, attachable to head-board of bed. Available in antique ivory,



mahogany and bronze finishes. Fluorescent. Same firm also make the Pin-olier, with key-hole slot in the back for hanging. General Electronics, Lamp Division, 21 Albany St., New Brunswick, N. J.—RADIO & Television RETAILING

## Faries UTILITY LAMP

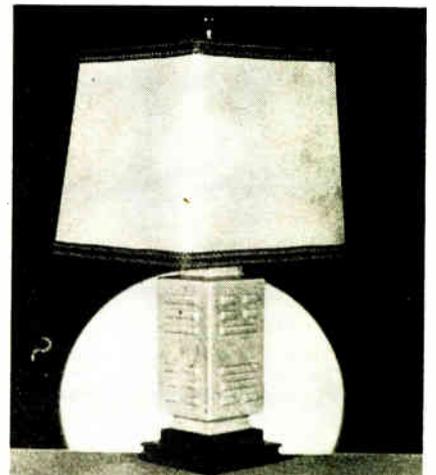
Has adjustable shade and light. Can be used for indirect room lighting, bed light, desk light, and reading light. Stands 61" tall. Has plug-in outlet and night light. Outlet can be conveniently used for radio, electric razor, heat pad, etc. Faries Mfg. Co., Decatur, Ill.—RADIO & Television RETAILING

## Tebor TABLE LAMP



1946 Model 8022. 16" shade. Crownford china base. 24" tall. Tebor, Inc., 1150 Bdway, New York—RADIO & Television RETAILING

## Carlton TABLE LAMP



No. 8005. Chinese modern. Ebony-wood base. 26 1/2" high. Claude M. Sperling, 225 5th Ave., New York—RADIO & Television RETAILING

# Window displays that **SELL!**

● A good window display for an appliance store stops people, interests them, and brings them right into the store.

To do this, four things are essential:

1. Put the appliance itself in the window
2. Pick out an outstanding feature to spotlight
3. Tell what it is and how it works
4. Invite the customer to come in and see for herself

● For a window display of Hotpoint Automatic Electric Ranges that will sell, try this winner:

Place a Deluxe model range in the window. Paste a streamer across the window. On the streamer is this message: "Come in and see how this range cooks meals automatically."

Beside the Timer-Clock put this sign: "I am the Automatic Timer-Clock. I turn the oven on. I turn it off. I am the cook while you're gone."

At the side of the range nearest your entrance place this sign: "Step in and see how this great new convenience works."

● Try this "idea of the month" in your show window and watch it bring interested buyers into the store.

© 1946 EDISON GENERAL ELECTRIC APPLIANCE CO., INC., CHICAGO

# Hotpoint

Dependability Assured by 40 Years Experience!



Refrigerators



Ranges



Water Heaters



Home Freezers



Clothes Washers



Flat Plate Ironers



Clothes Dryers



Dishwashers



Disposals



Cabinet-Sinks



Steel Cabinets

# Reduce Selling Costs on Vacuum Cleaners

**Shoot Trouble Fast on "Free" Service — Curtail "Imaginary" Customer Calls by Honest Demonstration**

• One of the most important rules to observe in preventing unnecessary "free" service on vacuum cleaners during the year's guarantee period is—don't "over-demonstrate."

When the vacuum cleaner fails to perform certain "miracles" described by the over-enthusiastic or deliberately misrepresenting salesman, the firm stands to lose money. A dissatisfied user who has been "over-sold" may demand another cleaner, because this one is defective, or may request the salesman to "call again

and re-demonstrate."

However, in spite of all precautions the dealer may take in not exaggerating the performance features of his product, he will be called upon to render a certain amount of free service on the cleaners he sells. Naturally, if some serious defect develops in a new cleaner, the dealer will send it back to the factory, but he must expect to handle free of charge those troubles of a minor nature and those "imagined" by the customer. The accompanying table will help dealers save money.

## HOW TO CUT COSTS IN RENDERING GUARANTEE SERVICE ON CLEANERS

Following is a compilation of the most frequent complaints by customers, and tips on (a) how to prevent "imaginary" calls from originating in users' minds, and (b) how to handle actual trouble.

COMPLAINT	PRE-SALE PRECAUTIONS	AFTER-SALE REMEDY
<b>"POOR" SUCTION</b> Doesn't "pick up" properly. Owner has to run over rugs more than once.	Don't "over-demonstrate"—don't make "once-over" claims—don't exaggerate cleaner's power.	If cleaner operates efficiently, re-demonstrate to customer. If not, check motor speed, motor brushes, brush springs. Let run long enough to check against speed slowing down from "heat" due to defective armature, seizing motor bearings, etc. Check lubrication supply; make sure all nozzle-to-rug sealing mechanisms are functioning, and that owner understands their use. Check bags and filters for clogging and explain all air passages must be kept clean. If revolving brush type, check belt, brush bearings; see that bristles are free from obstructions.
<b>Suction OK, but WON'T PICK UP HAIRS, LINT, ETC.</b>	Same as above.	On revolving brush types, look for clogged bristles, slipping belt, seizing belt bearings. On "straight" suction types look for improperly operating "agitating" devices designed to loosen hairs, etc. Check motor, air passages, etc., as above. If all checks OK, redemonstrate.
<b>BELT JUMPS OFF, wears out quickly or rips.</b>	Make sure the purchaser knows how to put belt on.	Check pulleys for correct alignment. Check brush bearings and check belt clearances. Be sure nozzle lowering device is not set too low causing belt to "burn." Warn customer not to pick up objects which might catch in belt.
<b>DON'T KNOW how to use ATTACHMENTS</b>	At time of sale explain how to use attachments. Make sure customer has instruction book.	Re-demonstration.
<b>MOTOR CUTS in and out or blows fuses.</b>	Show customer how to bend male prongs on cleaner cord plug in case plug doesn't fit tightly in outlet.	<b>Before</b> checking motor, check cord and plugs for breaks or shorts. Check cleaner frame for grounds. If all tests show cleaner is OK, owners' house circuits or outlets are defective.
<b>CLAIMS CLEANER IS "USED" —wants another.</b>	If you sell customer the cleaner you demonstrate, make certain that buyer understands it's the one he will get. If you don't do this, you'll find yourself with a stock of "use-worn" items.	Assure buyer cleaner is brand-new. Try all means to make sale "stick." If "demonstrator" or shop-worn cleaner was sold customer at reduced price, "resell" upon the money-saved feature.

NEVER BEFORE

# A HEATER LIKE THIS



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

PORTABLE STEAM HEAT

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

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

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



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



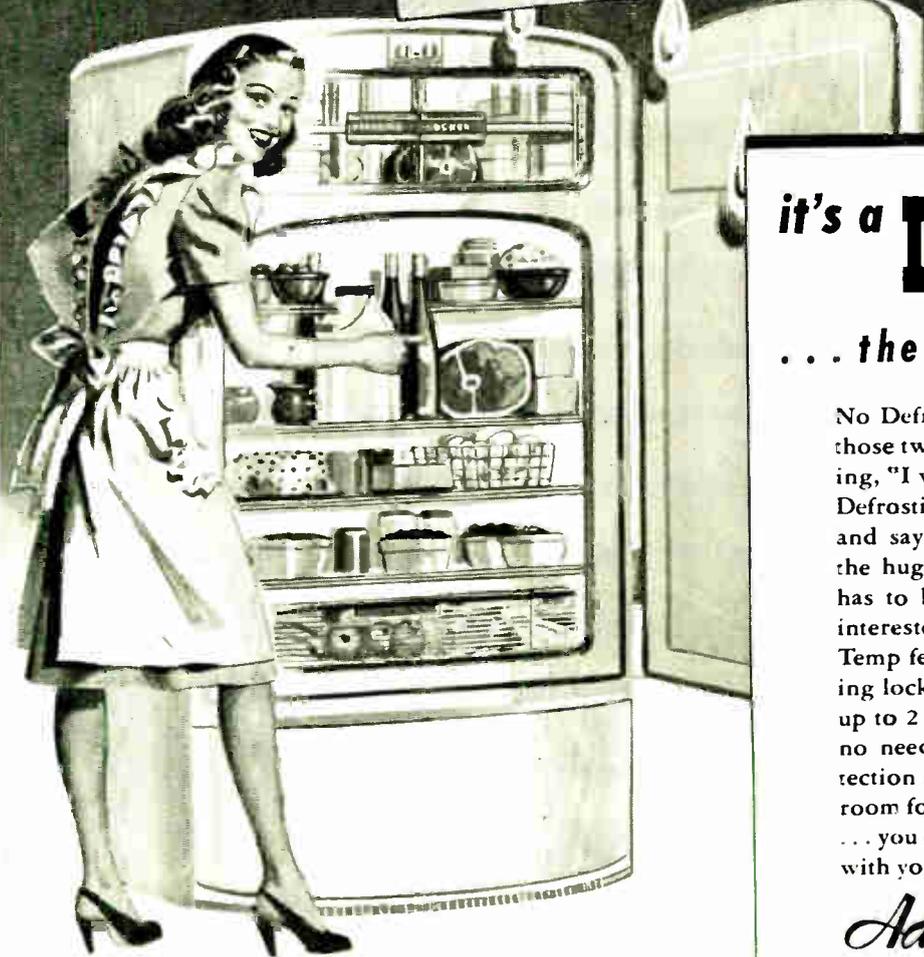
WITTIE MFG. & SALES CO

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



# no defrosting

They're asking for it EVERYWHERE!



it's a **DUAL-TEMP**

... the 2-in-1 Refrigerator

No Defrosting! Mister, there's *sales magic* in those two words! Women everywhere are saying, "I want the refrigerator that features 'No Defrosting.'" Just pick *any* woman prospect, and say, "This is Admiral Dual-Temp, with the huge moist-cold compartment that *never* has to be defrosted." You can bet she'll be interested. Then tell her about other Dual-Temp features such as a roomy built-in freezing locker that really quick freezes and stores up to 2 bushels of frozen foods for months—no need for covered dishes—Sterilamp protection against bacteria and mold—lots more room for foods. She'll be more than interested ... you can chalk up a sale! Better get in touch with your Admiral distributor *today*.

*Admiral Corporation*

Chicago, 47

**R E M E M B E R !**

**only...**



# Admiral

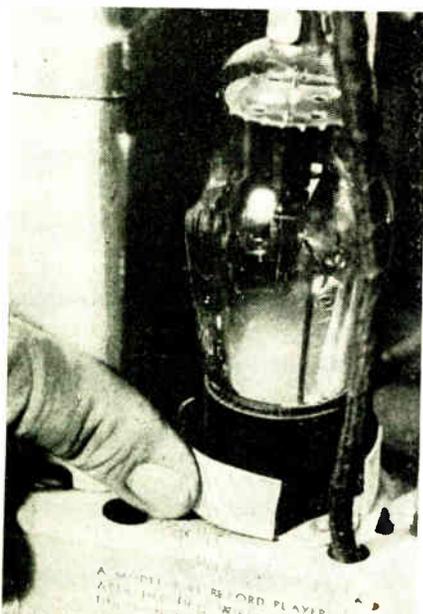
**CAN BUILD A DUAL-TEMP**

# Service Briefs

Maintenance Hints. Extending Meter Range. Fluorescent Circuit

## Missing Tube Shields

Tube shields sometimes become lost when tubes are removed for testing, and a shield may not be replaced when the tubes are rein-



stalled. When oscillations or squeals occur, it is well to note if all tube shields are in place. As illustrated, the fixed bottom section of the shield will be noticeable when the upper part is missing.

## Motor Trouble on RCA Victor Combos

On RCA Victor combinations with separate motors, undesired speed fluctuations are often the result of an increase in width of the holes in the 4-strip pad that rests under the motor. Wear and tear caused by the large starting torque enlarges the holes. A waiver in the motor action results. To remedy this condition, replace the pad, even if the holes do not seem enlarged.

## Extending Milliammeter Range

The range of a milliammeter may be increased by making wire shunts, and connecting as shown in accompanying diagram. Also note photo of meter and switches.

The shunts for this meter were made from German-silver wire, and

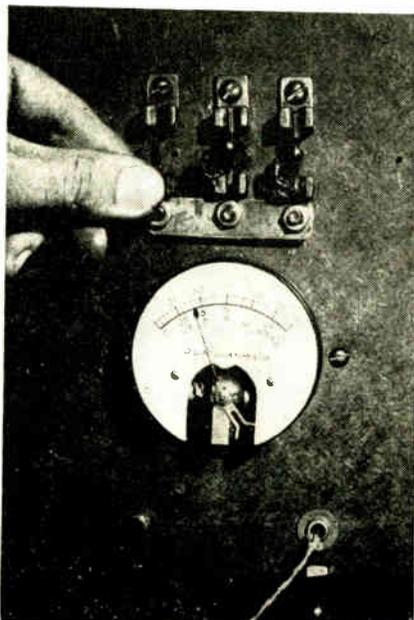
are mounted on the panel behind the meter. Since the full scale of the meter itself was 1.5 milliamperes, the scales were made 15 and 150. A 5 ma. scale was also made, but does not appear on the meter dial.

Approximate values of the resistances of the shunts required were found as follows: For the 15 mil scale

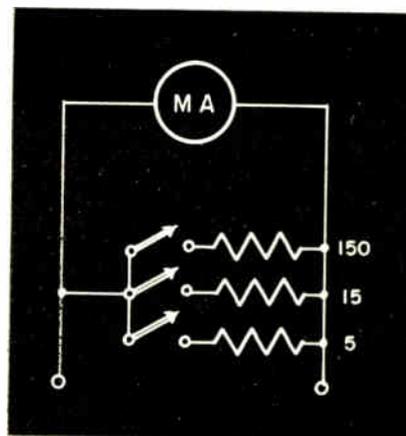
$$\text{Resistance of shunt} = \frac{\text{Resistance of meter}}{15-1}$$

= Approx. 1 ohm

The wire shunts may be filed to in-



crease the resistance. They should be slightly less in resistance, therefore, to start with.

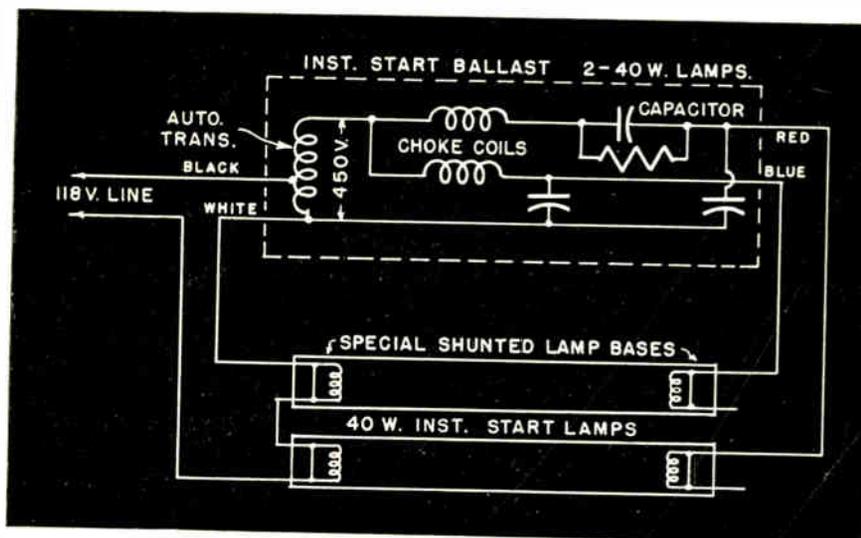


Care must be used to avoid resistance at the switch hinges. Flexible wires were soldered around the switch hinges in the case illustrated.

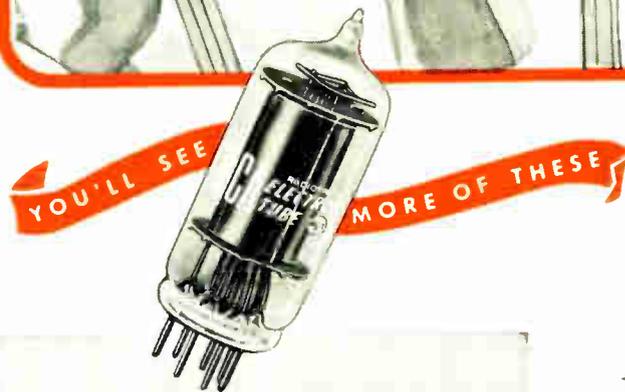
## Instant Start Fluorescent Lamp

Sylvania is manufacturing an instant start fluorescent lighting unit using a 40-watt lamp. These units are not interchangeable with standard lamps in standard circuits. Radio servicemen may find the accompanying diagram, showing the internal hook-up of a typical instart start ballast, useful in maintenance work.

In servicing lamps made by other manufacturers, it should be known that the identifying colors of the line leads are sometimes reversed, or they may all be black. When making connections, always be sure to check the wiring diagram usually printed on the ballast case.



The right connections always put you  
**IN THE LEAD**



... and always see your  
**RCA Tube Distributor for  
BATTERIES, TUBES,  
PARTS, TEST EQUIPMENT**

*The Fountainhead of Modern  
Tube Development is RCA*

**P**EOPLE naturally seek out products of earned reputation. That's why the RCA Electron Tubes you sell enjoy such wide customer acceptance—for RCA has become a household word.

What's more, your identification with RCA lends prestige to your business—brings more people to your shop for other things, too.

So, push RCA Electron Tubes and watch your business grow!



**TUBE DIVISION**

**RADIO CORPORATION of AMERICA**

**HARRISON, N. J.**

# This dramatic merchandising symbol-



## *Symbolic!*

This symbolizes the exclusive, new "Golden Throat," the amazing RCA Victor 3-Way Acoustical System. RCA's 26-year engineering "know-how," and Victor's 47-year leadership in musical reproduction, combined, have developed this exact co-ordination of electronic amplification, loud speaker and cabinet—the "Golden Throat"! Tested and proved—the "Golden Throat" is making musical history!



**ONLY RCA VICTOR MAKES THE VICTROLA**

will mean easier sales for you...

*RCA VICTOR'S*

“*Golden Throat*”



*“Golden Throat”*—Identified on RCA Victor Instruments—a golden medallion on the front of the instrument—a certificate guaranteeing authenticity is permanently fastened to the cabinet—an attractive booklet fully explaining this exclusive RCA Victor feature tagged on a knob.



*“Golden Throat”*—Featured in all store display! Outstanding floor displays and store backgrounds—magnificent window displays—wall posters—interior signs, etc. All these attract your customers to the radio with the “Golden Throat”—help you sell RCA Victor instruments.



*“Golden Throat”*—Theme of one of the biggest advertising campaigns in RCA Victor’s history! In leading national magazines—Life, Saturday Evening Post, Collier’s and Progressive Farmer—in metropolitan newspapers—on the new “RCA Victor Show” (NBC Sundays 4:30-5:00 p. m. EST)—the news will reach your customers. Dramatic sales messages will bring them to your store to hear the “Golden Throat.”

One of the outstanding models with the “Golden Throat”



De luxe in style and performance—the Victrola® radio phonograph 55U. Beautiful classical modern walnut cabinet. Completely automatic—takes twelve 10" or ten 12" records. Automatic volume control, multi-playing needle. Compact, rugged. Price approximately \$79.95.

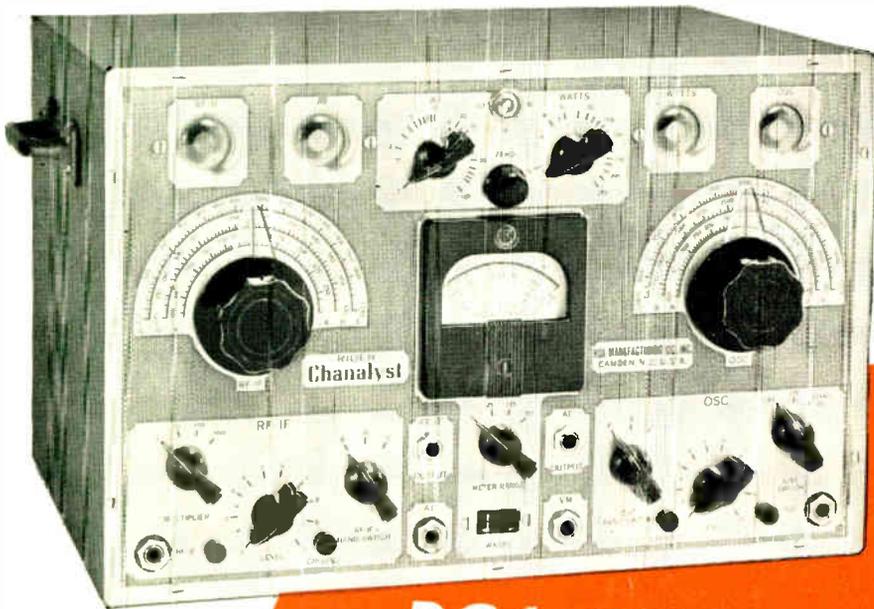
For full details of the RCA Victor Line with the “Golden Throat” keep in touch with your distributor, or write to: RCA Victor Division, Radio Corporation of America, Camden, New Jersey.

Victrola® T.M. Reg. U. S. Pat. Off.

***RCA VICTOR***

RADIO CORPORATION OF AMERICA





## TYPE 162-C Rider Chanalyst

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

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

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

This instrument even helps to solve the

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

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

### GET OUT THE SCISSORS—TODAY

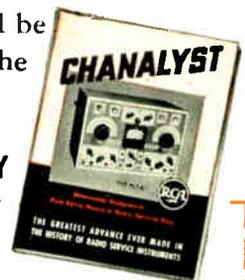
Radio Corporation of America  
Test and Measuring Equipment Section  
Box 68A, Camden, New Jersey

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

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



TEST AND MEASURING EQUIPMENT

**RADIO CORPORATION  
of AMERICA**

ENGINEERING PRODUCTS DIVISION, CAMDEN, N.J.

# Short-Cuts in Service

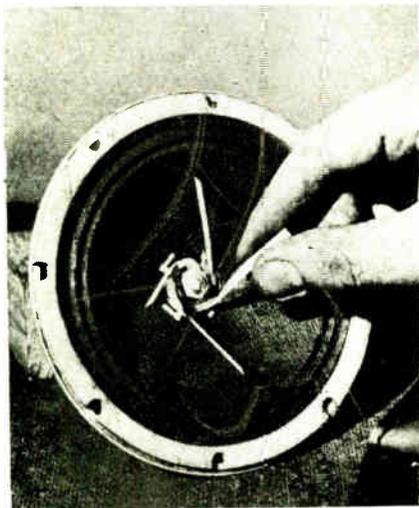
Hints on Speeding Radio Maintenance

## Cleaning Magnetic Speakers



▲ When the armature of a magnetic speaker does not vibrate freely, this may be due to dust or rust between armature and pole pieces. A strong thread may be inserted as shown, and used to clean out the foreign matter.

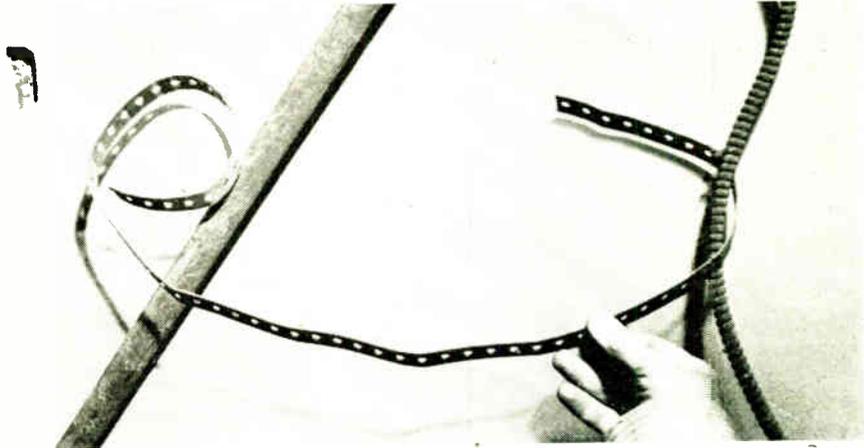
## Voice Coil Centering



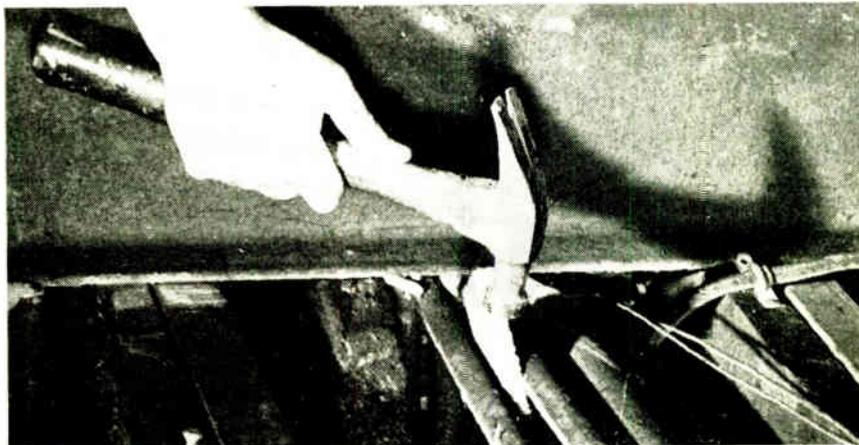
▲ The screw which holds the internal spider is first loosened, after which thin speaker shims are placed equal distances apart in the gap between the voice coil and the center pole piece. The center screw is then tightened and the shims removed.

To assist in preventing auto radio noise, ➤ make sure there is a good connection between chassis and car firewall. The lugs through which the connecting bolts pass should be cleaned with emery cloth as illustrated.

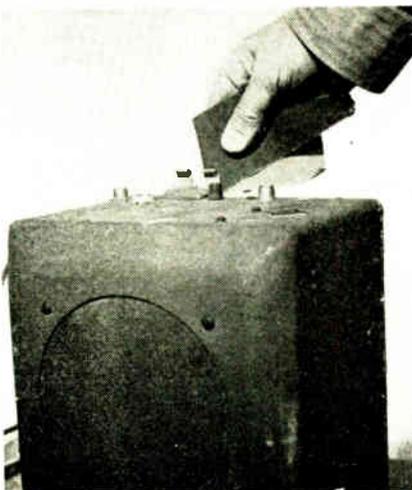
## Eliminating Crackling Noises in Radio



Crackling sounds similar to static electricity noise are sometimes received when certain sections of the floor near a receiver are walked on. In such cases, investigate conditions in the basement of the house, looking for loose metal objects which may contact cable or pipes. Note in upper photo the piece of strap iron touching armored cable and the water pipe. It may help to drive wedges between loose pipes, as shown in second photo.



## Good Ground for Car Radio Necessary to Stop Noise



## Intermittent Record-Changers

Intermittent defects in record-changers can prove very troublesome, since they may not show up long enough to be properly serviced. To eliminate them, try making all the adjustments recommended by the manufacturer, in the proper sequence. The time required—about an hour—should be much less than that required by a “watch and wait” procedure.

Intermittent troubles in changers often result from improper servicing of the mechanism. Going through the adjustment sequence, thus, will often clear up the defect, even if the exact fault remains unknown.



The Du Mont line ranges from small consoles to de luxe combinations containing television, AM, FM and short wave reception, high fidelity phonograph, home recorder, record changer and album compartments. The de luxe WESTMINSTER is pictured above.

**EXPECT THE FINEST**  
**AND EXPECT IT FIRST... IN A DU MONT TELESET!**

New Du Mont Telesets\*—the exciting climax of all our wartime advances in radar and electronics—will be in your hands for early spring display. Only the insistence of Du Mont engineers on maintenance of Du Mont's steadily rising standard—*nothing less than the finest*—is delaying delivery of models at this moment.

Du Mont Telesets will feature "20-20 television"—*direct-view* pictures viewed without loss of quality directly upon the

luminescent screen face of the giant cathode-ray tube. *Direct-view* pictures—13½" high by 18" wide on Du Mont's extraordinary new 20"-tube—provide "20-20 television"—the largest, clearest, most satisfying home reception yet achieved.

Du Mont-engineered quality assures technical dependability—a sound cornerstone upon which to build your television future. Ask the television experts; their opinions count.

\*Trade-mark Reg

Copyright 1946, Allen B. Du Mont Laboratories, Inc.



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

PLEASE PLACE YOUR ORDER WITH YOUR REGULAR RADIO PARTS JOBBER. IF YOUR LOCAL JOBBER CANNOT SUPPLY YOU, KINDLY WRITE FOR A LIST OF JOBBERS IN YOUR STATE WHO DO DISTRIBUTE OUR INSTRUMENTS OR SEND YOUR ORDER DIRECTLY TO US.



## The New Model CA-11 SIGNAL TRACER

Simple to operate . . . because signal intensity readings are indicated directly on the meter!

Essentially "Signal Tracing" means following the signal in a radio receiver and using the signal itself as a basis of measurement and as a means of locating the cause of trouble. In the CA-11 the Detector Probe is used to follow the signal from the antenna to the speaker — with relative signal intensity readings available on the scale of the meter which is calibrated to permit constant comparison of signal intensity as the probe is moved to follow the signal through the various stages.

### Features:

- ★ SIMPLE TO OPERATE — only 1 connecting cable — NO TUNING CONTROLS.
- ★ HIGHLY SENSITIVE — uses an improved Vacuum Tube Voltmeter circuit.
- ★ Tube and resistor-capacity network are built into the Detector Probe.
- ★ COMPLETELY PORTABLE — weighs 5 lbs. and measures 5" x 6" x 7".
- ★ Comparative Signal Intensity readings are indicated directly on the meter as the Detector Probe is moved to follow the Signal from Antenna to Speaker.
- ★ Provision is made for insertion of phones.

The Model CA-11 comes housed in a beautiful hand-rubbed wooden cabinet. Complete with Probe, test leads and instructions. Net price

**\$18<sup>75</sup>**

## The New Model 450 TUBE TESTER

### Specifications:

- Tests all tubes up to 117 Volts including 4, 5, 6, 7, 7L, Octals, Loctals, Bantam Junior, Peanut, Television, Magic Eye, Hearing Aid, Thyratrons, Single Ended, Floating Filament, Mercury Vapor Rectifiers, etc. Also Pilot Lights.
- Tests by the well-established emission method for tube quality, directly read on the scale of the meter.
- Tests shorts and leakages up to 3 Megohms in all tubes.
- Tests individual sections such as diodes, triodes, pentodes, etc., in multi-purpose tubes.
- New type line voltage adjuster.
- NOISE TEST: Tip jacks on front panel for plugging in either phones or external amplifier will detect microphonic tubes or noise due to faulty elements and loose internal connections.
- Works on 90 to 125 Volts 60 Cycles A.C.



### SPEEDY OPERATION

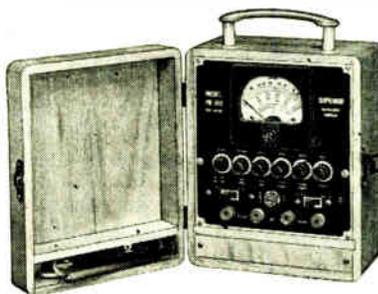
assured by newly designed rotary selector switch which replaces the usual snap, toggle, or lever action switches.

The model 450 comes complete with all operating instructions. Size 13"x12"x6". Net weight 8 lbs. **\$39<sup>50</sup>** Our Net Price.

## The Model PB-100 VOLT-OHM-MILLIAMMETER

### Features:

- ★ Push Button Operation
- ★ Direct Reading
- ★ Housed in Portable Oak Cabinet
- ★ No External Source of Current Required



### Specifications:

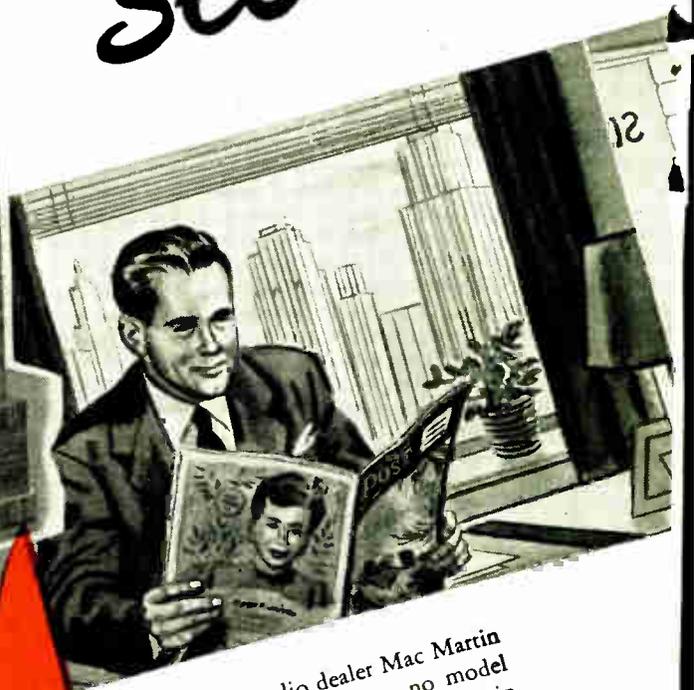
6 D.C. VOLTAGE RANGES: 0 to 5/25/50/250/500/2500 Volts  
 5 A.C. VOLTAGE RANGES: 0 to 10/50/100/500/1000 Volts  
 5 OUTPUT METER RANGES: 0 to 10/50/100/500/1000 Volts  
 3 D.C. CURRENT RANGES: 0 to 10/250 Ma. 0 to 2.5 Amp.  
 3 RESISTANCE RANGES: 0 to 10,000/100,000 Ohms, 0-1 Meg.  
 3 DECIBEL RANGES: -10 to +15; 0 to +35; +30 to +55.  
 Model PB-100 comes housed in a hand-rubbed oak cabinet, self contained battery, test leads and instructions. Net price. **\$28<sup>40</sup>**



**SUPERIOR INSTRUMENTS CO.**

Dept. RT 227 FULTON ST., NEW YORK 7, N. Y.

# The dealer see the



 All day long, radio dealer Mac Martin kept saying "No . . . sorry, no model like that . . . no . . . not yet . . . none in that style . . . no," and there didn't seem to be any end to it. Yet the manufacturer continued to keep customers sold on his brand name by advertising in the Post. (Survey after survey shows that people LIKE to read advertising in the Post —far more than in any other magazine.)

who could  
end of his "NO's"



 Mac may be worried because the demand today outruns the radio supply. But he's meeting more people and making more friends than ever before . . . selling more service jobs, more records and related items . . . and they're Post-advertised, too. (Dealers featuring national brands have long known that Post readers form the nucleus of their most profitable and stable customers.)

 What's more, when Mac does get to the end of his no's . . . when the supply of radios catches up with the demand . . . his brand will be on the minds of many good customers. If any dealer's business flourishes then, it will be Mac's. (A recent national survey showed that 1 in every 3 Saturday Evening Post families expect to buy a new radio at an average price of \$150.)

**IT PAYS TO  
HAVE THE POST  
PAVE THE WAY**

**THE SATURDAY EVENING  
POST**

# AC to AC-DC Conversions

## Redesigning Sets for Use on Both Currents

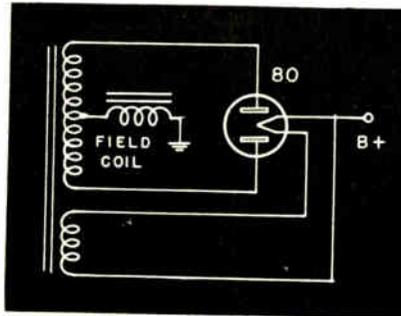
• Many radiomen are, at some time or other, called upon to convert a radio from alternating to direct current. Technicians in metropolitan areas supplied by dc generators get a great deal of this work. Radiomen in other sections, however, who have had no experience in making such a conversion, may not know where to begin when an isolated job of this sort is received.

This article is intended to supply information regarding the circuit changes required. This information, by the way, is not generally available.

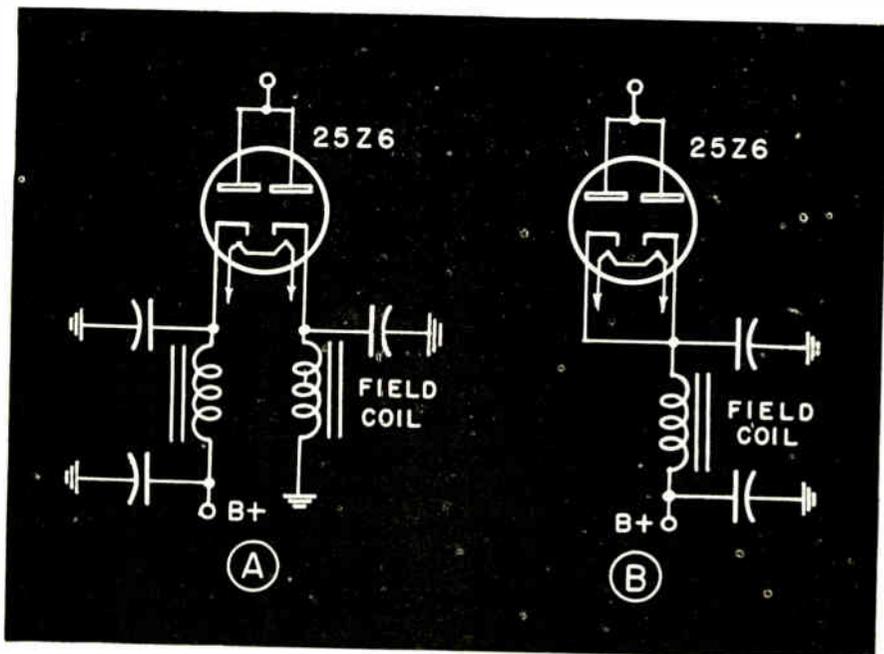
### Possible Hook-Ups

Two general circuit hook-ups are possible in converting ac sets for use on dc. The first involves the use of a half-wave rectifier, making the set suited for ac-dc operation. In the second method, the power transformer is retained instead of being discarded, and operation on ac or dc is provided.

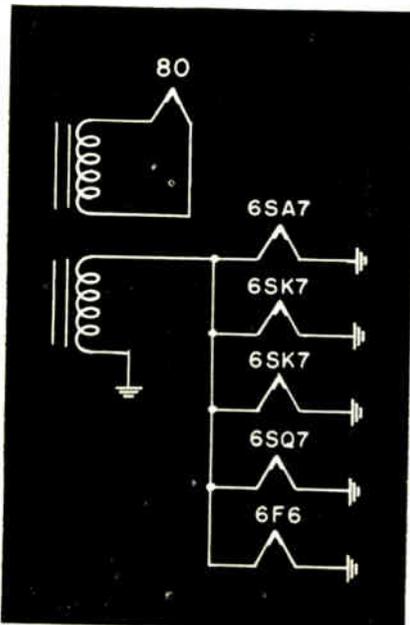
The second method involves more



One type of speaker hook-up on ac sets.



Rewiring speaker for ac-dc. If field coil is more than 400 ohms, it may be connected as shown in A. If it is 400 ohms or less, it may be hooked up as in B.



▲ Original parallel filament circuit on ac set.

▼ Filaments rewired into series circuit for ac-dc operation. The 80 and 6F6 have been replaced by 25L6 and 25Z6 tubes.



work, and is more expensive to the customer. It is superior to the first method, however, in this respect: Should the customer ever move back from his dc location to an ac area, his radio would function perfectly, whereas an ac-dc job would work at reduced power in such circumstances.

### Unrecommended Method

A third method—the conversion of a straight ac set to straight dc operation—has not been cited, because the necessity of a reconversion when the customer changes his residence, makes this method very unsatisfactory.

This article will confine itself to ac to ac-dc conversions, since this is the simpler and more common

of the recommended techniques.

The first step in an ac-dc conversion is to rewire the filaments from parallel to series. The accompanying diagrams show the filament hook-ups before and after this change.

Two tube replacements are generally necessary. The low filament voltage rectifier and power amplifier tubes must be replaced by similar high voltage tubes, to avoid the use of a very large, high

wattage drop resistor. Thus, where an 80 and 6F6 are present, a 25Z6 and 25L6 may be used instead. An additional reason for replacing the 6F6 is that it takes .7 amp. Rather tricky resistor arrangements might be required to supply this current. Use of a 25L6 tube, using .3 amp., simplifies matters.

The 80 4-prong socket in this case will have to be replaced by an octal socket. The 6F6 socket will merely have to be rewired to accommodate the 25L6.

Suppose the original tube line-up is composed of a 6SA7, two 6SK7's, one 6SQ7, one 6F6, and an 80. The new tube line-up will be 1—6SA7, 2—6SK7s, 1—6SQ7, 1—25L6, and 1—25Z6. If the line voltage is 110 v., these series-connected tubes will

dissipate  $6.3 + 6.3 + 6.3 + 6.3 + 25 + 25$  volts, or a total of 75.2 volts.

110 — 75.2 v., or 34.8 v., would remain to be dissipated. The resistance needed to drop this voltage would be equal to  $E/R$ , or  $34.8/.3$ , since all the tubes take .3 amp. Approximately 116 ohms, then, would be necessary.

The resistor would have to have a wattage rating of  $I^2R$ , or  $.3 \times .3 \times 116$ , or approximately 10 watts.

Instead of using a resistor, a resistor cord may be used instead, if one of the proper value is available. These cords are usually rated at 25 watts. Many radiomen employ a ballast tube, installing a new socket on one corner of the space formerly occupied by the power transformer. Use of a ballast simplifies the hook-up of a pilot light, particularly in cases where a cord with a pilot tapping is not available.

Pilot light mounts generally serve as grounds on ac sets. The mount is hooked to the pilot return, and makes connection with the chassis. In an ac to ac-dc conversion, however, no side of the pilot will be connected to ground. The mount, thus, has to be mechanically connected to, but electrically insulated from, the chassis. It should therefore be insulated by being carefully taped up.

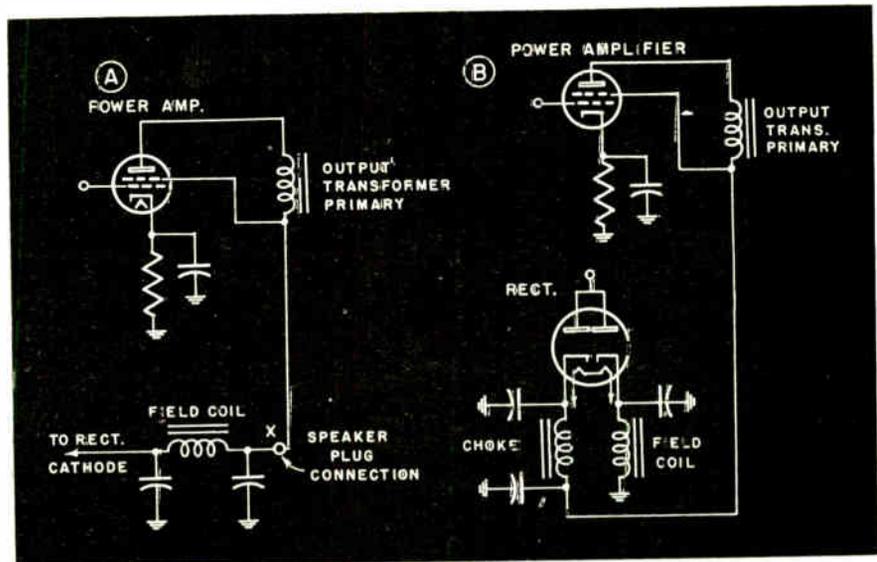
### Speaker Attachment

In ac sets, the speaker is often hooked into the center tap circuit of the power transformer secondary. Since there will no longer be any power transformer, the speaker should be attached between cathode of the half-wave rectifier and B plus, if it is between 200 and 400 ohms. If it is more than 400 ohms, a double-cathode type of rectifier should be used, and the speaker connected from one of the cathodes to chassis. The other cathode can be employed as a B supply source.

### Field Coils

Field coils on speakers used in ac sets are generally 600 ohms or more. Speakers with field coils of 400 ohms or less, however, have been mentioned, to suggest what should be done when the original speaker is burnt out or defective, and needs replacement.

The two rectifier cathodes may be hooked up together when the field is 600 ohms. This will help boost the B voltage supply. When the field is more than 600 ohms, it



When a common screen connection for field coil and output transformer primary is present (point X in circuit A above), in cases where the field coil cannot be used as choke, circuit should be rewired as shown in B. An extra wire will have to be added.

may need a higher energizing current, and a separate cathode hook-up is recommended.

When more than 6 tubes are present in the set, the use of two half-wave rectifiers should be considered, because one may be insufficient to supply the needed current. One of the tubes may be used for the B supply, the other to feed the speaker field.

An ac-dc 200 ohm choke may be used as a filter for the B supply, when the speaker field is not employed for this purpose. In cases where a burnt-out power transformer is present, the high ohm winding may be used as a choke, if it has not been damaged.

20-mike 150 v. filter capacitors should be added to both sides of the choke, and the input side of the speaker field supply. Sometimes 40-mike units may be neces-

sary to reduce hum. The set's 10-mike 450 v. capacitors may be hooked up in parallel to give the required capacitance, if sufficient numbers of them are present, and they are all in good condition.

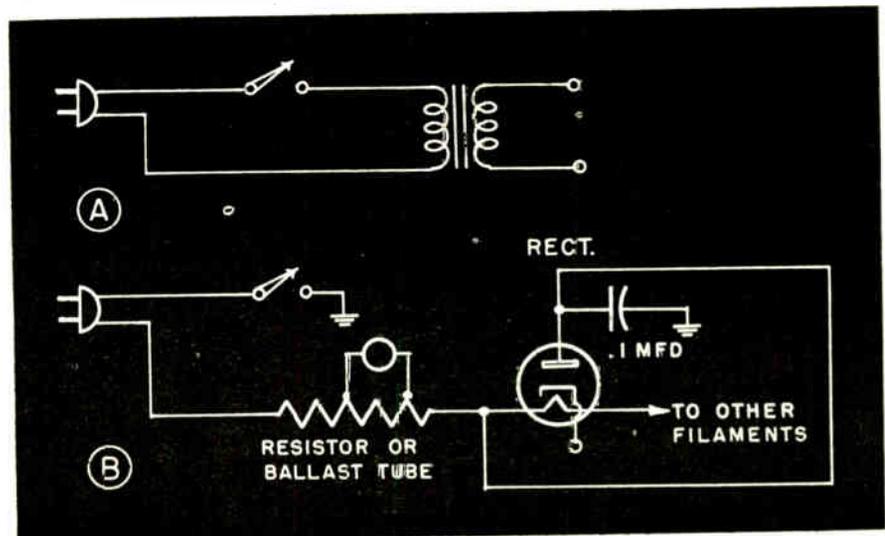
The speakers of many ac sets have a common screen connection for one terminal of the output transformer, and the field coil output. This common screen will have to be eliminated. Remove the speaker plug, rewire the speaker as previously described, and hook the output transformer screen lead to the B choke output terminal.

### Power Supply Rewiring

The power supply connections will also have to be rewired. Instead of a power transformer supply, a 110 v. line supply will now

(Continued on page 118)

Power supply circuit changes. A shows the original ac hook-up, B the rewired ac-dc version.



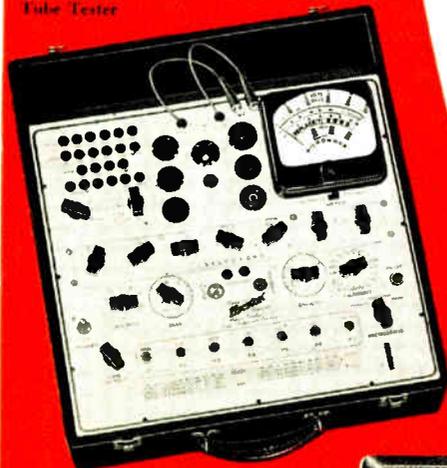
Wait for these new

**HICKOK**

**Radio Service Instruments**



Model 532  
Tube Tester



Model 534  
All Purpose Tube and Set Tester

**THE HICKOK  
ELECTRICAL  
INSTRUMENT CO.**

10523 Dupont Avenue  
Cleveland 8, Ohio

If It Isn't A Hickok Indicating  
Micromhos It's Not  
Dynamic Mutual Conductance

Your patience in waiting for these new 1946 HICKOK models will be richly rewarded for these new HICKOK tube and set testers make still closer tests, with finer accuracy, rejecting tubes that might get by with an ordinary tester.

Now you have 7 selector switches instead of 2. That aims to prevent obsolescence. Isn't that worth waiting for?

What's more, Dynamic Mutual Conductance, indicated in Micromhos, is a duplicate of the manufacturer's method of checking when he makes the tubes. Remember, if it isn't a HICKOK Indicating Micromhos, it isn't Dynamic Mutual Conductance.

The new Electronic Volt-Ohm-Capacity Milliammeter Model 203 reads as low as 1.0 mmf and up. It will measure at frequencies to over 10 mc with no frequency error and the ohm meter will measure up to 10,000 megohms.

Keep patiently in touch with your jobber and you will soon get the instruments that are held in highest esteem.



Model 203  
Electronic Volt-Ohm Capacity Milliammeter

**Get General Mills Posts;  
Selling Plans Readied**

William D. Peters has been appointed east central district manager for General Mills' new Home Appliance Department, it is announced by Roscoe E. Imhoff, department manager. Mr. Peters' headquarters will be in the General Mills offices in Pittsburgh.

Mr. Imhoff also announced that Joseph D. Kelly, formerly with the Westinghouse Electric Corp., has been named central district manager for home appliances. Mr. Kelly is located in the Chicago Merchandise Mart.

Home appliance operations began January 1 in preparation for the initial distribution to retailers of electric irons and pressure saucepans. At the same time, twelve additional district sales offices opened throughout the country.

**New Hoffman Buildings**

The Hoffman Radio Corp., Los Angeles, is constructing a modern office building and assembly annex. The former Hoffman plant lacked the necessary floor space to accommodate various departments and divisions, and for the production of radios, combinations and electronic equipment, the firm reports. All of the company's branch plants will soon be combined in the new buildings.

**NEWA Annual Convention**

The National Electrical Wholesalers Assn. will hold its 37th annual convention at the Stevens, Chicago, Ill., April 21-25, 1946, according to an announcement by Charles G. Pyle, managing director. An executive committee meeting is scheduled for the first day and the opening general session will be on Monday, April 22.

**Garod Retailers Meet**

An aggressive 1946 sales and advertising program for Garod radio has been revealed before radio dealers at a conference sponsored by the Allied Electric Supply Co. in Pittsburgh. Bernard Samuels, of Allied, greeted his dealers from western Pennsylvania and a section of West Virginia.

Lou Silver, Garod's sales manager, displayed the firm's new line.

**Boston Firm Changes Name**

Youngstown Equipment Co., Boston, in keeping with its expanded activities as a full line distributor of radios, major appliances, and oil-burning heating equipment, has changed the firm name to Allied Appliance Co., it is announced by Ralph S. Cron, vice-president and general manager.

**Gross Joins Musicraft**

Walter Gross has joined Musicraft as its musical director, it is announced by Albert Marx, vice-president of the recording firm.

# Greater Maximum Range

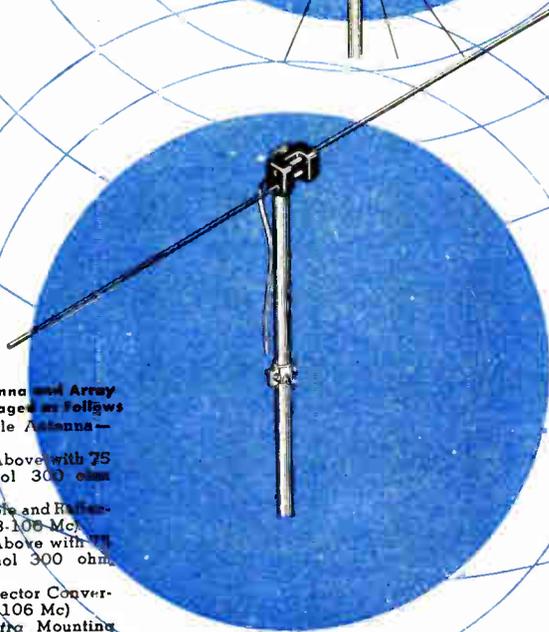
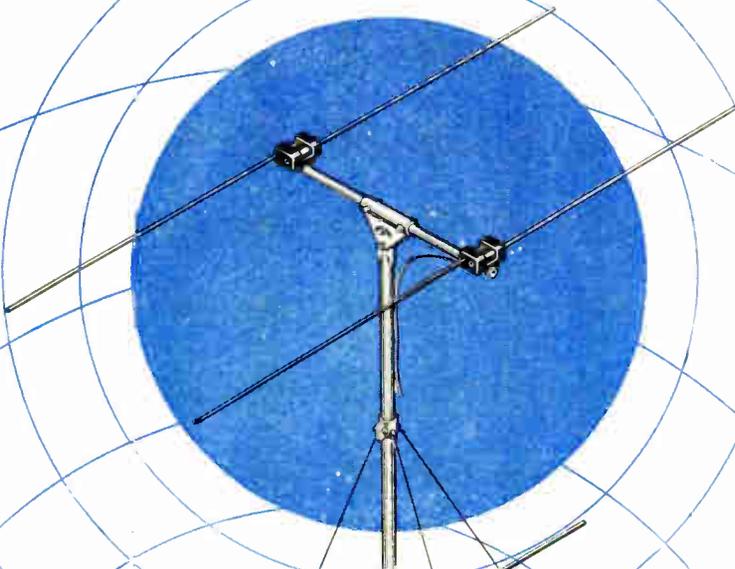
FM AND TELEVISION RECEPTION IS STRONGER AND CLEARER  
with **AMPHENOL** antennas

As distance from the transmitter increases, antennas of the highest efficiency are essential. Amphenol's FM and Television Antennas are engineered to provide the most satisfactory, noise-free reception in zones of low signal strength.

Note the many superior Amphenol features of these antennas... high strength, lightweight seamless tubular aluminum

elements—durable molded bakelite insulator—rugged steel mast and cadmium plated fittings. These factors, coupled with *Amphenol engineering* and precision workmanship, result in long life, durability and top performance.

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



## AMPHENOL FM ANTENNAS PROVIDE

- High gain assures better reception.
- Directional array eliminates interfering signals.
- Improved reception in the FM bands.
- Swivel feature on mounting bracket and mast head permits polarization adjustment in two planes.
- Swivel feature on mounting bracket allows installation on peak roof as well as flat roof. Two mounting brackets recommended for side mounting installation.
- Innovation in parallel low-loss transmission line for antenna to receiver connection.
- Exploded view of all parts on direction sheet facilitates easy, proper assembly.

Amphenol Antenna and Array Equipment Packages as follows

- 107-114 Dipole Antenna—(88-106 Mc)
- 107-104 As Above with 75 Feet Amphenol 300 ohm Twin-Lead
- 107-113 Dipole and Reflector Array—(88-106 Mc)
- 107-103 As Above with 75 Feet Amphenol 300 ohm Twin-Lead
- 107-109 Reflector Conversion Kit—(88-106 Mc)
- 107-110 Extra Mounting Bracket (When Required for Side Mounting)



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

# The Multimeter Applied

What to Look for in This Versatile Multi-Purpose Instrument.

• For measurement of ac and dc voltage, current, resistance and output levels the so-called "Multimeter" has been accepted as a standard instrument for radio servicing. Because the average service technician prefers multi-purpose, portable instruments, rather than those of a specialized laboratory type, only two popular classes of Multimeters will be discussed. These are:

(a) "High resistance", non-electronic Multimeters, also called "multitesters, volt-ohm-milliammeters, set testers, circuit testers, etc." by various manufacturers, and sometimes combined with a tube tester or analyzer.

(b) "Vacuum Tube Multimeters", often called "vacuum-tube voltmeters".

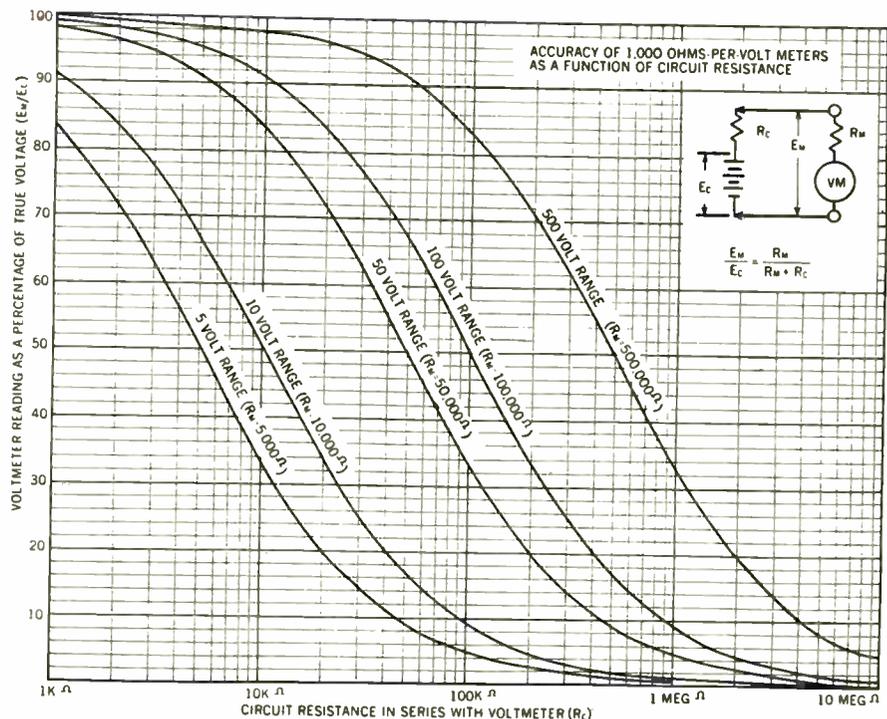
The high resistance Multimeter employs no vacuum tubes and therefore requires no power supply other than a small ohmmeter battery. Its high internal resistance is obtained by using a highly sensitive meter movement which draws only a fraction of a milliampere from the circuit being measured.

The Vacuum Tube Multimeter does the same job by employing vacuum tubes to "amplify" the sensitivity of a more rugged type of meter movement, and draws even less current from the circuit being measured.

## Many Improvements

Competition between manufacturers of the two types of Multimeters has improved both instruments to a point where it is now somewhat difficult to choose between them, when considering Multimeters of similar price class and range of functions. The following paragraphs will discuss the various advantages of both types of Multimeters in detail.

Since the accuracy required for most dc voltage checks on home receivers need not be better than about 10%, a voltmeter will usually be satisfactory if its guaranteed accuracy is within plus or minus 2% at full scale. This represents an accuracy of 10% at one-fifth of the



arc from zero to full scale (2 volts on a ten volt scale).

More important to the radio technician than calibration accuracy is the "resistance per range-volt", which should be definitely specified by the manufacturer.

Chart above shows amount of error due to voltmeter current drain from circuits having ten thousand to ten million ohms resistance in series with the voltmeter. This figure also gives the diagram and equation necessary to determine the true circuit voltage existing before the voltmeter was connected.

## Voltmeter Accuracy

Obviously, such calculations are out of the question for the practical service technician, yet without them the accuracy of voltmeters having an internal resistance comparable to that of the circuit being measured is not even within the 10% limits required for service measurements.

In practice, voltmeter readings cannot usually be corrected by such simple correction curves since any

circuit resistance shunting the voltmeter must also be considered. In such cases, the actual circuit would appear as shown at right.

## High Resistance

There are only two solutions to the problem of measuring very high resistance circuits at present. One method involves the use of more sensitive meter movements, the other employs dc vacuum tube amplifiers to increase the effective sensitivity of the voltmeter. In order to minimize loading errors, voltmeters of 20,000 ohms per range-volt are now available at reasonable cost.

Ohms law tells us that such an instrument must be able to read full scale on any range by drawing only 50 microamperes from the circuit being measured. This will produce the small loading error shown in chart on page opposite.

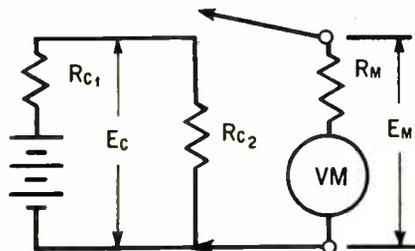
The second method of minimizing voltmeter loading errors, by means of a vacuum tube voltmeter circuit, is theoretically ideal. A voltage applied to the control grid of a vacuum tube can be employed

# to Radio Servicing

## How to Use Multimeters Accurately in Radio Maintenance.

to vary the amount of tube plate current through an ordinary one milliamper meter movement and, since this current is obtained from a source within the instrument, no current at all need be drawn from the external circuit being measured, therefore no loading error will be introduced. However, for vacuum tube voltmeter measurements above 100 volts or so, it is common practice to place a tapped voltage divider across the circuit being measured.

Instruments incorporating such a voltage divider might be classed as "attenuator type" vacuum tube voltmeters. Their range of measurement frequently extends to 5,000 volts, and is limited only by insulation requirements. Though the attenuator will, of course, draw some current from the circuit



under test, this can be kept small by using attenuator resistors totaling 10 million or more ohms.

The various ranges and functions of multimeters are usually selected by means of separate jacks, rotary switches, push-button switches, or combinations of the three methods. Whatever the switching method employed, it is well for users of multimeters to form the habit of always leaving the instrument on a high dc voltage range after completing a set of measurements.

### Avoiding Damage

Many meter movements, ohm-meter batteries and copper oxide rectifiers have been ruined by connecting multimeters across high voltage circuits with the range switch on a current, resistance or AC voltage range.

Multimeters ordinarily use the same direct current meter for both DC and AC voltage measurement. Alternating voltages are converted to direct current to operate the meter by switching some form of rectifying device into the meter circuit. Most available Multimeters employ either copper oxide or vacuum tube rectifiers. The frequency range of AC voltmeters can be extended considerably by employing a vacuum tube diode as a rectifier.

### R. F. Probes

The extremely small shunt capacity of tube rectifiers (on the order of 5 to 10 micro-microfarads) permits accurate measurements up to several hundred megacycles, provided the additional capacity of leads, terminals, sockets, etc., can be kept within a few micro-microfarads. For this reason, multimeters having vacuum tube rectifiers usually incorporate the diode tube in a special AC probe, connected to the Multimeter by several feet of cable. This diode tube may be of the acorn or miniature type, or even a hearing aid tube no larger

in its diameter than a shelled peanut.

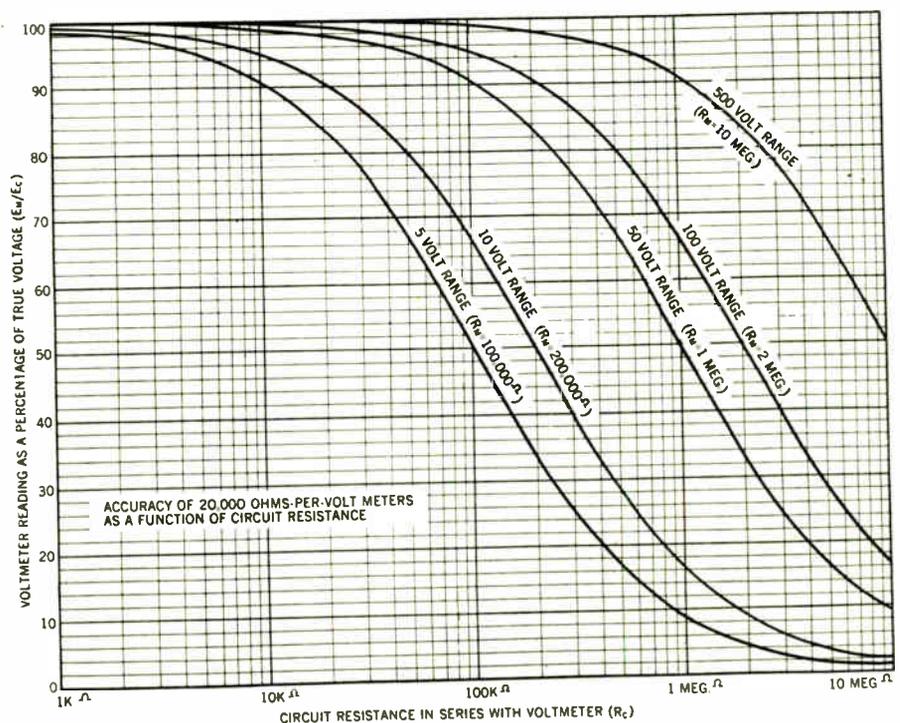
Multimeter resistance range ordinarily employ an internal dry-cell battery to pass current through the external resistance being measured. The ohms range switching arrangement either places the meter across the unknown resistance to measure the voltage drop due to battery current, or else the meter is inserted in series with the battery and unknown resistance, responding to current through it.

### Decibel Ranges

The service life of the batteries used in Multimeters will at least equal the life of the same batteries if used in a flashlight, unless they are abused by accidentally leaving the selector switch in "ohms" position when applying the test leads to a high voltage circuit.

The decibel output ranges of multimeters are ordinarily just extra scales which may be used to convert AC voltages across a standard impedance, such as 500 ohms, into a decibel value referred to six

(Continued on page 104)



# New Radio Service

## Advent of New Sets and Increased Competition May Force Repair Prices Down

• Dealers have been making money on radio service throughout the war. Peace time conditions, however, may change the profit picture considerably. Customers probably are no longer going to spend money as freely in repairing their old sets, when new models are beckoning. Increased competition, due to the influx of many newcomers into the business, will similarly force repair prices down.

Dealers will therefore find it necessary, now more than ever before, to put a "floor" or bottom under prices in their radio service departments, so that the price reductions they will inevitably be compelled to make do not go too far. Merchants who previously worried about "ceilings," must now concern themselves with "floors." The business compass is pointing in a new direction, and the wise dealer will orient himself accordingly.

### Determining Hourly Rate

Establishment of minimum prices for radio repairs must be preceded by an accurate determination of operating costs, as well as an estimation of the minimum profit desired. As a first step, a listing of annual operating expenses should be made. This total should be added to the minimum annual salary and investment return acceptable to the dealer, to give the gross income wanted. Dividing this figure by the productive working time, in hours per year, will give the hourly rate that must be charged, to yield the income wanted.

### Annual Operating Expenses

This hourly rate is an important factor in establishing a price floor. It is not, of course, always possible or desirable to charge customers on an hourly basis. Knowledge of the minimum hourly rate, however, makes it easy to set up schedules of prices based on the nature of the repair, rather than on the time consumed.

The accompanying tabulation shows how a hypothetical radio service department might list its operating expenses. Most of the

items are simple. A few merit some discussion.

To get your figure for fixture depreciation, estimate what your service department fixtures were worth, that is, what they would have brought if sold, at the beginning of the year. Estimate their value at the end of the year. The difference in the two figures is the depreciation.

The money that has been spent on redecoration and store improvement in the repair section need not be listed in full as one year's expense. If these improvements are intended to last for three years, let us say, divide the expense for the year by three.

Depreciation of service equipment can be figured at 25% of cost per year. At the present time, some used service equipment has not depreciated as much as this. Since this is a temporary condition, certain to end very shortly, the 25% depreciation figure should be used.

Adding up to the operating expenses of the XYZ Radio Service, including losses, wages, etc., we get \$2,883 as the sum total. The dealer estimates his minimum salary on a basis of \$1.75 per hour, or \$87.50 for a 50-hour week, since that is the rate he could get if he worked for other dealers in the neighborhood. The yearly salary he desires, then, is 52 x \$87.50, or \$4550.

His financial investment in this department is, let us say, \$2000. The dealer thinks he is entitled to a ten per cent return on that investment, or \$200. Adding this to his salary, we get a figure of \$4750 as the total net income desired by the dealer.

This part of his business, then, must yield \$4750 above its operating expenses, or \$7633.

The dealer puts in 50 hours per week, but only about 35 hours are

actually spent on radio repairs. The rest of his time is non-productive, and is used for answering telephone calls, business conversations, etc. His single hired technician devotes

## ANNUAL OPERATING EXPENSES

### Store Expenses

Rent .....	\$ 600
New store fixtures .....	20
Fixtures depreciation .....	25
Redecoration, store improvement .....	20
Electricity .....	48
Heat .....	0
Sign painting, lettering .....	5
Window decoration .....	0
Window cleaning .....	5
Telephone .....	60
Fire and theft insurance .....	10
Burglar alarm .....	0
Paper and twine .....	3

### Advertising Expenses

Stickers .....	\$ 2
Calling cards .....	2
Newspaper advertising .....	0
Phone book ads .....	25
Circulars .....	3

### Car Expenses

Garage .....	\$ 60
Gas .....	55
Oil .....	20
Repairs and service .....	35
Tires .....	12
Auto license .....	10
Auto insurance .....	45
Depreciation .....	60

### Service Equipment

New instruments .....	\$ 50
Instrument repairs .....	20
Instrument depreciation (25% of cost) .....	75
Tools .....	3
Service books and manuals .....	15

his 30 working hours to radio service. A total of 65 hours per week is thus productively used in repair work. This comes to 3380 hours per year, on a 52-weeks basis.

From this total is subtracted the time spent on vacations—1 week, or 30 working hours, for the hired man; 1 week, or 35 productive hours, for the dealer; 65 hours in all. This reduces the total productive time to 3315 hours per year.

# Pricing Techniques

**To Keep on Sound Basis, Merchants Once Facing "Ceilings" Must Now Think About "Floors"**

The dealer subtracts from this figure the total number of hours spent on "call-backs"—say about 2 hours per week, or roughly 100 hours per year. This brings the

Service can operate. If he charges less than this rate, he will be losing money. If he does not get back 10% on his investment, he will also be losing money.

This hourly rate can be revised annually, either upward or downward. If competitors' rates seem to be higher, Mr. XYZ may raise his own. If too many of XYZ's customers are drifting away, and a quiet investigation shows that his competitors are charging less than he is, XYZ will have to lower his hourly rate—*making sure, however, that he does not reduce his rate below the minimum necessary to avoid operation at a loss.*

Mr. XYZ's losses on call-backs are worth some attention. Many dealers make no unconditional guarantees of set operation on repaired radios, limiting themselves generally to guarantees on the specific parts replaced, and adjustments performed. XYZ, however, guarantees sets he repairs unconditionally for three months. Losses resulting from this policy amount to \$55 in parts and tubes supplied free, and 100 hours of unpaid service.

It might be interesting to determine how much of XYZ's hourly rates is due to these losses. In other words, how much less would XYZ charge if he didn't offer an unconditional guarantee policy?

One hundred additional hours of paid-for service time would be available per year, making a total of 3,315 hours, instead of the previous total of 3,215 hours. A reduction of \$55 in the operating costs would bring down the gross income necessary from \$7,633 to \$7,578. The hourly rate, then, would be 7,578/3,315, or \$2.29.

Comparing this with the original rate of \$2.37, we can see that for a difference of only 8 cents in his

hourly rate, XYZ can offer his customers an unconditional 3-month guarantee on all repaired sets—a policy sure to be appreciated.

In the same way that we have worked out the hourly rate for the XYZ Radio Service, dealers can calculate their own. Since it is not always practical, however, to charge on an hourly basis, specific rates for various radio repairs must be worked out.

## Job Charges

The determination of charges for specific jobs is an intricate problem. General suggestions, rather than concrete details, will be outlined here.

What is necessary is a break-down of the various types of service rendered. First, we may consider the purely mechanical labor of taking sets apart and putting them together again. Sets should be graded according to the average time required for this operation.

It is obvious that midgets, table sets, portables, consoles and combinations will all fall into different categories. Different mechanical service charges might thus be imposed, depending on the type, and possibly the make of a set.

## Diagnostic Fees

Diagnosis fees could be itemized separately. The number of tubes in the set might serve as one basis. Another factor to be taken into account could be the type of defect. Thus, a higher charge could legitimately be imposed for diagnosing fading, than simple inoperation.

Charges for parts and tubes may, and usually are itemized separately. Similarly, replacement charges may be imposed, based on the average amount of time required for, say, the replacement of a 5-in. speaker, 20-20 electrolytic, etc.

By breaking down radio service operations, prices can be arrived at, in advance, that will be fair both to the radio dealer and his customer.

What businessman could ask for more?

## XYZ RADIO SERVICE

<b>Wages</b>	
Clerical workers.....	\$ 0
Salesmen's wages.....	0
Delivery boy.....	0
Chauffeur.....	0
Radio service help.....	1500
<b>Taxes (except income tax)</b>	
Workmen's compensation.....	\$ 0
Social Security.....	30
Unemployment insurance.....	0
<b>Losses</b>	
Bad debts.....	\$ 10
<b>Tubes and parts replaced free</b>	
Tubes.....	\$ 30
Parts.....	25
Sum total of annual expenses.....	\$2883
<b>Sum total of annual expenses.....</b>	
	<b>\$2883</b>
<b>Time Input</b>	
Gross number of hours worked by owner per week.....	50
Number of hours spent by owner on actual service work.....	35
Number of hours spent by hired technician on service work.....	30
Total number of hours per week spent by owner and technician on service work.....	65
Hours per year spent on vacation by owner and hired man....	65
Hours spent on "call-back" service work per year.....	100
Total number of paid-for hours spent on service work per year	3215
Hourly rate necessary.....	2.37

total of paid, productive hours down to 3215 hours per year.

Dividing the gross income desired by the paid productive hours, will give the hourly rate that must be charged to yield this gross income. When we divide \$7633 by 3215 hours, we get \$2.37 as the hourly service rate.

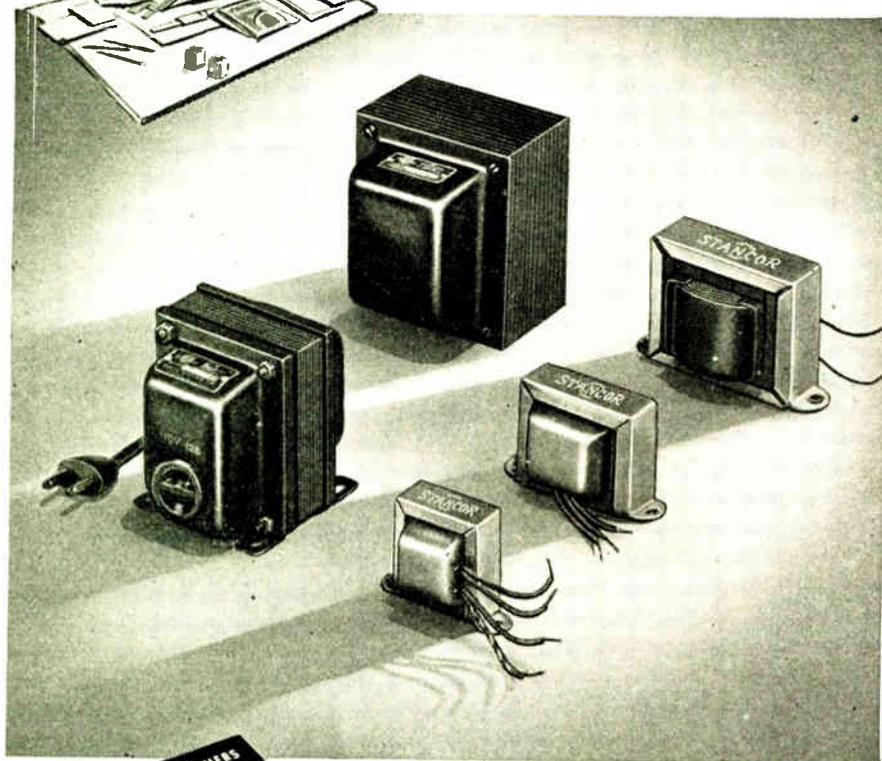
It should be clear that this is the *minimum* hourly rate at which the proprietor of the XYZ Radio



**MAKE** your transformer replacements more profitable by specifying STANCOR Uni-dapt units. More adaptable because over 80% of all radio transformers now in use are replaceable with a standard Uni-dapt item.

It's this adaptability that makes STANCOR design complete, fulfilling the exact needs of radio serviceman, amateur, and electronic engineer in an economical manner.

For transformer replacements think first of STANCOR.



# STANCOR

**STANDARD TRANSFORMER CORPORATION**  
1500 NORTH HALSTED ST., CHICAGO 22, ILLINOIS

## New Camfield Toaster



Edward L. Taylor, general manager, Camfield Mfg. Co., Grand Haven, Mich., shows new automatic toaster soon to be on the market.

## Motorola Auto Radios in Spring of 1930!

Contributing to recent discussions of early days in the field of automobile radios, (see page 36 of our November issue) Victor A. Irvine of Galvin Mfg. Corporation, 4545 Augusta Blvd., Chicago, writes us:

"Just to keep the records straight, let's give Motorola a little credit for the development of the first practical automobile radio set. Motorola had been manufacturing a year before Philco entered the field. In the early Spring of 1930 Motorola was going pretty nicely, thank you. There may have been earlier fellows than us, for all I know—but Philco was not one of them."

## Garod Gets OPA Approval

Garod Radio Corp., Bklyn., N. Y., received the OPA approval on a retail price range for eight of its postwar models, according to Max Weintraub, president. The retail ceiling price, including excise tax, in Zone 1 ranges from \$24.50 to \$38.25 and in Zone 2 from \$25.75 to \$40.15.

Of the prices approved, seven cover plastic table radios, plus one portable phonograph, and are the first OPA approvals for the 1946 Garod line numbering over 40 models.

## Makes "On Spot" Records

The K-S-L Recording Co., 489 Fifth Ave., New York, Karl Lorenz, manager, has entered the recording field, specializing in "on-the-spot" and packaged recordings of special events. The firm will make transcriptions of meetings, sales presentations, weddings, parties, concerts, etc., whole or in part.

## Rejoins Ohio Rep

Following honorable discharge from the Army Air Force, Jack (not John) Moore has joined "Muggs" Pugh of C. L. Pugh Co. in giving up-to-the-minute manufacturers' representative coverage in Ohio, West Virginia, western Pennsylvania and parts of Kentucky. Company headquarters are maintained at 1670 Doone Road, Columbus 8, Ohio.

*Please,*  
**Mr. Bowles!**



**RADIO & TELEVISION CORPORATION  
ST. CHARLES, ILLINOIS**

# New Products

Latest in Equipment for Technical Use

## Reiner V-T VOLTMETER & AMPLIFIER

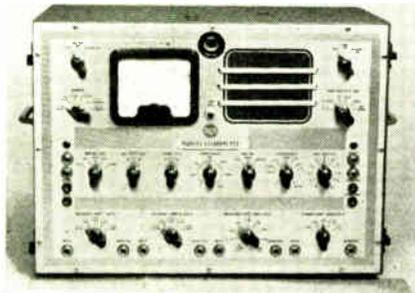
Vtvm 451 comes with amplifier model 101. Reads 25 millivolts ac on the lowest range, and 1,000 v on the highest



range. Frequency range is 10 cps to 700 mc. Input capacity is 7 micro-microfarads. Single zero adjustment control is used for all ac and dc ranges. Accuracy is 2% of full scale values. Reiner Electronics Co., Inc., 152 West 25th Street, New York 1, N. Y.—RADIO & Television RETAILING

## RCA Signal Tracer

The 170-A Audio Chanalyst systematically tests any sound system for failure to operate, weak output, interrupted operation, and distortion or noise. Features include a built-in VoltOhmyst,



continuously variable a-f source, calibrated amplifier and channel analyzer, electronic circuit tester, and an impedance indicator. Net price \$345. Radio Corp. of America, RCA Victor Division, Camden, N. J.—RADIO & Television RETAILING

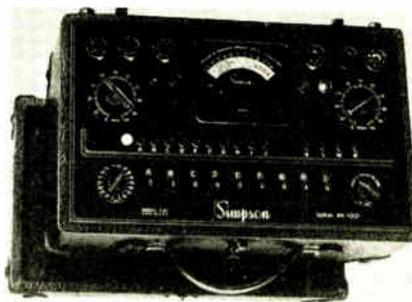
## Ne-O-Lite TEST-LITE

For use in testing electric appliances, fuses, ac lines, polarity of ac or dc, tracing ground line in ac circuits, etc. Glow of neon lamp tells instantly if circuit is broken. Voltages from 60 to 550 v ac or dc are indicated by variable light intensity. Display card is available

for stimulating counter sales. Unit retails at fifty cents. Ne-O-Lite Mfg. Co., Rockford, Ill.—RADIO & Television RETAILING

## Simpson TUBE TESTER

Features a new method of testing tubes, in terms of percentage of rated dynamic mutual conductance. A tube under test is compared with the standard rated micromho value for that tube. Colored zones on the dial coincide with the micromho rating or percent of mutual conductance, indicating that the



tube is good, fair, doubtful, or definitely bad. Under new switching arrangement, very few switches require moving to test any one tube. January deliveries expected. Simpson Electric Company, 5200-5218 W. Kinzie St., Chicago 44, Ill.—RADIO & Television RETAILING

## Portelec PHONOGRAPH

Model 20M is a portable electric phonograph-transcription player. Serves audiences up to 500 under normal acoustic conditions. Plays regular



phonograph records at 78 rpm, and electrical transcriptions up to 17 1/4 in. in diameter at 33 1/3 or 78 rpm. 5-tube amplifier gives 12-watt undistorted output. Microphone input jack and volume control are provided. Speaker is

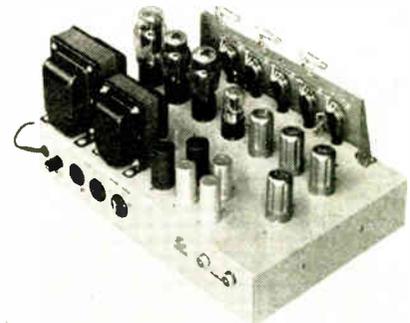
12-in. heavy-duty pm type. Operates on 110-120 v ac. F.O.B. factory price is \$119.50. Equipment Division, Technical Research of America, 1526 Cahuenga Blvd., Hollywood 28, Calif.—RADIO & Television RETAILING

## Chanite FLUX

For restoring burnt-out or broken elements in a wide variety of electrical appliances. This alloy has been used successfully in repairing irons, toasters, broilers, hot plates, cooking ranges, waffle irons, etc. Has greater resistance than original heating elements. No welding or other special equipment is necessary. Chanite Sales Co., Fort Worth, Texas—RADIO & Television RETAILING

## Clark AMPLIFIER

PA-30 has an output of 30 watts maximum, at less than 4% harmonic distortion. Microphone gain is 125 db, phono-



graph gain 85 db. Frequency response is better than  $\pm 2$  db from 50 to 10,000 cycles at "flat" equalizer settings. Hum level: At least 55 db below maximum output with bass control on full. Power consumption is 150 watts at 117 v., 60 cycles. Clark Radio Equipment Corp., 4313 Lincoln Ave., Chicago 18, Ill.—RADIO & Television RETAILING

## Radiart AUTO ANTENNA

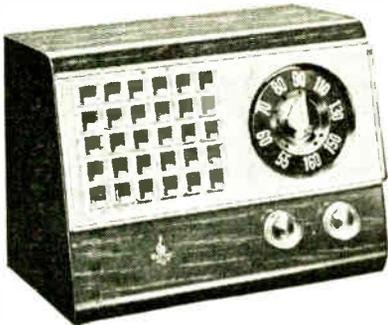
The "DeLuxe CF" model illustrated is provided in a complete assembly for installation on cowl or fender of any car. No extras necessary. Two short, one long and one wedge adapter insulators are included to fit curved or straight cowls and fenders. The 50-in. lead is ample for either installation. "Plasti-Loom" leads used are impervious to moisture, and have very high "Q" and minimum capacity, to insure maximum signal transfer efficiency. Radiart Corp., Cleveland, Ohio—RADIO & Television RETAILING

NEW RADIO SETS ON PP. 34 TO 42; NEW ELECTRICAL APPLIANCES ON PP. 60 TO 73.

A mighty sweep of popular demand  
for the QUALITY—the BETTER Style, Tone, Performance, Value  
and TRIPLE-POWER of the new postwar

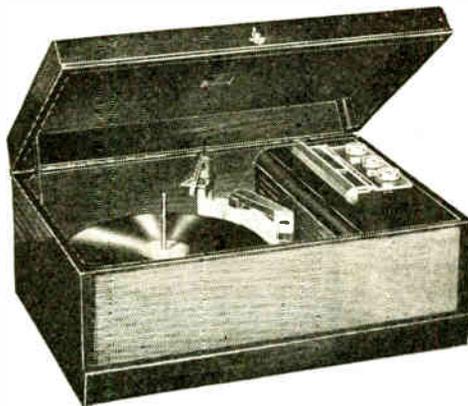
# Emerson Radio

is again proving that constructive policies,  
SPECIALIZED engineering and dynamic promotion are the  
real ingredients of success in radio



*Emerson Compact Model 502.*  
AC-DC. Highly powered chassis  
with enclosed Super Loop and  
"Miracle Tone" Speaker. New tube  
developments.

OP.A. Approved **\$35**



*Emerson Phonoradio Model 506.* Automatic record changer.  
Super-powered radio with enclosed Super Loop and "Mir-  
acle Tone" Speaker. New plastic and metal features.

Approximately **\$100**



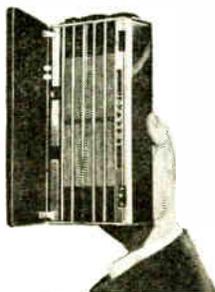
*Emerson Portable Model 505.* "3-  
Way" operation—battery, AC-DC.  
Amazing power for near and far-  
off broadcasts. Light weight and  
weather resisting.

OP.A. Approved **\$40**

Complete

*Emerson Pocket Radio Model 508.*  
Self-powered — no outside wires.  
Light weight, unbreakable case.  
New tube developments. Fits easily  
in your pocket.

OP.A. Approved **\$25**  
Complete



With a wide range of models to follow  
with production "snowballing" and with continuing nationwide  
advertising, Emerson Radio is emphatically the

# "Indispensable Line"

in every retail merchandising operation

EMERSON RADIO AND PHONOGRAPH CORPORATION, NEW YORK 11, N. Y.

World's Largest Maker of Small Radio



# Clarion MAKES NEWS

The Acoustic Rating is News. Here's why. For the first time in the history of the industry, Clarion brings to radio a new scientific method of measuring the overall performance of the receiver.

Acoustic Rating is a complete measurement, from the weak RF signal to the actual sound pressure coming out of the speaker. — rated by an electronic ear a thousand times more sensitive than the human ear.

Thus the purchase of a new receiver really need not depend on his sense of hearing alone. Because the model

**THE APOLLO (C100)** • Gleaming ivory beauty. 3-tube (incl. rectifier) AC/DC superheterodyne. Performance to both the real world ear. For bedroom, kitchen or playroom.



**THE MANHATTAN (C102)** • Shines as a fine piece of costume jewelry. Lustrous ivory or wood-grain cabinet. 3-tube (incl. rectifier) AC/DC superheterodyne. An indispensable radio.



**THE FLEETWOOD (C107)** • Radio-phonograph combine. 3-tube (incl. rectifier) AC superheterodyne. Lustrous wood-grain cabinet. Patented phonograph drive. Magnificent 3-dimension dual track gram record changer.



**THE ARISTOCRAT (C103)** • A like look, unlike superheterodyne. A superb table model in ivory or wood-grain. Distinctive design. Extra large dynamic speaker.

**THE CLIPPER (C104)** • Lustrous comes in all of a popular price. A low price. Wood-grain cabinet. Containing only greatest wood 3-tube (incl. rectifier) AC superheterodyne.



**THE WAVERLY (C104)** • Entry priced, good value table model. A low high in sensitivity, selectivity and tone quality. 3-tube (incl. rectifier) AC superheterodyne.

**YEARS OF PROVED**

# The First Postwar Radio to Be AUDIBEL RATED

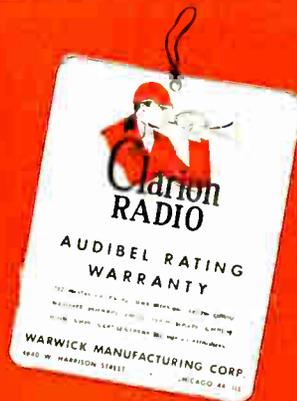
He says has been AUDIBEL RATED, he has the assurance that parts and performance are in perfect balance.

The public and radio dealers alike will quickly appreciate the significance of AUDIBEL RATING by CLARION. It is a merchandising story with ultimate power.

The new CLARION models are illustrated on this page. In addition to smart design, masterly cabinet craftsmanship and every possible advancement in radio electronics, each receiver carries the CLARION AUDIBEL RATING warranty—your customer's assurance of honest value and balanced performance.

**WARWICK MANUFACTURING CORPORATION**

4640 West Harrison Street • Chicago 44, Illinois



**THE CLARIONETTE (C105)** • A truly grand type of classic Radio-phonograph combination with large 15" x 10" speaker. Occupies only 3 square feet of floor space. 6 tube (incl. rectifier) AC superheterodyne circuit. New CLARION Floating Stylus.

**THE MASTERPIECE AM-FM GRAND (C109)**

• A magnificent model in mahogany combining grandeur, style and beauty. Essential (incl. variable) double conversion superheterodyne. Automatic "glidecut" circuit. Touch button tuner. Sophisticated record changer. Masterline receiver and sound circuit. Packed with the newest electronic developments.



**THE SARATOGA (C101)** • A superb radio-phonograph combination. Fully grained, combining woods. New (pat. pend.) record changer plays twelve 10" and/or ten 12" records. 5 tubes (incl. rectifier).



**THE RANGE-MASTER (C108)**

• The best word in a battery operated receiver. Extra volume and sensitivity. Cabinet of new, surprising woods. Large 8" x 6" speaker. Range-master. 5 tubes (incl. rectifier). A Test of new improvements.



**P E R F O R M A N C E**

## Store Design

(Continued from page 33)

placed in the center of the store. In this location they are presented twice to every customer—first when he comes in the store, and again when he goes out.

To insure this "double exposure" and to gain maximum store traffic, most dealers carry their demand items in the rear of the store. These items are the products which people enter the store to ask for.

It is usually a good plan to place these products to the left of the customer as he walks toward the rear. Since the customer usually turns to the right when he enters the store, this will require him to pass through cross-aisles to reach the demand departments. She will thus be exposed to the merchandise displayed on the way.

### Self-Service Pointer

Many demand items can be carried on "self-service" tables of the kind illustrated in this store. The table shown has glass partitions which permit the carrying of a number of small items in separate shallow bins on the top of the table.

There are some demand items that are too valuable to be carried on open tables. This is also true of certain impulse items of relatively high value.

To stock tubes and parts, shelving like that illustrated may be used. It permits the safe storage of a large quantity of items in small space.

Dealers who find it necessary to use shelving lose sales appeal for the products carried. This can be offset in part by "eye-level" arrangement of stock.

High-profit items are placed at the level of the eye of the average customer. Low-margin goods are relegated to positions over or under this eye-level on the shelves.

To stock high-value small items, the store shown has a glass-top counter. This is an L-shaped fixture, the rear portion of which may also be used as a wrapping counter.

Additional shelving and counter space in front of the service department can be used to stock additional demand or impulse items. These include not only electrical products but gift items that may be non-electrical in nature, such as cigarette lighters.

Perhaps the most important fixture in the store does not hold mer-

chandise at all. It is a place for the shopper to sit down. People who purchase major electrical products need this, or fatigue may in some cases drive them from the store before the sale is completed. In the store shown, a divan is placed near the radio-phonograph combinations.

Although maximum visibility is desirable, sound is a distraction. This is why the record listening booths and the service department are partitioned off in this store.

## Repeat Business

(Continued from page 47)

favor when competition begins to stiffen," Rosendahl asserted.

With sales volume of new sets and electrical volume on the upswing, the company finds that it must enlarge its sales staff. However, Rosendahl refrains from hiring additional employes as much as possible. As active merchandising in the period ahead may not permit close customer contact, this merchant aims to meet his customers personally now.

Rosendahl feels it is essential for retailers to be on friendly terms with their customers. At the present time, he is learning his customers' radio and electrical needs, and what their requirements will be in the future. Get ready for tomorrow's business today, is his advice.

A service department for receivers and electrical goods is maintained at the establishment. Every customer who brings in a set to be serviced is regarded as a prospect for future sales. The store considers maintenance work a good source of profit as well as stepping-stones to greater sales of goods.

### Value in Brand Names

Brand names have always played an important part in building the store's business. In appliances, the firm will handle such well-known makes as Bendix, Norge, Hotpoint, etc., in radios, Philco, Stromberg-Carlson, Motorola and others will be sold.

A good profit is enjoyed by the establishment from the sale of table and floor lamps. In addition to being profitable, these lines have other advantages, the firm has found. For example, they are very attractive and lend a bright and cheerful note; these goods can help cover overhead expenses; they

consume little room in the store.

While the store is out to do a large volume business in electrical appliances, it will also push the sale of radios and television receivers. "At least in my vicinity," Rosendahl said, "radio and video sets will be the sales leaders, and I will devote most of my efforts to pushing these models."

### Profits in Appliances

However, this doesn't mean that the establishment's manager will not actively merchandise the sale of electrical goods. Far from it. The store is out to squeeze every bit of profit from selling these items.

In making a sale of a refrigerator, washer, freezer, etc., Rosendahl will stress the new and improved features of the new appliances. He will also stress the money saving and labor saving advantages which the new merchandise offers.

Customers buying radios and electrical appliances at the store will be assured of excellent service on all goods they purchase. This also applies to small electrical items. The store has its eye on the future, and it hopes to insure a backlog of good-will by creating customer satisfaction at present.

Rosendahl's store, while of medium size, is neat and makes a good appearance. Its exterior is attractive; the large windows permit an unobstructed view of the interior.

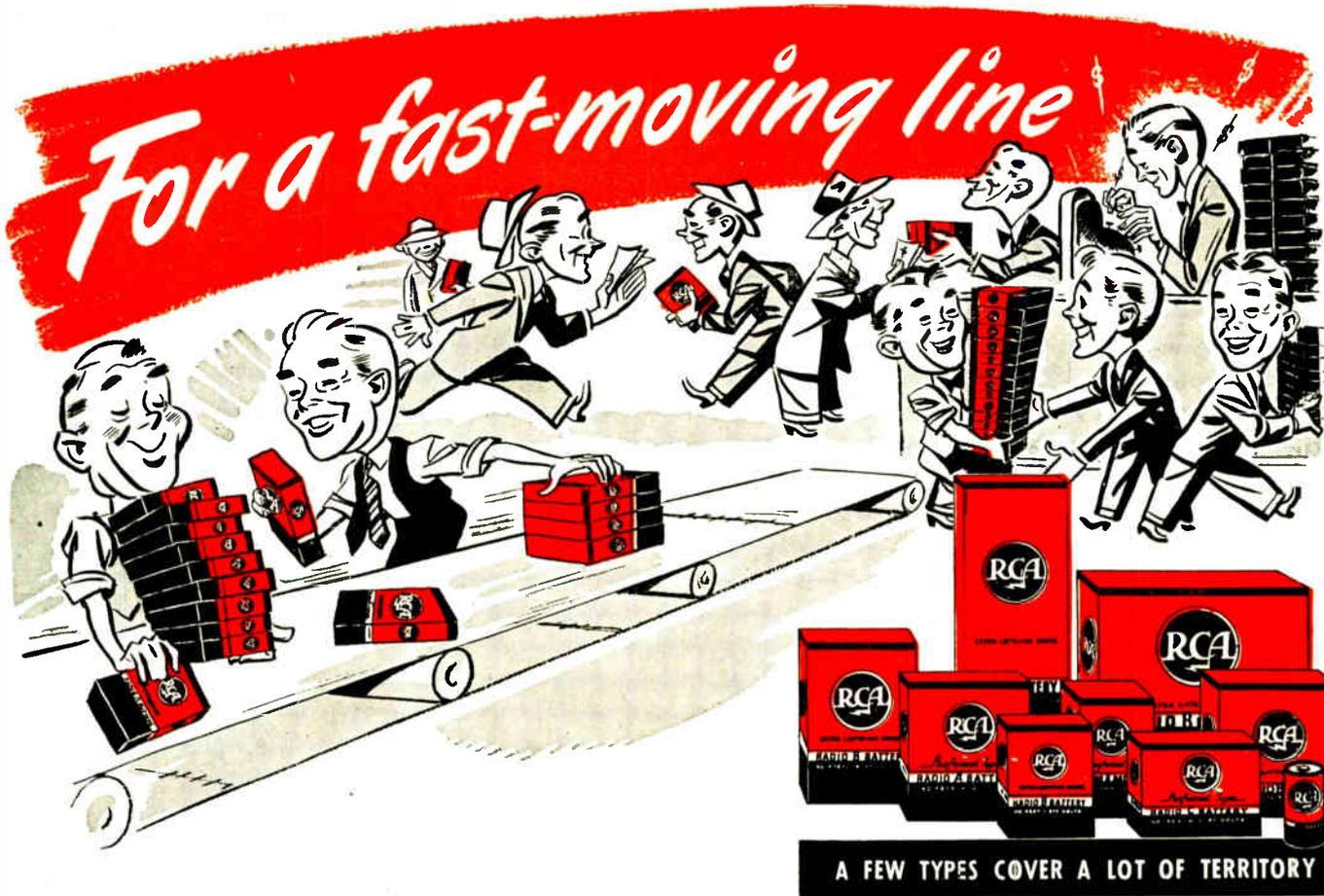
## Multimeter

(Continued from page 95)

milliwatts. Frequently only one decibel scale is provided, corresponding to the lowest AC range of the instrument, and other decibel ranges are obtained by adding to the decibel scale reading by the amount indicated on the range switch plate. Any AC voltmeter may be used for decibel output measurement by applying formula:

$$\text{decibels (db)} = \frac{\text{AC volts}}{10 \log .006 \times \text{impedance}}$$

Whether a "non-electronic" or vacuum tube type of Multimeter is preferred, the reliability and accuracy of the instrument and the reputation of its manufacturer is generally of more practical importance than any particular feature of performance, appearance or initial cost.



## —hitch on to RCA Preferred-Type Radio Batteries

### The Batteries That are Radio-Engineered for Extra Listening Hours

You gain four ways when you carry the line of RCA Preferred-Type Radio Batteries:

1. **MORE PROFIT**—Relatively few types meet the requirements of 99% of all battery-operated receivers. So, you enjoy increased sales on a smaller inventory.
2. **MORE CUSTOMERS**—The high acceptance value of the RCA seal on every carton will bring more people to your shop.
3. **MORE TO SELL**—You get a 2-product line to push . . . RCA Preferred-Type Radio Batteries and RCA Preferred-Type Tubes. Your customers will buy both.
4. **MORE REPEAT BUSINESS**—RCA Preferred-Type Radio Batteries are Radio-Engineered to give extra listening hours. Satisfied customers are the result.

You can't do better than phone your local RCA Tube Distributor today for full details. Or use the coupon.

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



**WATCH THIS FAMILY GROW**

Mr. RCA Tube Distributor:

I want to know more about the line of RCA Preferred-Type Radio Batteries.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_



**TUBE DIVISION**

**RADIO CORPORATION of AMERICA**

**HARRISON, N. J.**

# New Things in Sound

Greater Opportunity Seen for Dealers—Sales, Installation,

• The public address operator who expects to continue a profitable sound equipment business should recognize that several postwar readjustments may be required in this field. On one hand, the sound system business has acquired a variety of new opportunities, while on the other hand, the requirements of his customers are likely to differ in several ways from the pre-war trade.

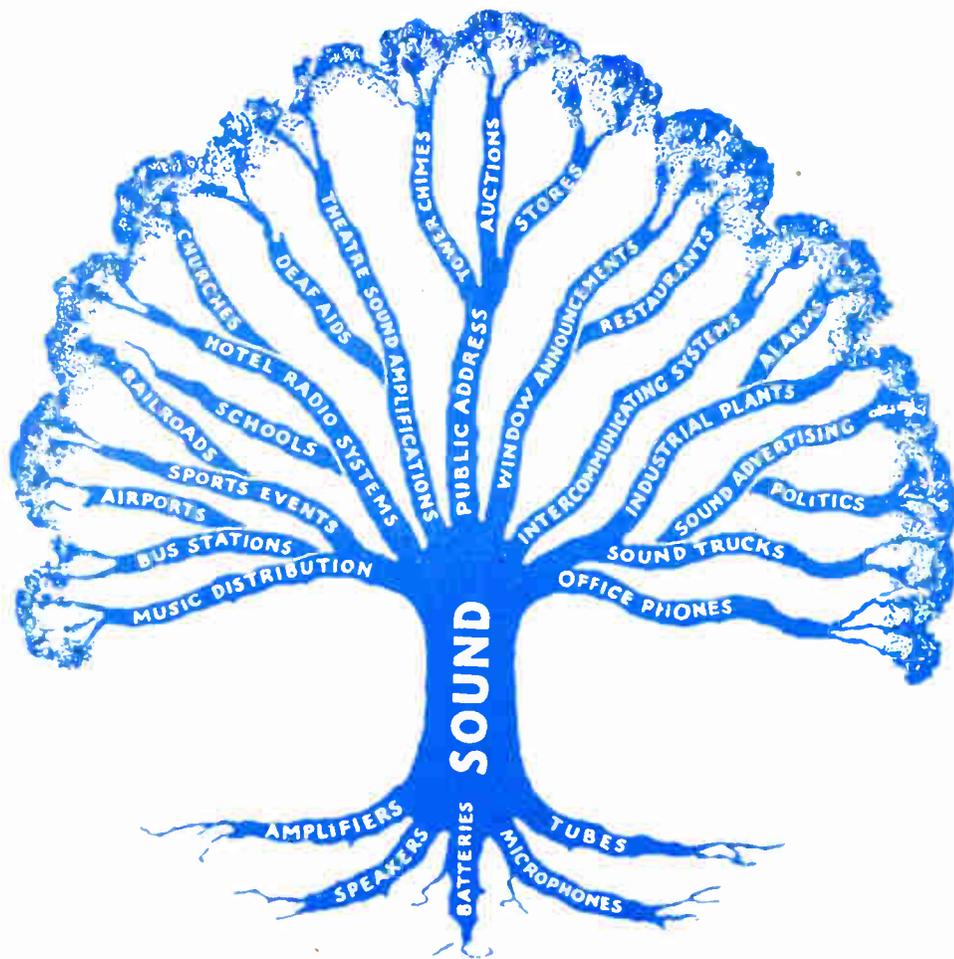
In fact, the term "Public Address" will scarcely describe the new variety of services open to sound equipment dealers and operators.

In anticipation of a huge market for home receivers of all types the dealer may wonder whether it is worth his while to exert himself in fields which might be considered adjuncts to his main business of supplying and maintaining home sets.

## New Markets

No one can predict the extent to which aural and visual transmission will be applied in our modern institutions. It is probable that, in the future, public buildings will be constructed with built-in facilities for sound distribution, motion picture projection and possibly wired and space transmitted television. Removable floor and ceiling panels will permit access to the conduit in which all transmission cables will be enclosed. Though the design of such systems will, in most cases, be undertaken by specialists working for the architects, there will be opportunities for responsible local suppliers to submit bids on equipment and possibly on installation work as well. The anticipated postwar boom in building construction and public works should create a considerable amount of profitable business for sound and radio equipment dealers and technicians.

Dealers who wish to enter this field should not only keep track of



There are many profitable branches in the great new market for sound.

proposed building projects, but should take an active part in pointing out the importance of modern communications to educational, business and social organizations. All public gathering places should be laid out in such a way that their communication facilities can keep pace with any future developments.

It seems probable that permanent sound distribution systems will tend to take the place of rented equipment in public auditoriums, parks, and other large areas.

This equipment will be sold, installed and maintained by the local retailer, provided he is able to compete with nation-wide organizations which may specialize in this field.

The local radio retailer will have the advantage, as usual, of lower overhead and more intimate contact with the customer, but will have to provide a quality of service comparing favorably with services installed and maintained by specialists from the large manufacturing and sales organizations.

## Changed Standards

Public reaction to sound installations may be somewhat more critical than in pre-war days. The practice of operating a twenty watt system at some open air event serving an audience of several thousand persons will no longer satisfy audi-

# Are on the Way

## Maintenance Will Offer Attractive Profits

ences who have had the experience of listening to high-powered industrial and military sound systems. The war-time development of air compressor types of loud speakers, however, may provide an economical method of serving large outdoor audiences with a single speaker unit. These air compressor speakers deliver sound outputs equivalent to 150 watts, or more, using an electro-mechanical valve to modulate a stream of compressed air from a motor driven blower. The valve itself requires comparatively little amplifier power.

### Technique Innovations

The alert sound man will be able to introduce many surprises to post-war audiences. The advent of low cost "handi-talkie" transceivers, modified to serve as roving, wireless microphones, will suggest new opportunities for obtaining audience participation, and of increasing the entertainment value of the sound service.

There has always been a potential market for on-the-spot recording at public gatherings, such as conferences, parties, weddings, concerts and other events of which the participants may wish to have a recorded memento.

Equipment will soon be available for continuous recording on magnetic tape, making it economical to run a recorder for hours at a time. Interesting portions of the tape record can later be re-recorded in the shop on inexpensive discs for sale to the customer, then the original record may be magnetically erased and used again on the next job.

At one gathering, the spontaneous singing of several guests was unexpectedly played back to them from a magnetic tape recorder, with amusing results, though no recording had been included in the original plans. Since tape recorders are

small, rugged, require little or no attention and cost nothing to operate, they will encourage such spontaneous sound pickups.

---

## OPPORTUNITIES IN:

- INDIRECT ADVERTISING
  - MOBILE SOUND
  - SPOT RECORDING
  - EQUIPMENT SALES
  - INSTALLATION
- 

It is likely that this will actually result in increased use of disc recording as well, since there will be a demand for permanently preserved, selected portions of the magnetic sound track on records usable on standard phonographs.

The advertising value of a professional type of central control position should be considered. Most temporary sound installations look temporary and unprofessional. Semi-permanent grouping of equipment in a sound truck, powered by one or more dynamotors, as in military vehicles and remote broadcasting rigs, will give the sound service a higher standing and can be set up at no greater cost than the equipment frequently used.

### More Facilities

Experienced sound men realize the advantage of having more facilities on a job than the customer has asked for. There is no reason why a well equipped sound truck could not be prepared for any type of service at short notice.

At a recent picnic for employees of a large industrial plant the sound man created a sensation by produc-

ing laughter, applause, crowd noises, etc., at appropriate times. Extensive libraries of recorded sound effects are now available for theatrical and other entertainment purposes. These records reproduce practically every known sound, from bird calls and animal noises to the various mechanical sounds produced by airplanes, locomotives, firearms and countless other sources.

### Sound Truck Profitable

Many a radio repair job can be contacted while distributing sound to a local gathering. The presence of a complete service shop, neatly installed in a truck and ready for any emergency, has a strong advertising value.

Also, it is likely that the increased complexity of service will eliminate most screw driver and soldering iron repair jobs in the customer's home.

Few set owners enjoy having their radio set dismantled and carted away without even an estimate of the probable repair cost.

The combination radio service and sound truck will bring sufficient test equipment and tools to the job for a complete analysis and estimate of the work required.

The proper installation of television and FM antennas will also require more elaborate equipment than can be carried in a tool kit.

Special video and uhf test equipment of a bulky nature will be needed before a dealer can qualify as an authorized field service representative.

All these factors point to more and more elaborate service organizations, with greater need for specialized technicians, complete equipment, and large enough coverage of a given sales territory to assure a steady flow of sales, installation and maintenance work.

**NEW!**

## BURGESS PROMOTION



makes it easy for you to sell  
**BURGESS** *Hearing Aid* **BATTERIES**

**THIS DEPARTMENT-IN-A-PACKAGE**

offers you new profits from a big, growing market!

*Every hearing aid user is a battery buyer!* And Burgess makes it easy for you to sell and *resell* these new customers with this minimum stock assortment of the popular hearing aid battery types. Attractive counter merchandiser takes only small space... simplifies reordering... makes it easy for you to stock and sell profitable hearing aid batteries.

*Ready-Packed Assortment* includes 24 No. 2ES, 30 No. 1ES, 12 No. TE, 6 No. XX30E, and 1 No. XX22E.

### YOU GET THESE FREE SALES HELPS

Your Burgess "Department-In-A-Package" includes eye-catching display card for counter or window—battery guide chart to quickly show you correct Burgess types for leading hearing aids—ad mat for newspaper or handbill advertising.



## BURGESS BATTERIES

MR. DISTRIBUTOR:

- Send us one of the new Burgess "Department-In-A-Package" hearing aid battery assortments.
- Send us full particulars on this new promotion.

Name.....

Address.....

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

OR WRITE TO: BURGESS BATTERY COMPANY • FREEPORT, ILL.

### First Temple Radios



Oscar Dane, Templeton president, left, hands Governor Baldwin, of Conn., one of new sets.

### Many Philco Orders

Orders totalling \$110,000,000 have been received from Philco distributors for the company's new 1946 radio receivers and radio-phonographs, refrigerators, freezers and air conditioners, it is announced by Thomas A. Kennally, vice-president in charge of sales. Orders are now being taken for delivery only up to June 30, 1946. Mr. Kennally said, and distributors have been asked to limit themselves to the minimum quantities they require.

### Stewart-Warner Radios Get OPA Price Approval

Retail prices, ranging from \$29.65 to \$189.95, for the complete line of Stewart-Warner home radios submitted to the OPA, have been approved by the OPA, and at least 10,000 of the two lowest priced plastic table models will soon be in hands of dealers, unless unforeseen complications arise, F. A. Hiter, senior vice-president of Stewart-Warner Corp., Chicago, has announced.

### Frigidaire Appointment

C. H. Glenny, a veteran of 15 years in the Frigidaire Division, General Motors Corp., Dayton, has been appointed manager, major dealers division, and will supervise Frigidaire's activities in the department and furniture store and major dealer fields, H. M. Kelley, appliance sales manager, announced.

### AVCO to Make Ranges

The Aviation Corp., New York City, will begin large-scale production and marketing of new gas and electric kitchen ranges as part of its peacetime reconversion program, it is announced by Irving Babcock, president. The ranges will be on the market early this year.

### Hoffman Sales Meeting

First postwar sales conference of the Hoffman Radio Corp. took place recently. The new modern office and factory building at 3751 South Hill St., Los Angeles, was the locale for the meetings, with San Francisco and Los Angeles sales organizations in attendance. H. Leslie Hoffman, president, opened the meeting.

Precious Moments Live for Years on

*"The Wire that Remembers"*



All too soon the days are gone when Mother, Dad and the youngsters sing together like this. All too soon such precious memories might wane and dim with time.

But not today! Such priceless moments can be caught and kept to be heard and cherished again and again as often as you wish.

How? With the Learecorder—a way of recording that puts hours of entertainment on a compact spool of thin gleaming wire.

The Learecorder is just one of the good things you find in Lear Radios. Television, advanced FM, world-wide short wave, record-players and automatic record-changers—all will be offered in Lear sets.

And every radio that Lear builds reflects the craftsmanship and rare engineering skill of this company which for sixteen years has devoted all its resources to making precision radio instruments for air raf.

So you can expect unusual quality in a Lear Radio for your home. From the moment you hear one you'll realize that this is the kind of radio you've hoped for. At the first opportunity visit your Lear dealer and hear for yourself.



Designed

and Made in Grand Rapids

**LEAR  
RADIO**



Current, big-circulation national magazines are featuring this advertisement about the Lear Wire Recorder and Lear Radios. It's just one in a series that is taking the news about Lear Radios into many millions of America's homes.

And besides, every Sunday over the American Broadcasting Company network, Lear presents the Orson Welles *Alfonso*, featuring this noted actor, writer and narrator. See your local paper for time.

All this, together with aggressive merchandising and promotion programs, is building a fast-growing acceptance for

Lear Radios—an acceptance that means money to Lear dealers.

If you would like to be able to offer your customers these unusual radios, write today for full information about the Lear Franchise.

LEAR, Incorporated, Home Radio Sales and Merchandising Division: Furniture Mart, Space 1730 B & C, Chicago 11, Illinois. Radio Division, Grand Rapids 2, Mich.

# Dealers Want to Know—

*In the following exclusive interview, Joseph Gerl, president Sonora Radio & Television Corp., gives an account of his recent countrywide trip, and describes the various things radio retailers are currently thinking about.*

• What do radio dealers expect from their manufacturers in the postwar era? Unfortunately there is no Gallup Poll which covers this field, although we of Sonora had been considering all sorts of methods for sampling dealer opinions. Finally, early in January, 1945, when the end of the European war was in sight, we decided to travel the country and buttonhole the average radio dealer.

## **Ingenious Retailers**

It was a decision which took us about 30,000 miles from coast to coast and from the North to the South. We covered 28 major marketing areas and talked to—and were talked at—by about 13,500 dealers. As much as we would have liked to stop the Sonora Caravan at every major city, the rigors of wartime travel were too forbidding.

The strongest impression which we gathered from this trek across the country, was that the average

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**They Ask About Trends in Prices, Discounts**

**Influence of FM and Television on Radio**

**Effect of New Radio Lines on Business**

**Future Prices After OPA Control Is Off**

**Strong Opposition to Leader Models**

---

radio dealer was probably the most ingenious creature in this amazing land of ours. It seemed like a miracle that dealers, without any civilian radios to sell since April, 1942, should have been able to survive—and not only were able to survive, but were busy selling everything from safety pins to renovated hair curlers. But more important, they still felt themselves to be an integral part of the radio business, and civilian conversion couldn't come too quickly for them.

But what was it that dealers wanted to know? They wanted authentic information as to the ex-

pected volume of sales, trends in prices, trends in discounts, the introduction of new products, the entrance of new radio companies into the field, and the effect of FM and television on radio sales.

## **Want Manufacturers' Views**

The dealers wanted this information, not to satisfy their idle curiosity, but because most of them were preparing to base their post-war establishments and the size of their sales organization on such facts—if they could get them. Of course, the trade journals had kept the dealers informed on all official news, but they wanted more than what appeared on the surface; they wanted the manufacturer's slant on the official data, and the manufacturer's comment on what the new developments meant to the industry.

## **First-Hand Information**

In return for supplying this information to the dealers we met on this cross-country hop-skip-and-jump, members of the Sonora Caravan would question the dealers for the dealer slant on the facts of life in the radio business.

*(Continued on page 114)*

Typical Sonora dealer meeting. This one was held in Los Angeles by Sonora-Pacific Music Supply Co. 450 merchants attended.



# IRC PRESENTS



*the "Book of the Year"*

## FOR SERVICEMEN

Get your free copy from your  
IRC Distributor or write direct

### UP TO THE MINUTE DATA ON IRC RESISTORS

Every well-posted Serviceman will want his own personal copy of this new IRC Service Catalog. Profusely illustrated with useful charts, diagrams, tables and product pictures, it contains the kind of material a busy man likes to have right at his fingertips.

Among the interesting features in this catalog you'll find the complete story on the new smaller size BTS (1/2 watt) and BTA (1 watt) resistors, as well as useful data on the entire BT and BW resistor lines. Now in RMA Preferred Number Ranges as standard Dis-

tributors' stock, these quality resistors are quoted at new low prices.

Also included are pertinent facts on IRC's "Century Line" of volume controls . . . 100 controls that will solve over 90% of your problems in this category. But these are only the highlights of this helpful new catalog. You'll want to see and read it all.

Make sure that you get your copy by stopping in at your nearest IRC Distributor or, if more convenient, drop a card to Dept. 21-A.

## International Resistance Co.

401 NORTH BROAD STREET, PHILADELPHIA 8, PA.



IRC MAKES MORE TYPES OF RESISTANCE UNITS, IN MORE SHAPES FOR MORE APPLICATIONS THAN ANY OTHER MANUFACTURER IN THE WORLD





*In Pickups, it's*

## WEBSTER ELECTRIC

• Right now—in these highly competitive postwar days—it is more important than ever before to feature lines of recognized quality and proved leadership. In radio-phonograph combination pickups and cartridges, the Webster Electric line meets these standards perfectly.

The Webster Electric Pickups and Cartridges available today are the finest ever made by an organization long skilled in the manufacture of high-fidelity sound equipment. There are models to fit almost any radio-phonograph combination—and they are priced to give exceptional value to the user and a substantial profit to you.

Take advantage of the current high popularity of fine recorded music in America by offering your trade genuine Webster Electric Pickups. A new pickup often multiplies the listener's enjoyment . . . even though the instrument itself is far from new . . . tenfold! Write for full particulars and a copy of Service Chart RC-147 today. It will help you select the right Webster Electric Pickup for replacement use.

*(Licensed under patents of the  
Brush Development Company)*

# WEBSTER ELECTRIC

Racine, Wisconsin, U.S.A. • Established 1909 • Export Dept.: 13 E. 40th Street, New York (16), N.Y. Cable Address "ARLAB" New York City

**"Where Quality is a Responsibility and Fair Dealing an Obligation"**

### Prices for GE Heat Pads

With the establishment of OPA approved prices, the two General Electric heating pads now in production in the New Milford, Conn., and Lowell, Mass., factories have been placed on sale across the nation.

According to E. H. Norling, sales manager of the company's sunlamp and heater section, the PS5A1 heating pad will retail at \$4.50 plus 23 cents federal excise tax, while the PS5A3 will retail at \$4.95 plus 25 cents tax.

### Get Raytheon Positions

Carl J. Hollatz, general manager of the radio receiving tube division of Raytheon Mfg. Co., has announced the appointment of L. R. O'Brien as general sales manager of the division.

Mr. O'Brien has appointed Ernest Kohler and Curtis Hammond in sales engineering capacities.

### Westinghouse Sales Plans

Centered around a program of new models, including television receivers; more widespread and faster distribution; and stepped-up schedules of advertising and sales promotion, Manager Harold B. Donley recently mapped Westinghouse Home Radio Division plans for 1946 before representatives of distributors attending the Division's first postwar sales meeting at Mansfield, Ohio.

### Stromberg Dealer Helps.

Stromberg-Carlson Co. has made available to its dealers through its distributors or factory branches nine sales helps of various kinds including signs, banners, salesmen's manuals, displays, circulars, and other merchandising aids. Each of these helps, or a kit containing all, can be obtained at a moderate price.

### Active for Motorola



G. Porter Burgess, regional manager in South and Southwest for Galvin Mfg. Corp., Chicago.

# OVER AND OVER AGAIN THE IMPOSSIBLE BECOMES POSSIBLE

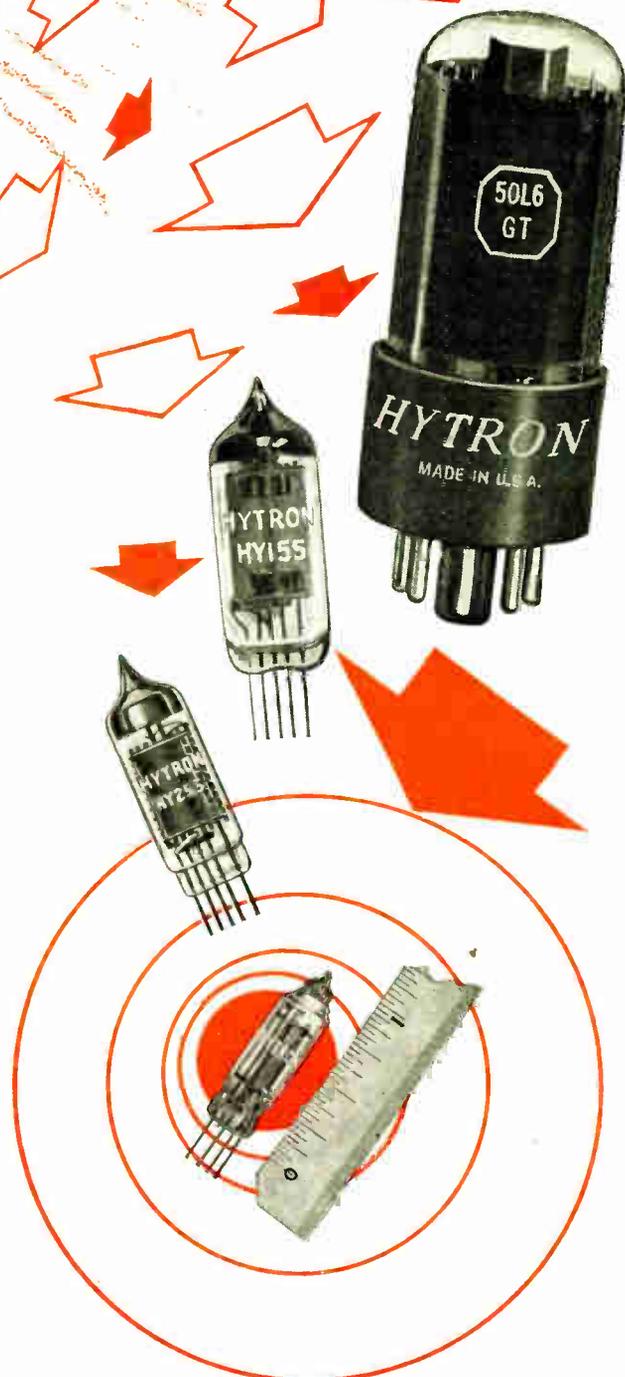
Over and over again, Hytron has licked the problem of making smaller and smaller radio tubes. Its BANTAM GT, which other tube engineers said was impossible, telescoped glass receiving tubes to the T-9 bulb (bantam and loktal), and has since become the most popular receiving tube.

Next Hytron sweated out development of the BANTAM JR.—the first subminiature. The HY155 was soon superseded by the even tinier HY255.

It was only natural that the Navy and OSRD should turn to Hytron in 1940, to design diminutive, rugged tubes for the VT or variable time fuse. Fired from a gun, such tubes, despite their size, must withstand 20,000 G's and 475 rps.

Months of research at Hytron resulted in the smallest tube which has ever been mass-produced. The tube's internal cubic volume is approximately half that of the smallest competitive tube. Again new horizons were explored by Hytron. New techniques and production equipment solved fabrication, assembly, glass, and exhaust problems.

The same skills which created the BANTAM GT, the BANTAM JR., and the smallest VT-fuse subminiature are now concentrated primarily on production of Hytron GT's and T-5½ miniatures for home receivers. You can count, however, on Hytron's continuing leadership in vacuum tube development.



ALL TUBES ACTUAL SIZE

OLDEST MANUFACTURER SPECIALIZING IN RADIO RECEIVING TUBES



# HYTRON

RADIO AND ELECTRONICS CORP.



MAIN OFFICE: SALEM, MASSACHUSETTS

## Dealers Want

(Continued from page 110)

For one thing, while the radio dealers were concerned with prices, it wasn't the temporary OPA situation which aroused their anxiety. They were disturbed by the future trends in prices after OPA controls were relaxed. More specifically, as one hardy dealer in Boston said: "What I want to know is whether the industry is going back to the prices of the 1920's, when sets were sky-high and we had annual models coming out almost every three months, or is the industry going to return to the price policies of the 1930's, with the low priced leader models, and sets being built cheaper and worse every year?"

This was a poser, yet it reflected the speculations of many dealers—as we discovered. Another major line of dealer thought led to discount policy. There seemed to be very violent feeling against any manufacturer who would sell to a few of the larger dealers in the larger cities at a huge discount, while the smaller dealers would receive only a small discount. The larger dealers were denounced as price cutters—perhaps unfairly so—but the feeling seemed to be that the larger dealers led the price-cutting parade, gave allowances and trade-ins on valueless radios, all to the detriment of the radio market. This seemed to us a perhaps unfair indictment of the larger accounts, but nevertheless, it was instructive to learn that such a sentiment existed.

### Against "Leader" Models

Another strong opinion was against leader models. Far off in Portland, Ore., two dealers who came to the Benson Hotel to the meeting, expressed their opinions perhaps more forcefully than we had heard it put in any other center—and every city seemed to share this opinion.

"Are we going back to leader models?" asked one of the Oregon dealers. "Yeh", chimed in another, "advertising leader models and then expecting us to switch the customer to overpriced models?" "By gosh," said the first dealer, "I don't think the radio dealers are going to get mixed up in any such double-dealing in the future! When I think of the sort of thing the manufacturers made us do with leader models in the 1930's, I can almost scorch my collar."

## Presents Landers, Frary & Clark Cleaner



Lee Moss, sales manager home cleaning division, discusses Universal's cleaner with his salesmen. L. to r., H. M. Conlin, Chicago, Mr. Moss, V. J. Girardin, Texas, and B. B. Luce, New England

Other dealers in Kansas City, Mo., for example, denounced the practice of some manufacturers taking dealer salesmen and buyers for "cruises" in return for larger sales of specially overpriced models—all presumably tied in with the "leader model" policy. As a matter of fact, there seemed to be a wholesale revulsion against this type of manufacturer sales policy, many of the dealers feeling that the entire method of pushing leader models into the public eye and then "switching" the customer after he has entered the store, was a reprehensible policy. More often than not, they thought, this practice left the dealers with overpriced radios on their shelves.

The entrance of new radio manufacturers into the radio field did not arouse much apprehension on the part of the dealers. For one thing, no matter how much the average dealer may grouse about competition from the man down the street, he has a healthy respect for competitive practices and is the first to crow if he can move his stock while his competitor is still anxiously striving to pull customers into his store.

### Interest in New Products

So it was not the introduction of new radio brand names which worried the radio dealer, so much as it was the possibility that some of the new radio manufacturers may be entering the field just for a one or two-year period—to help skim the cream, so to speak, with price-cutting, overadvertised and overvalued

merchandise—and then leaving the industry. This fear was genuine among many dealers, and only the conduct of the new manufacturers will, or will not, quiet this fear.

New products have aroused a great deal of dealer interest. The entrance of FM on a regular commercial basis, and the FCC action on television channels have made a great impression on dealers. Of course they envisaged a greater dollar volume of sales, especially on television where there will be no trade-ins for a good number of years. But how such sales will affect their radio business was a problem the dealers discussed with much concern, and they expect the manufacturers to keep them well-informed on every development along these lines.

### For Ethical Practices

By and large, dealers in the smaller cities and in the largest centers, were all agreed that the radio industry had come of age. They were hopeful that the leading manufacturers who guide the radio industry would set up a production, distribution, price and discount policy which would be a credit to the whole industry. One example which was cited rather vehemently by dealers was the secret commission paid by some manufacturers to the dealers' own salesmen—"spiffs"—this seemed to many to be a reprehensible practice no longer in keeping with a grown-up industry.

Yet despite the various growling

(Continued on page 160)



*Better Reception  
from Every  
Point of View*

**There's Popular Appeal in  
HOWARD Radios - Steady Profits Too!**

Every day finds more and more dealers signing for the Howard Radio Franchise—for a line that promises steady sales and profitable business.

And every day, Howard consumer advertising in big mass circulation magazines keeps on selling the merits of Howard Radios to hundreds of "I-want-a-new-radio" prospects right in your own trading area.

If you want a complete radio line that will make you real money, write us for the name of the nearest Howard Distributor.

**HOWARD RADIO COMPANY**  
CHICAGO 13, ILLINOIS



**HOWARD**

*... a Symbol of Craftsmanship  
since the beginning of radio*

*America's Oldest Radio Manufacturer*

(Continued from page 42)

### Motorola RADIO

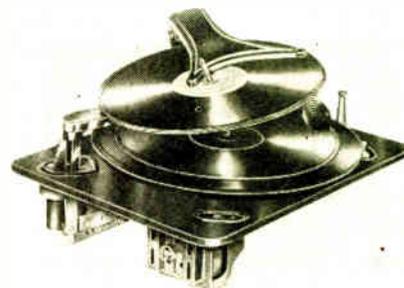
Model 65T21, table model radio; 2-band ac set. "Aero-Vane" loop, tone



control. Walnut veneer cabinet, 18 1/4" wide, 9 3/8" high, 9 3/4" deep. Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & Television RETAILING

### Garrard RECORD CHANGER

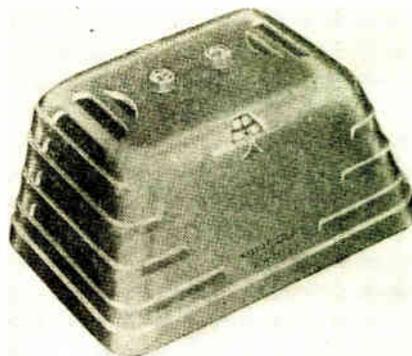
Model RC60 is completely automatic, and plays 10" and 12" records in any sequence without adjustment. Automatic stop on last record. True-tangent pick-up with ball-bearing, jewelled mount and pivot. Available in either magnetic (for conventional needle) or crystal (permanent sapphire stylus) pick-up. Governor-controlled motor has speed regulator. Non-slip record



changer. Garrard Sales Corp., 401 B'way., N. Y. 13, N. Y.—RADIO & Television RETAILING

### Marc-ola RADIO

Features dual dial windows and dual speakers. 6-tube ac-dc superhet. This design eliminates the conventional open back permitting set to be used as cen-



terpiece. Dial and volume controls are on top of cabinet. Cabinets are made of plastic; will be available in colors. U. S. patent design pending. Marco Industries Co., 245 Beverly Drive, Beverly Hills, Calif.—RADIO & Television RETAILING

### Clarion RADIO

Model C109 "The Masterpiece AM-FM Grand". Eleven-tube (including rectifier) double conversion superheterodyne.



Automatic "glide-out" chassis. Touch-button tuner. Symphonized record changer. Warwick Mfg. Corp., 4640 W. Harrison St., Chicago 44, Ill.—RADIO & Television RETAILING

FOR MORE NEW RADIOS  
SEE PP. 34 TO 42.



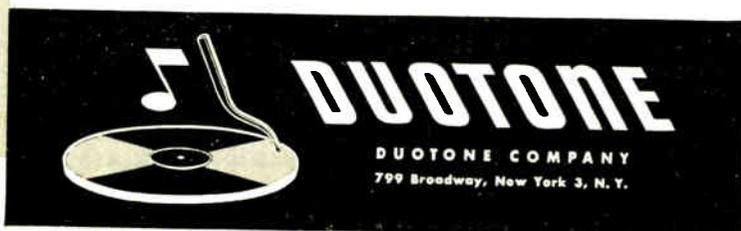
*"That Duotone 'Star' Sapphire Needle really makes a monkey out of Jocko!"*

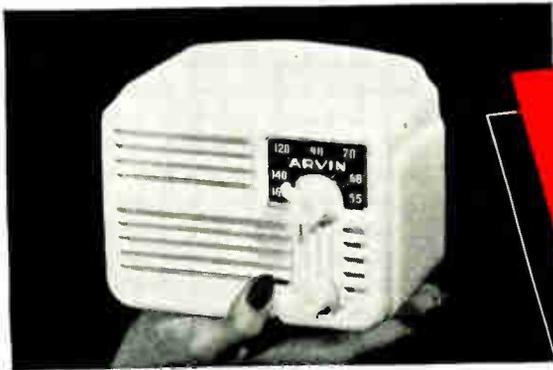
★ Yes, Joe can dispense with Jocko now! No need to change needles when you use a "Star" Sapphire. Plays smoothly for many months. You can hear the difference!

Completely hand made, it's the most perfect genuine sapphire tipped needle ever designed. A jewel point that is finer and better polished than any needle of its type on the market. Retail for five dollars.

For home recording fans our famous DUODISCS and cutting needles are a quality combination designed to give complete satisfaction and insure repeat sales.

Write today for literature on the Duotone line of recording accessories—the most complete in the industry. Designed to meet the pace set by the nation's foremost radio-phonograph manufacturers.





**THE TINIEST ARVIN**—packs a surprising amount of performance—4 tubes, including rectifier for AC-DC operation—unbreakable cabinet—at low prices. Brown \$10.40\* Ivory \$10.55.\* Model 444.  
\*Prices include tax—slightly higher in Far West.



## FROM THE Tiniest TO THE Finest

23 Top Flight Values . . . at prices your customers can afford . . . in table radios, floor and table combinations, battery sets and portables . . . in cabinet styles to please every taste . . . with top flight performance in every price bracket!

*And Arvin dealer sales help is top flight, too! For example—the full line floor display pictured below is one of the most elaborate ever provided the radio trade.*

Life-like in size and in full color—alive with sales interest—this complete line display enables you to do a fast and efficient job of demonstrating and closing sales.

Ask your Arvin distributor to show you all the many radio sales helps in the complete Arvin program of dealer cooperation.



**THE FINEST ARVIN**—a radio phonograph combination of superb tone quality. Features a powerful 12 tube (including rectifier) multi-brand receiver—FM, —AM and short wave, plus a deluxe type automatic record changer playing 10 and 12 inch records, intermixed. Cabinet in beautifully grained walnut veneer. Model 1D88.



**ARVIN** Is The Name on Products of Experience From **NOBLITT-SPARKS INDUSTRIES, INC., COLUMBUS, INDIANA**

## Sales Formula

(Continued from page 55)

That is how medicine has made spectacular gains. Insulin—sulfanilamide—penicillin—new tools to conjure with!

If you watch your sales talks carefully you will learn that when you feed one kind of sales fact to your customers, 50 per cent will buy instead of 10 per cent. In this way you can apply a similar tool for your own profit—scientific salesmanship.

For each appliance and radio you handle seek constantly to learn the user facts that make people buy. Combine these with producer facts to build more powerful sales stories.

Then use them in displays. You know one picture is worth a thousand words. Use them in demonstrations. Actions too, speak louder than words. Also use them in words as well—words that build pictures and cause action in the minds of your customers.

In the world of postwar retailing we are just on the threshold of a new, more scientific method of salesmanship. This is it. If you employ it you are bound to increase the percentage of success and the profits of your selling organization.

## Selling Plan

(Continued from page 31)

All parts, tools, and instruments in the maintenance section are easily accessible for speedy service and time-saving. As this department is located on one side of the store, the technicians can work without being disturbed by merchandise customers.

The firm has always made money from auto radio servicing and the renting of public address systems. But in the future the owner feels that these parts of its business will be more important than ever before.

"We feel certain that home radio servicing will fall off fast now that sets are coming off production lines in increasing quantities," Dealer Pandazes stated. "But, despite that, we are aiming to keep earning large profits from maintenance. We can do this by going after the car receiver trade and public address work.

"With new autos and car sets becoming available, we see a tremendous demand for auto radio

sales, service and installation. By actively promoting and advertising our business, we hope to get a large share of this big market."

This firm also believes that the public is now more "sound" conscious than ever before. The store will concentrate on making PA pay in order to offset any loss in volume which may come when home receiver servicing drops off.

While the store has always done a good business outside of selling goods, it is primarily interested in merchandising. It has already been granted franchises for many of the leading makes of radios and electrical appliances.

The organization is no newcomer to the set-appliance field. It has been in business since 1920, during which time it built up a large backlog of good-will.

Modern merchandising methods, and a modern store, are the firm's sales tools it plans to use to sell modern receivers and electrical goods.

## AC—DC

(Continued from page 91)

be used. The accompanying diagram shows the changes necessary. Note that the off-on switch is hooked to chassis and one side of the line, whereas it was formerly connected in series with the transformer primary.

Addition of a .1 600 v. capacitor from rectifier plate to chassis often helps reduce noise very considerably, and it should be added to the revamped circuit.

The next job is to rewire the power amplifier socket. Generally, the only change necessary is the replacement of the cathode bias resistor by another one of a value suited to the new tube being used. Divide the new required grid bias, as indicated in the tube manual, by the cathode current (plate plus screen current, usually), to get the resistance value.

The formula is  $E/I = R$ . Thus if  $-7\frac{1}{2}$  v. is the required bias, and cathode current equals 12 ma., the resistor should be  $7.5/.012$ , or 625 ohms. A difference of 50 ohms either way is not critical. Trial and error methods may be used, when the radioman is not on friendly terms with math.

A cathode by-pass capacitor of about 5 mikes may be added to the power amplifier tube, if one is not already present. This will boost the volume.

A final point: Filter capacitor negative leads should be grounded to chassis, when their original connections are above ground.

## Vet Profits

(Continued from page 45)

to call for the radio. Cooperation of this type means more profit.

Shut-ins, invalids, and hospital patients deserve—and get—special consideration from this service dealer. The practice of giving these customers more than an even break has brought much business and good-will to the store.

Doing a thorough job on radio and electrical appliance maintenance is part of the firm's "code". "Don't forget," Murphy told this magazine's reporter, "to tell other war veterans who start their own radio service business to return sets to customers looking like new. Polishing a receiver with a soft cloth before delivering it will give the patron extra satisfaction. They appreciate little things like that."

A pick-up and delivery service is maintained by the store at no cost to the customer. On estimating the price of a job, a one-dollar service charge is made if the set is not left at the store for maintenance. Otherwise, no fee is charged for examining the receiver.

## Maintenance Pays

What about the prospects for servicing after radios and appliances are rolling off assembly lines in quantity? Murphy sees it this way, "While there is no question that maintenance work will fall off when goods are available in abundance, there will always be room for the radio technician with good business sense.

This war vet feels that the man who has technical know-how and combines it with intelligent merchandising is bound to operate successfully.

"In the days ahead, many service stores will go out of business. Most of those who fail, however, will be screw-driver mechanics of the fix-it-shop variety. The capable radioman who has plenty on the ball will remain in the service picture, and will continue to operate at a profit."

Murphy's engaging personality is also responsible for the store's profitable operation. "I try to be as cordial as possible to all customers," he explained. "That's the only way to win friends and run a successful business."

"SURE IT GETS A CROWD, BUT I THINK HE'D CLOSE MORE SALES IF HE HADN'T BEEN QUITS CHAMPION."



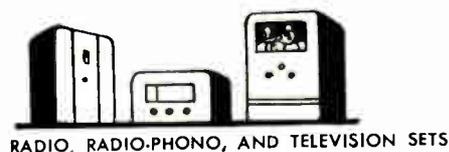
## YOU'LL CLOSE MORE SALES WITH GRAYBAR'S MERCHANDISING AID

Our help to dealers isn't alone a matter of delivering radios and appliances in just the quantities you want—and at the time you want them. Our local warehouses do simplify stocking problems—but there are also other excellent reasons for ordering your merchandise via Graybar . . .

We feel that store display and local promotion are the mutual responsibility of the dealer and Graybar, and our merchandising experts are always on call to lend you a helping hand.

Add the fact that all Graybar-distributed radios and appliances are soundly designed, effectively advertised products of responsible manufacturers, and you can see why it's a good idea for you to get in touch with us right away! *Graybar Electric Company . . . in over 90 principal cities. Executive offices: Graybar Building, New York 17, N. Y.*

4603



DISTRIBUTION  
IS  
MERCHANDISE  
*and Men*



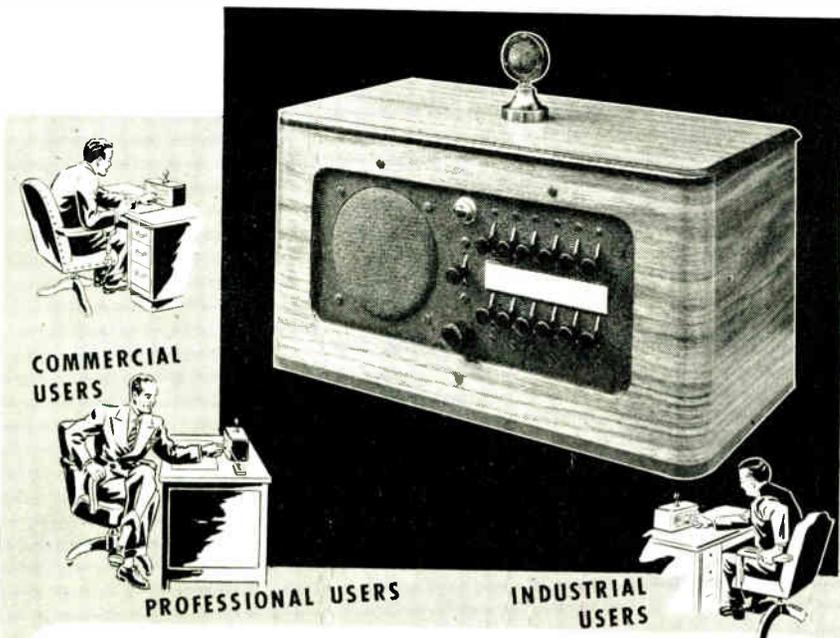
Here's Ray Ade, our District Merchandising Manager at Jacksonville—one of the specialists throughout the nation who are helping Graybar dealers gear-up for big business in radios and appliances.

Ray worked in New York, Los Angeles, and Atlanta before joining Graybar's Merchandising Department at Jacksonville.

He has a B.S. degree from Washington and Lee University, where he was president of his class. He belongs to the Jr. Chamber of Commerce and three clubs—and is the pappy of a daughter and four (4) sons.

Though almost as young as he looks, Ray has the specialized selling experience and "know-how" characteristic of Graybar's radio-and-appliance merchandisers.

MERCHANDISING DEPARTMENT



## THEY ALL LIKE **Belfone**

### Model 374-SS Paces the "Intercom" Market

Belfone's "secretive" model 374-SS offers the most thoroughly satisfactory intercom efficiency on the market. The standard unit provides complete two-way "call-and-answer" contact between any two or more stations in systems of up to 13 stations—with *no switch operation required during conversation!* And the secretive feature prevents any third party from listening in unless *switched in* by the party making the call. (However, it is possible to *call in* on a busy circuit for emergency needs.) Belfone is nationally known for engineering excellence—for clear, natural, noise-free operation—and for easy, economical installation and servicing. See your BELL distributor today, or write for his name—get details on the complete line of BELL Sound Systems!



**BELL SOUND SYSTEMS, INC.**  
1186 Essex Avenue, Columbus 8, Ohio  
Export Office: 4900 Euclid Avenue, Cleveland 3, Ohio

*Get in touch with your **BELL** distributor today*

### **JOBBERs - DISTRIBUTORs - DEALERs - BROKERs** **WANTED**

Your surplus radio tubes—parts—small appliances—radios

Send list giving brand, quantity, best price. All merchandise must be new and unused. For quick cash airmail your offering at once.

*All replies answered by wire or airmail*

**THE ARBOR COMPANY**  
Nebraska City 2, Nebr.

### **Tells Raytheon Plan to Louis M. Herman Retailers**

Dealers from Massachusetts, Vermont, New Hampshire and Maine were present at a meeting sponsored by the Louis M. Herman Co., Boston, at which the firm presented Raytheon's tube distribution plan. The company has been appointed exclusive distributor for the Raytheon Mfg. Co. in this area.

Among the dealers present were: Supreme Radio of Brighton, Mass.; Bill's Radio of Roxbury, Mass.; Gaumont Brothers of Lowell, Mass.; Berman Radio of Boston; Roslindale Radio, Roslindale, Mass.; Beaudry & Monette of Lowell, Mass.; Ray Day Radio of Somerville, Mass.; Nichols Radio, Nashua, N. H.; Byram & McLean of Danvers, Mass.; Robinson Home Utilities, Quincy, Mass.; Stone's Radio of Fitchburg, Mass.; Oliver's Radio, Gloucester, Mass.; Parkway Radio, Everett, Mass.; Circle Radio, Brookline, Mass.; Coolidge Radio of Belmont, Mass.; Northern Radio, Lynn, Mass.; Al's Radio, Lawrence, Mass.

### **Bendix Acquires Plant**

W. P. Hilliard, general manager of the Bendix Radio Division, Bendix Aviation Corp., Baltimore, Md., announces that the division has completed plans to buy its Towson plant from the Defense Plant Corp. and has already started additions and improvements.

"Acquisition of this plant and the improvements are in line with our program for volume manufacture of radios, radio-phonographs and communication equipments in Baltimore," said Mr. Hilliard.

### **Bickford Wins Award**

A "Recognition of Merit" has been presented Bickford Bros. Co. of Rochester and Buffalo, N. Y., by Radio Corp. of



Paul Wolk, left, president of Bickford Bros., is congratulated by M. F. Blakeslee, RCA Victor eastern regional district manager.

America, it is announced by M. F. Blakeslee, Eastern regional manager of RCA Victor Division. The acknowledgment is given for the RCA distributor's recent record dealer promotion and motion picture tie-up in connection with the motion picture, "Rhapsody in Blue."

*Here it is!*

# Recordio 1946



\* Shown above is the Neo-Classic model featured in the December 1945 Better Homes & Gardens article, "Radios Are Back"



■ Look at the man who wears the Lucky 13 Pin. He is a RECORDIO distributor or RECORDIO dealer. Every RECORDIO he sells brings him 12 additional sales plus the original one.

Here is his story: With RECORDIO 1946 home recording is swinging into tremendous popularity. Rapidly America is realizing what priceless heritage lies in recording. Every month has its special events, cherished hours RECORDIO owners want to preserve by recording. And every month RECORDIO dealers sell recording discs to fit a hundred and one needs.

Distinctive RECORDIO cabinets include the Cordovan, beautiful traditional mahogany console, Neo-Classic and Hollywood Modern table models, and airplane luggage styled portables. In each is found the same startlingly clear fidelity of reproduction, the same delicate balance of tone characteristic of only RECORDIO.

**DEALERS—MAIL THIS TODAY!**

WILCOX-GAY CORPORATION  
Charlotte, Michigan

Gentlemen: Tell me more about the coming RECORDIO opportunity that is still open in my territory.

Store Name.....

Address.....

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

R & T R-146

# Recordio

WILCOX-GAY CORPORATION, Charlotte, Mich.

Manufacturers of

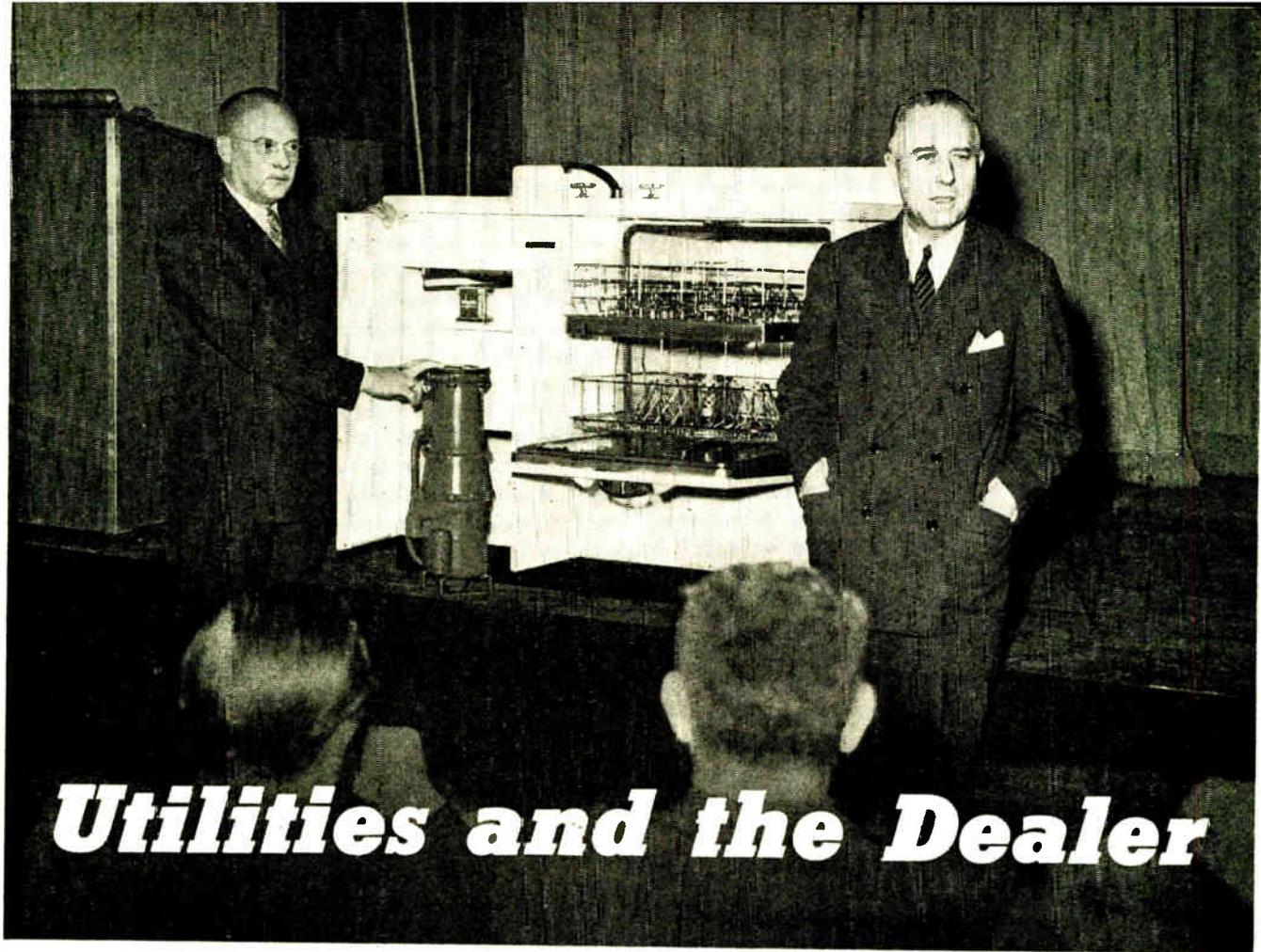
## Recordio Discs

and

## Recordioint

**CUTTING AND PLAYBACK NEEDLES**





# Utilities and the Dealer

Sales training group hears Ray W. Turnbull, Hotpoint president, outline merchandising methods. At left is John Fellman, manager kitchen sales.

## Survey Shows Many Power Companies Will Aid Retailer in Advertising and Sales Training. New Trends Noted.

Written especially for RADIO & Television RETAILING by Ray W. Turnbull, president, Edison General Electric Appliance Co. who went from high school in his native New Haven, Conn. in 1910 to the Hotpoint Company, Ontario, California. Starting as a day laborer, his first promotion was to the shipping department, from where he literally worked through the organization, finally finding his way into sales where his rise was rapid from salesman, to supervisor and finally to sales manager.

The only interruption to his service with the General Electric organization was in 1917 when he served in the Army as an air cadet. In 1931 he became vice president of Edison General Electric Appliance Co., the successor company that included Hotpoint, his original employer.

He was elected president of this company in 1941.

● Recently we conducted a survey among the major electrical utilities to determine their attitudes toward

independent dealers. Among other types of information resulting from this survey, we learned that the number of electrical dealers per outlet will be only slightly greater than in 1941. That may appear to contradict the evidence one sees in driving through a shopping district with the present large number of electric appliance stores now being readied for merchandising; but, dealers must remember that most of these stores are replacing similar stores—many of them dreadfully outdated—that closed when the war interruption came.

Year Ending	Number of Dealers per 1,000 meters
December 31, 1941	1.6
December 31, 1942	1.4
December 31, 1943	1.0
Victory plus 1	1.7

We asked the utility companies regarding merchandising policies and found that many of them will do more to support independent retailers than they did in the prewar days.

1941 Sales Plans Merchandising

Policy: Of the 286 utilities included in the survey, 184 reported that they had merchandised one or more major appliances in 1941. In 1941, 181 utilities indicated that they will merchandise, but with most of them supplying merchandising aids to independent dealers. The non-merchandising utilities totaled 90, of which only 15 per cent said that they would have no appliance promotion program. A breakdown by type of utility shows the following:

	Number of Answers	% of Total
Merchandising	181	63.3%
Non-Merchandising	90	31.5
No-Answer	15	5.2
Total	286	100.0%

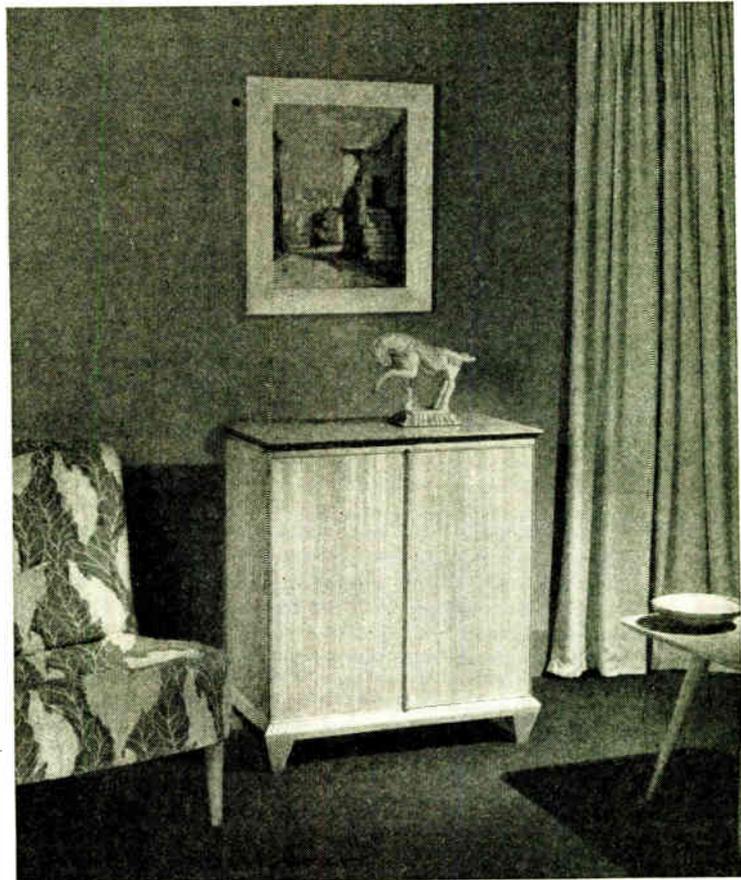
The first question in this section reads as follows: "Do you expect to sell appliances aggressively?" The tabulation to this question follows. The tabulation of this question on 1941 Sales Plans, also shows a comparison of what happened in 1941.

(Continued on page 126)

## Magnavox . . . a superb radio-phonograph, a valuable franchise

In this era of highly competitive retailing, Magnavox offers you a product and policy already proved sound and profitable. Since introducing cabinets of fine furniture styling, Magnavox has been the most widely imitated instrument on the market.

Magnavox tone quality, also, is acknowledged as the highest standard in radio today. Found in America's finest stores, this superb radio-phonograph is the choice of discriminating buyers everywhere.



### Designed for profitable retailing

Non-competitive and profit-protecting, the Magnavox franchise is your assurance of ample markets, rapid turnover and good profits. More, there are the added prestige and customer satisfaction that accompany the sale of a quality radio-phonograph. In looking to the future and continuing customer confidence and good will, look to Magnavox for leadership and dependability. The Magnavox Company, Fort Wayne 4, Ind.

*Symbol of Quality in Radio  
— since 1915*

**Magnavox**  
RADIO PHONOGRAPH

## Philco Official Sees Two-Refrigerator Homes

Almost every American home will be equipped with a second refrigerator or a combination refrigerator-freezer within the next five years, it is predicted by James H. Carmine, vice-president of the Philco Corp., Philadelphia, Pa.

"Just as the tremendous growth of the radio industry was based on convincing the public of the advantages of having a radio in every room, household refrigeration now faces a similar opportunity," Mr. Carmine said. "The idea that one refrigerator is enough for every family is old-fashioned and out-moded. There is no reason why people should not have a refrigerator in their game room and on

the second floor to save needless steps and make modern living more convenient. When this idea becomes generally accepted, it will create a market for at least 19 million additional refrigerator units."

## Chicago Jobber's Meeting

Allied Radio, wholesaler for Raytheon tubes in the Chicago metropolitan area, made first announcement of the details of the Raytheon bonded dealer plan to a group of retailers at a meeting held in Chicago. The function was addressed by A. D. Davis, president, and W. F. Marsh, sales manager of Allied. A movie was shown to explain the workings of the plan.

Amazingly  
NEW



Pat. No. D 122507

MARC-OLA  
RADIO

Featuring DUAL DIAL WINDOWS—DUAL SPEAKERS

You've just seen the smoothest, smartest, most exciting design ever offered in a table radio. Check these features which are going to catapult Marc-ola very, very high in sales: Its beautifully different cabinet incorporates astonishing, new principles... so practical in use. The Marc-ola has TWO speakers, assuring CONSOLE TONE QUALITY, as well as coverage. Notice the TWO dial windows, the TWO speakers. This highly engineered set is six-tube, AC-DC super-heterodyne... incor-

porating new electronic principles. Marc-ola's design eliminates the conventional, open, UGLY BACK. All sides are highly attractive, permitting the radio to be used as a centerpiece, or otherwise, as desired. The dial and volume control are on top center of cabinet. These controls are translucent and impart a soft, colorful luminescence when radio is on. Cabinets are of plastic, in lovely colors. There is more to tell... Wire or write

MARCO INDUSTRIES CO.  
245 Beverly Drive  
Beverly Hills, Calif.



ULTRA IN DESIGN • PERFORMANCE • OPERATION

## Dept. Stores Worse Offenders, Says Dealer

Editor, RADIO & Television RETAILING:

The statement by a spokesman to the effect that certain New York retailers are greatly concerned over the possible return of many *unfair trade practices* resulting from the non-enforcement of fair trade prices by *manufacturers* is ridiculous since the members of his organization — made up of New York's largest department stores — were, in the past, worse offenders than manufacturers ever were. While their presently expressed desire is to see to it that the manufacturers "clean house", they say nothing about putting their own houses in order. Listed below are large department store sales methods with radios and appliances — and it seems unlikely that they will do differently as soon as things tighten up:

1. Many large department stores *lose money* selling radios and appliances. This may be due to the fact that higher-ups in sales keep high-pressuring department heads to turn over stock regardless of profits.

2. As soon as models on hand become superseded, most department stores dump stocks at drastic reductions, advertising brand names, thus injuring the independent — making him cut his price.

3. Practically every large department store used to advertise famous brands at cut prices because they were "shop-worn" or were "demonstrators", when, in most cases, this was merely a "blind" to unload surplus or out-moded stock. Will they attempt in the future to continue this practice?

4. The larger the department store the tougher price-cutting and reprehensible practices become for the independent because big stores enjoy certain customer-confidence.

5. The big department store is the worst offender in sales territory violation acts, getting around its agreements because the goods which are bought at *its store* are sent willy-nilly into independent retailers' "protected" localities. Every independent has been asked to *service free* appliances, radios (well-known makes the independent carries) which were bought at nearby large department stores.

New York, N. Y.

A DEALER

## Named by Farnsworth

The appointments of George Crossland and Claude Davies as assistant managers are announced by I. C. Hunter, manager of the Capehart Sales Division, Farnsworth Television & Radio Corp., Fort Wayne, Ind.

## Opens Branch Store

Dynamic Electronics-New York, Inc., radio-electrical appliance dealer at 37 W. 57th St., New York, has opened a branch store at 2 Park Ave. in this city. Representatives of manufacturers and distributors and members of the press were present at the initial opening.

AC RADIO SERVICE

Here's  
where  
your  
profits  
start!



**RAYTHEON**  
*Bonded*  
**ELECTRONIC  
TECHNICIANS**



**RAYTHEON**  
MANUFACTURING COMPANY

Right on your door, every visitor will see this smart, modern decal—and know your shop is operated by Bonded Electronic Technicians. Here, where your profits start, your doorway becomes a sales-aid. And this is only the beginning. Wall banners, displays, job record cards—the Raytheon Bonded Electronic Technician will have plenty of these to help build a substantial, money-making radio service business. See your Raytheon distributor today. Find out how you can qualify to become a Bonded Electronic Technician. Join the practical, responsible business men known to their communities as Bonded Electronic Technicians.

*Another reason why it pays to qualify as a Raytheon Bonded Electronic Technician.*

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

# UTILITIES & DEALER

(Continued from page 122)

	1941		19V1	
	Number of Utilities	% to Total	Number of Utilities	% to Total
Total Number of Utilities				
Merchandising	184		181	
Ranges	180	97.8%	173	95.6%
Water Heaters	175	95.1	171	94.5
Refrigerators	154	83.7	143	79.0
Dishwashers	68	37.0	123	68.0
Clothes Dryers	13	7.0	105	58.0
Garbage Disposal	50	27.2	109	60.2
Clothes Washers	124	67.4	123	68.0
Ironers	122	66.3	118	65.2
Household Home-Freezer				
Storage Units	16	8.7	140	77.3

Another question concerned the amount of cooperation that dealers could expect from people in the utility business. Tabulations to these answers are listed below. It will be seen that a majority of the utilities in selling merchandise themselves, will actually do newspaper advertising, as well as help the independent dealer make his retail sales. Some will have other types of cooperative advertising such as radio and billboard.

Entering the postwar period, the appliance retailer sees a greatly broadened business opportunity. From the time several years ago when he looked upon the local utility company as a competitor, he can now see that the utility company stands ready to cooperate in almost all communities.

While manufacturers will continue to emphasize product development, they will inaugurate new services to assist the utility companies and independent dealers to sell the

full value that is built into each work saving device. In that manner, the full use-value of those devices can be brought to the American home.

Wholesale distributors will bring the new merchandising and personnel training programs for sales development to the dealers. These activities will be constructed so as to bring the fullest information to every employee engaged in the distribution end of the appliance business.

## Competition's Threats

The challenge of competition will be sterner than ever before, but the opportunities for those who prepare now will be greater than ever before. Each of us must remember that our strongest weapon is the force of education. That means new and greater knowledge of our own business, and a willingness to do our part to bring this information to the American home.

## NON-MERCHANDISING UTILITY COMPANIES

If you do not merchandise, will you have a cooperative promotional program for dealers?

	Total Companies	Answer			
		Yes	No	Uncertain	No Answer
Will Utility Salesmen Help Dealers Sell?	90	46	36	2	6
Will Utility Field Men Contact Dealers to Help Promote Sales?	100%	51.1%	40.0%	2.2%	6.7%
Will Utility Send Direct Mail Pieces to Consumers?	90	55	19	6	10
Will Utility Do Consumer Newspaper Advertising?	100%	61.1%	21.1%	6.7%	11.1%
Will Utility Have Cooperative Newspaper Advertising Plans for Dealers?	90	67	15	3	5
Will Utility Have Radio Programs?	100%	74.4%	16.7%	3.3%	5.6%
Will Utility Use Billboard Advertising?	90	35	36	11	8
	100%	38.9%	40.0%	12.2%	8.9%
	90	36	36	12	6
	100%	40.0%	40.0%	13.3%	6.7%
	90	34	37	8	11
	100%	37.8%	41.1%	8.9%	12.2%

# Speeds Sales

(Continued from page 59)

is a large demand for all types of merchandise, he could make more money by selling his goods privately.

Suggestions would be made on how the customer could sell the article in question without any difficulty. The firm will point out that by placing an inexpensive ad in the classified section of a newspaper, posting notices at clubs, organizations, place of employment, etc., or by contacting friends or neighbors, the customer could get a better price than what it could offer.

A large and profitable record department is maintained at the store. The disc section contains a big selection of popular and classical numbers, with a present inventory amounting to more than \$10,000. Mrs. E. MacVeagh is in charge of this department and makes sales hum!

## Counter Sheet Clicks

A full list of popular titles is kept for ready reference on the counter. Patrons asking for a particular number are given quick service through this reference sheet. Popular discs are listed by orchestra, thereby enabling the salesperson to learn quickly whether a record requested is in stock.

"As soon as competition begins to get a little tough," states Siskin, "our sales program will go in for heavy advertising and outside selling. This plan for profit includes newspaper advertising, both large ads and classified. We will use radio broadcasting also, which will be handled by an advertising agency.

"Plans are also being made for the setting up of billboards in various parts of the city. Circulars and monthly mailers to customers, whose names are on our live mailing list, complete the advertising schedule. Outside salesmen will be employed to canvass homes in our trading area."

The firm's three new outlets are located at 3204 Broadway, 3949 W. Division St. and 4831 W. Irving Park Rd. In policy and in selling, there will be close cooperation among the stores.

At the present time, the organization has a staff of 25 persons, including sales, office, and technical employees. But the company hopes to double this number when it starts "going places" this year.

# Sentinel

For

# 1946!



See us at the Show, American Furniture Mart, Space 17-L

*Means*

**A GREAT NEW YEAR  
A GREATER NEW RADIO  
GREATEST DEALER PROFITS!**

*for Studio tone  
in Your Home*

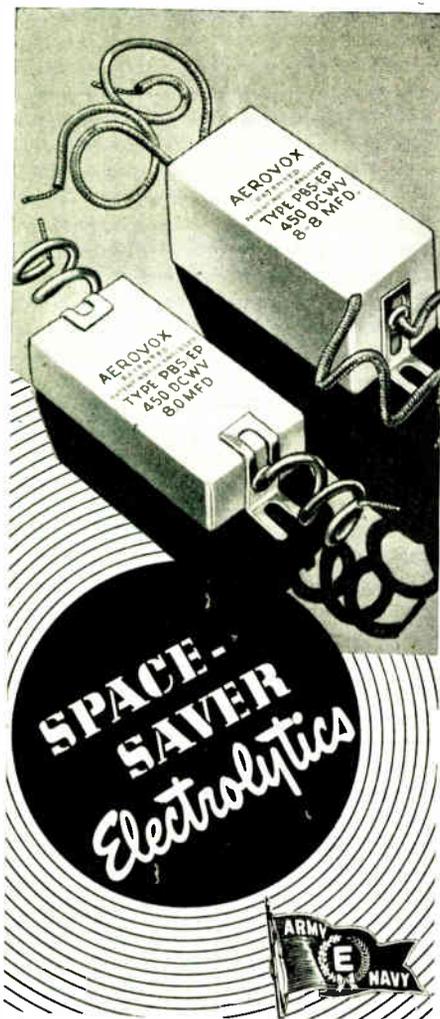
Dealers, customers, *everyone*, hail the wonderful new Sentinels! New materials bring new beauty—color—durability . . . New designs—classical and modern—bring fresher loveliness to any surroundings . . . New marvels of engineering precision—assure unmatched reception-perfection!

Here's the complete radio line that builds better dealer profits . . . with models for every purse and purpose—FM or AM, battery or electric, portable and table, console and combination record player. Sentinels look better—sell better—*are* better!

Make 1946 your *best* business year. Sentinel, the finer, faster selling radio will help you do it!

# Sentinel Radio

SENTINEL RADIO CORPORATION • 2020 RIDGE AVENUE • EVANSTON, ILLINOIS



• Here's a lot of capacitance and working voltage in compact units and at low cost:

Aerovox Type PBS electrolytics are encased in heavy cardboard containers.

Thoroughly impregnated. Fully sealed. Two color-coded wire leads for each section. 450 and 600 v. D.C.W. Single, dual and triple sections.

Units may be mounted flat, on side, upright, or stacked, by means of the Adjustimount or adjustable metal mounting flanges.

• Ask Our Jobber . . .

Ask for these handy electrolytics and other postwar types now available. Ask for latest catalog. Or write us direct.



**FOR RADIO-ELECTRONIC AND INDUSTRIAL APPLICATIONS**

AEROVOX CORP., NEW BEDFORD, MASS., U.S.A.  
Export: 13 E. 40th St., New York 16, N.Y. • Cable: 'ARLAB'  
In Canada: AEROVOX CANADA LTD., Hamilton, Ont.

## Sylvania Survey Shows How to Sell More Bulbs

A lighting survey designed to show people's buying habits, made by Frank Mansfield, director of sales research for Sylvania Electric Products, Inc., Emporium, Pa., has shown that the merchandising of electric light bulbs has been badly neglected.

According to Mr. Mansfield, "We found that while women buy twice as many electric light bulbs for the home as do men, the traditional package is not designed for them. Moreover, they buy only two or three bulbs at a time, mainly because there is nothing to encourage them to buy more, nor is there any way in which the bulbs can be stored safely and conveniently. Although half the wired homes in the country have empty sockets, there are only three spare bulbs in the average home, and these are stored in closets or cupboards, on shelves, or in drawers.

"With these things in mind," Mr. Mansfield declared, "Sylvania Electric had designers make up trial packages containing five bulbs. The number five was decided upon in order to keep the price at \$.50, as this is a better unit price. During a six-week test, the 'Handy 5 Pack' doubled incandescent bulb sales."

## Emerson Wholesaler

I. Gordon Distributing Co., Syracuse, N. Y., has been appointed distributor for Emerson Radio & Phonograph Corp. in central New York, Edgar G. Hermann, Emerson sales manager, announces. Lou Gordon heads the distributing firm.

## Bartee, Out of Army, Rejoins Magazine Staff

Darrell Bartee, who has served 18 months with the Signal Corps in the European theater, has now been discharged by the Army and has rejoined the staff of this magazine. He had spent a total of 30 months in the service, including his training at the big Signal Corps camp, Camp Crowder, Mo.



Darrell Bartee returns to RADIO & Television RETAILING.

Mr. Bartee's unit, the 36th Signal Heavy Construction Battalion, landed at Omaha beach in July, 1944. The unit was assigned signal missions across France and Belgium, and reached Aachen, Germany, as early as November, 1944. The battalion then worked in Holland, Luxembourg and Germany, and while stationed south of Remagen on the Rhine, began to release its eligible members for shipment home. Mr. Bartee is credited with five battle campaigns, including the Ardennes offensive.

While in the Signal Corps, Mr. Bartee became a contributor to Yank and to The Stars and Stripes, and he is represented in the book, The Best in Yank. He is also the author of the official historical record for his battalion, and has written a book, "Outery in Dompierre."

Upon discharge, Mr. Bartee went straight to Kansas, to visit his parents, Mr. and Mrs. Charles E. Bartee, on a farm near Wichita, and to renew acquaintances with farm radio men in the area. His first official act was to jump into a 1,650-mile tour of eight states of the Mid-West. "I wanted to see exactly what radio-appliance distributors and dealers of this sector were up to, by this time!" was his comment.

## Haynes-Griffin Music Store Ties In With WJZ Net



Manager George Lohman, left, finds window display hook-up with Ford Sunday Evening Hour on WJZ resulted in increased sales for the Haynes-Griffin Store, New York. Opera stars Cordon and Steber and Frank Palmer of WJZ admire the display.

Try  
it!  
Compare  
it!

**\$129\***  
AMATEUR NET  
LESS SPEAKER

Frequency  
31—.54  
Megacycles



# HAMMARLUND

THE HAMMARLUND MFG. CO., INC., 460 W. 34<sup>TH</sup> ST., NEW YORK 1, N. Y.  
MANUFACTURERS OF PRECISION COMMUNICATIONS EQUIPMENT

# HQ-129-X



Price subject  
to change  
without notice.

Try — then compare, and you'll agree that this professional receiver is an outstanding value. It is built by craftsmen who specialize in communication equipment. The HQ-129-X has endless improvements which are fully described in an eight-page booklet.. Write today for complete technical information.

# VIDEO VIEWS

## Retailer Tells How to Sell Tele Receivers

Speaking at a meeting sponsored by the American Television Society in New York, Jack Winer, president of Dynamic Electronics-New York, Inc., retailer of radios and electrical appliances, urged dealers to sell tele sets in attractive surroundings.

"Many stores today are not geared to sell video receivers," he said. "A television set is a piece of fine merchandise, and must be displayed in a manner which will set it off most appealingly. An attractive television demonstration room does the same for a tele set as a frame does for a beautiful painting.

## Don't Undersell Video

"In merchandising a video receiver," Winer urged, "don't undersell. Dealers will make a serious error if they stress low-priced sets in preference to more expensive receivers. It is just as easy to sell a costly video set as it is to merchandise low-priced receivers."

His firm, he declared, hopes to achieve large volume tele set sales by active promotion, displaying receivers in separate rooms, and by offering expert installation and maintenance work.

Chairman of the meeting was Dave Wagman, radio and television sales manager for Bruno-New York, distributors in this area.

## DuMont Sales Manager

Samuel B. Levaur has been appointed sales manager for television receivers of

Allen B. DuMont Laboratories, Inc., Dr. Allen B. DuMont, president of the company announces.

## Color Tele Not Ready Say RCA Engineers

Although tele pictures reproduced by the mechanical color system show promise, RCA engineers point out that color television is still distinctly in the laboratory stage of development, with obvious shortcomings. There is much technical development, they say, that needs to be completed before a practical color television system will be ready for good home service to the public. They estimate that this will require about five years.

## A. T. & T. Plans Chicago to Milwaukee Relay Stations

A series of microwave radio relay stations, designed to handle television, sound radio programs, or long distance telephone calls, is to be constructed between Chicago and Milwaukee, the American Telephone and Telegraph Co. announces. The Long Lines Department of the company filed applications with the FCC for authority to build and operate this high-frequency radio relay system on an experimental basis.

## 1946 Big Year for Tele, Says Farnsworth Head

"The year 1946 is destined to be one of marked progress in the bringing of finer living and new comforts to Ameri-

can homes through television and radio," E. A. Nicholas, president Farnsworth Television & Radio Corp., stated in his year-end message.

"Probably the postwar electronic news of greatest import to the American public is that highly improved home television is at hand. Visual radio is no longer an embryo in the laboratory. It is technically ready to go forward on a commercial basis as soon as transmitters can be installed and receivers distributed. Television has reached a point of maturity at which its established sponsors can present it to the public with confidence and pride.

"The radio industry is meeting the problems of reconversion and the challenges of a great new electronic era with all possible vigor and efficiency. We realize, with all industry, that the pace and sureness of our advance will be vital to the prosperity of the nation.

"The coming year will see thousands of American families newly enjoying television. Although production of receivers will not be substantially under way until spring, my own estimate, considering that five major centers of population now have one or more television broadcasting stations, is that 200,000 sets will go to consumers in 1946. Further, with the steady extension of transmitting facilities to other cities, I can foresee an output of at least half a million sets during the industry's actual first full year of production."

## Officers Elected at Annual TBA Meeting

At the annual meeting of the Television Broadcasters Assn., Inc., held in New York, officials of the organization were reelected. They are J. R. Poppele, WOR (New York), president; F. J. Bingley, Philco Corp., vice-president; Will Baltin, secretary-treasurer; and O. B. Hanson, NBC, assistant secretary-treasurer.

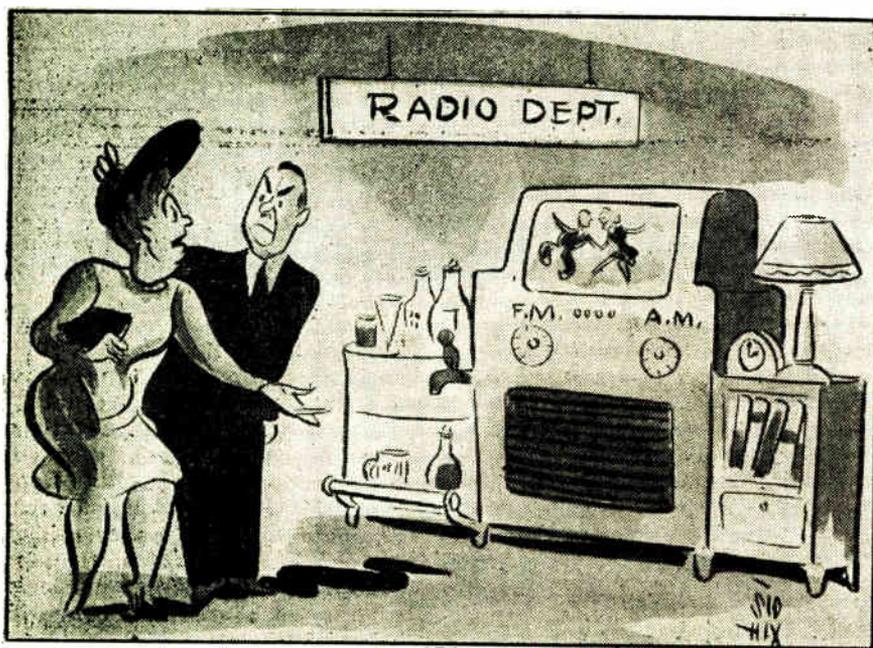
Ernest H. Vogel, vice-president in charge of sales of Farnsworth Television & Radio Corp. was elected to serve on the board of directors. Other members of the board include G. Emerson Markham, Mr. Poppele, Dr. Allen B. DuMont, Mr. Hanson, Mr. Bingley, Paul Raibourn, Curtis W. Mason, and E. A. Hayes.

## Seek Station Licenses

FCC reports that six additional applications have been filed for new commercial video stations. Allen B. DuMont Laboratories, Inc., has applied for Channel No. 2 in Cleveland, and Channel No. 2 in Cincinnati. Sherron Metallic Corp. has filed for Channel No. 5 at Huntington, N. Y.

American Broadcasting Co. seeks Channel No. 7 in San Francisco, The Courier-Journal and Louisville Times want Channel No. 9, Walt Disney Productions, Los Angeles, has applied for Channel No. 5.

## Tip to Tele Manufacturers!

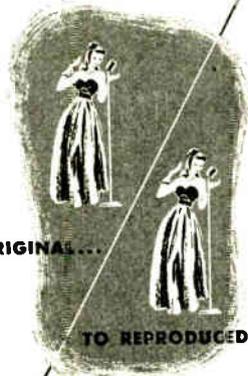


From Sept. 3, '45 Broadcasting, by Sid Hix

"But I want one with radar, so I can keep track of my husband!"

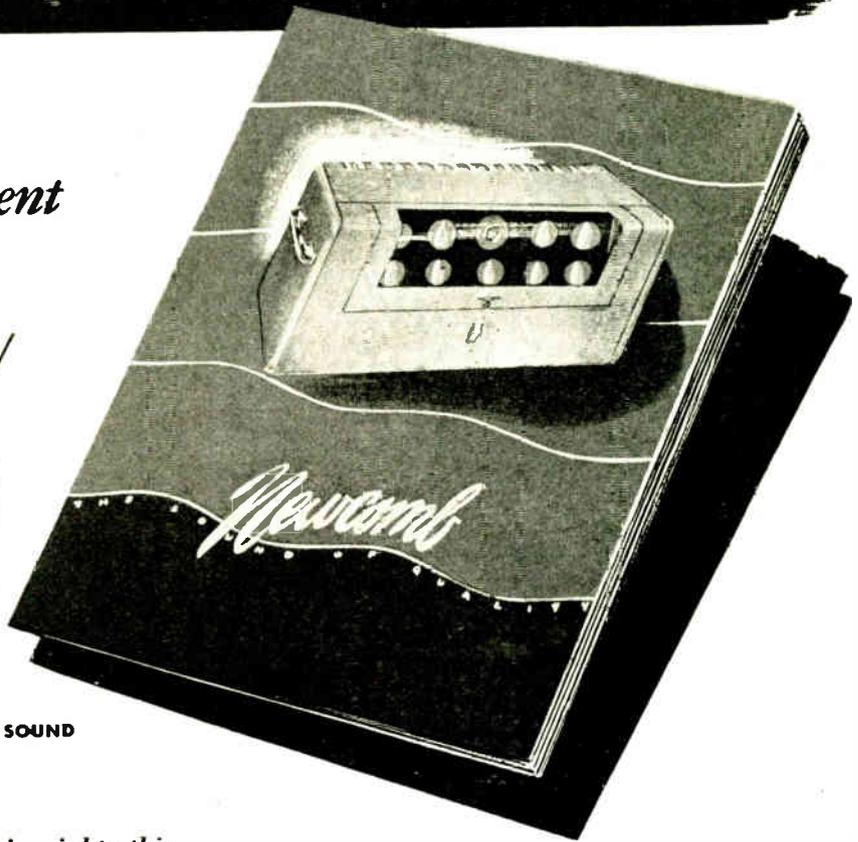
# Now an entirely new line!

*Quality  
sound equipment  
by  
Newcomb*



FROM ORIGINAL...

TO REPRODUCED SOUND



*The Line Between is mighty thin*

**P**RESENTING our newest line of amplifiers... they offer you greater excellence in sound reproduction than has ever before been available to the public address field. Designed and produced by an organization devoted exclusively, for more than seven years, to the perfection of fine

sound equipment, they embody all the practical benefits of today's most advanced electronic achievements.



Send for the catalog... compare Newcomb with others... you'll find no other amplifier has so many advantages.

T H E S O U N D O F Q U A L I T Y

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**AUDIO PRODUCTS CO.**

MANUFACTURERS

DEPT. A. 2815 S. HILL STREET, LOS ANGELES 7, CALIFORNIA



# 50 WATTS OF TRULY RATED POWER OUTPUT

Incorporating latest circuit designs  
DELIVERY NOW

*At Ice Palaces, Industrial Plants, Race Tracks, Music Festivals,  
Football and Baseball Stadia, you'll always satisfy them  
with sound by Masco.*

Model MA-50 Amplifier operates 2 to 12 speakers. Other features include individual bass and treble equalizers; 2 high impedance microphone inputs and one for phono pick-up; dependable performance that has stood the test of years; excellent tonal quality; designed for long hour usage; tapped output; safety fused.

List Price

Model MA-50 Amplifier with streamline cover, less tubes . . . . .100.00  
Kit of Matched Tubes for above . . . . . 17.50

## MARK SIMPSON MANUFACTURING CO.

MANUFACTURERS OF



*Masco Sound Systems and Accessories*

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HANDLED BY 397 RADIO JOBBERS

### Most-Often-Needed DIAGRAM MANUALS

Vol. V, year 1942, 192 p. . . . \$2.00 | Vol. III, year 1940, 208 p. . . . \$2.00  
Vol. IV, year 1941, 192 p. . . . \$2.00 | Vol. II, year 1939, 192 p. . . . \$2.00  
Volume I, 1926-1938, 240 pages . . . . . \$2.50

RECORD PLAYERS AND RECORDERS . . . . . \$1.50  
Simplified Radio Servicing by Comparison . . . \$1.50  
STEWART-WARNER Manual . . . . . 50¢  
ARVIN Diagram Manual . . . . . 50¢  
GENERAL ELECTRIC Manual . . . . . 25¢  
Practical Radio Mathematics . . . . . 25¢  
Radio & Electronics Course, 3 vols. . . . . \$3.95  
How to Use Diagrams in Servicing . . . . . 10¢  
Radio Servicing Course-Book . . . . . \$2.50  
Cyclopedia of Television Facts . . . . . 40¢

See Your Jobber or Write To

### SUPREME PUBLICATIONS

9 S. KEDZIE AVE.,

CHICAGO 12, ILL.

## Temple Distributors

Oscar Dane, president of Templetone Radio Mfg. Corp., New London, Conn., announces the appointments of the following distributors of Temple radios:

Reynolds Electrical & Engineering Co., Inc., El Paso, Tex.; Goldberg Bros., Denver, Colo.; Norman-Young, Inc., Dallas, Tex.; Templetone-New York, Inc., New York, N. Y.; Seaboard Distributing Co., Miami, Fla.; Martin Clark Radio, Ada, Okla.; Texas Motor Co., Brownsville, Tex.; W. W. Slaughter Co., Fort Worth, Tex.; H. U. Mann Co., Chicago, Ill.; Southern Distributors, Knoxville, Tenn.; Electrical Wholesalers, Raleigh, N. C.; Allen Sales Co., Houston, Tex.; The Ridge Madison Co., Madison, Wis.; Ridge Motor & Machine Co., Dubuque, Iowa; John J. Weis Sales Co., Inc., Scranton, Pa.; Schuster Electric Co., Cincinnati, Ohio; W. A. Case & Son Mfg. Co., Binghamton, and Syracuse, N. Y.; Weed & Co., Buffalo and Rochester, N. Y.

## Coughlin Universal Rep

Landers, Frary & Clark, manufacturers of Universal products, New Britain, Conn., announce the appointment of James J. Coughlin as representative for their small appliance line throughout New England.

## Norge Appointments

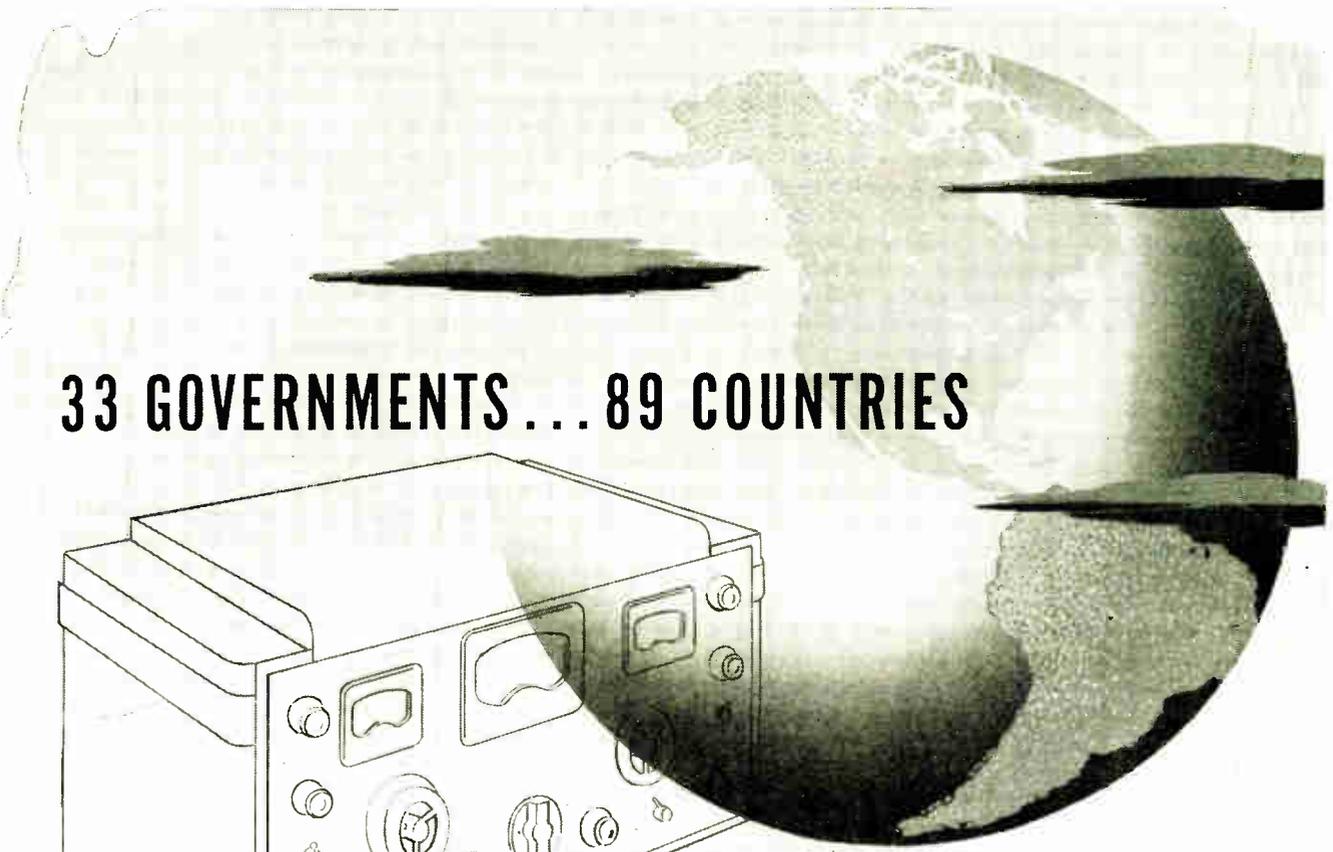
Norge division of Borg-Warner Corp. has made several personnel shifts including the appointment of Howard L.



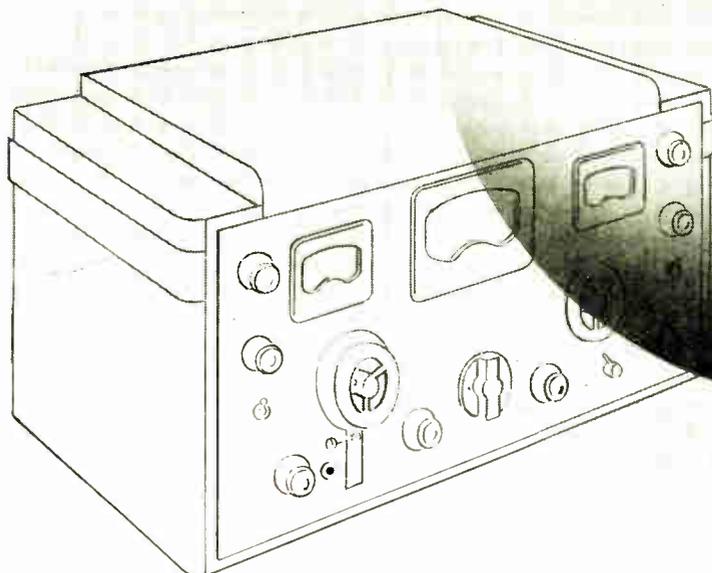
Howard L. Clary

Clary to the position of assistant general sales manager, it is announced by M. G. O'Harra, vice-president and general sales manager.

E. J. Kanker, formerly assistant to Mr. O'Harra, is now director of market research. E. R. Bridge has been named merchandise manager. C. H. MacMahon has been appointed director of advertising and public relations. Ellis Redden is manager of sales promotion.



## 33 GOVERNMENTS... 89 COUNTRIES



Hallicrafters high frequency transmitters and receivers were used by 33 governments in 89 countries before the war.

With peace and the need for improved communications everywhere the universal demand for Hallicrafters equipment is growing again. In this country hundreds of thousands of amateur operators, discriminating listeners and short wave fans will ask for Hallicrafters—"the radio man's radio".

Around the world many thousands more will depend on Hallicrafters to keep in touch with neighboring nations and America.

Hallicrafters will bring to peace time production the same engineering ingenuity and imagination that has made this company leaders in the field of high frequency.

Starting right now Hallicrafters will literally encircle the globe—in name, in fact and with a new and exciting kind of radio performance.

Buy a Victory Bond Today!



# hallicrafters RADIO



THE HALLICTRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT

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# DISTRIBUTOR NEWS

## Form Group to Promote Ethical Distribution

Formation of the "honest distribution" committee is announced by Paul Wolk, president of Bickford Bros. Co., Rochester and Buffalo distributors of radios and electrical appliances, who will serve as temporary chairman. The committee, explains Mr. Wolk, has been organized to combat and eradicate "back door selling" wholesale distribution methods which threaten to undermine the reputation of ethical distributors and retail dealers, and other evil forms of distribution which he calls "The Post-War Black Market".

The purpose of the "honest distribution" committee will be to encourage distributors of all lines of merchandise to adopt a stern code of business ethics patterned after the "Code of Ethics" which was recently instituted by Bickford Bros. A number of distributors throughout the country have already expressed interest in the code of ethics program as a means to protect legitimate channels of merchandising and build better distributor-dealer relations.

Members serving on the "honest distribution" committee include representatives of manufacturers, distributors and retailers throughout the country. They are: W. Sydney Fisher, McCurdy's, Rochester, N. Y.; J. E. Floberg, Sibley, Lindsay & Curr Co., Rochester, N. Y.; D. W. May, president, D. W. May Corp., New York City; E. F. Murphy, E. W. Edwards & Son of Rochester, N. Y.; R. M. Oliver, vice-president, Proctor Electric Co., Philadelphia; Cy Shobe, Shobe, Inc. of Memphis, Tenn., and Thomas Quigley, managing director of the Philadelphia Trade Relations Council.

## Rejoins N. Y. Distributor

Lieut. Harold Gabilove, USNR, released to inactive duty after service with the Navy, has returned as operating vice-president to direct the operations of Shapiro Distributors, Inc.

The firm, with headquarters in Albany, N. Y., and branches in Newburgh, N. Y., Springfield, Mass., and Burlington, Vt., distributes RCA Victor products, ABC washing machines and other major appliances.

## St. Louis Wholesaler's Expansion Program

Anchor Distributors, 1708 Chestnut St., St. Louis, Mo., announces a new expansion program designed to meet demands for postwar merchandise in the Midwest. Plans call for redesigning and expansion of present quarters, and an aggressive advertising campaign to dealers. The firm is under the direction of Jack Cohen and Charles Rosen, and handles radios, electrical appliances, furniture novelties, lamps, silverware, and cookware.

## New San Diego Quarters of J. N. Ceazan Co.



The firm's new building which went into operation this month. Main offices are in Los Angeles.

## Van Zandt Dealers Meet

Van Zandt Supply Co., Huntington, W. Va., held a franchise meeting at which its dealers viewed samples of new radios and electrical appliances and were invited to sign up to handle these lines. Goods shown included RCA radios and phonographs, Horton washers and ironers, American kitchens and sinks, Electromaster electric ranges, Coolerator refrigerators, and New Home sewing machines.

## Motorola Jobber Moves

Goldner Distributing Co., Philadelphia distributor for Motorola radios, is occupying new and modernized showrooms at



Samuel Goldner

46-50 N. Fifth St., in Philadelphia. Samuel Goldner announces that in addition to Motorola radios for home and car, he will handle housefurnishings and toys in the future.

## To Handle Stromberg Sets

Clifford J. Hunt, manager of radio sales for the Stromberg-Carlson Co., announces that the Callander-Lane Co. of Columbus, Ohio, has been appointed area distributor for the company's line of home radio and television receivers. The territory embraced by the distributing company takes in the central Ohio trading area.

## Presteline Wholesalers

A. Raysson, general sales manager of Pressed Steel Car Co., Inc., Domestic Appliance Division, makes public the following list of distributor appointments for Presteline products:

Kinney Bros., Los Angeles, Calif.; Edward F. Hale Co., San Francisco, Calif.; Clinton Radio & Appliance Corp., Newark, N. J.; Albany Hardware & Iron Co., Albany, N. Y.; J. W. Walter, New York, N. Y.; The Motor Radio Distributing Co., Pittsburgh, Pa.; Pacific Coast Heating & Appliance Co., Seattle, Wash.; Clark Supply Co., Milwaukee, Wis.

## Garod Signs 3 Jobbers

Garod Radio Corp., Brooklyn, N. Y., announces completion of distributorship agreements with three regional sales organizations, according to Lou Silver, sales manager. These firms are Huntington Paper & Supply Co., Huntington, W. Va., Missouri Furniture Assn., St. Louis, Mo., Universal Products Co., Norfolk, Va.

## Shows Lines in Florida

Myron L. Alpert, general manager of National Radio Distributors, Ltd., Miami, Fla., announces that the firm has completed two successful showings of the Garod radio line and Vogue appliances in this state. The presentations took place in Jacksonville and Miami.

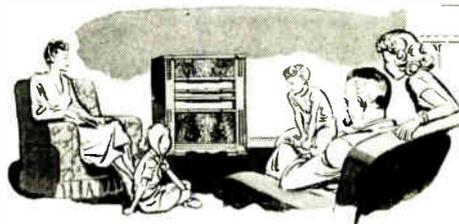
**Every Farnsworth**  
**IS A**  
**SELLING DISPLAY!**

Whether in your showroom, or in a customer's home, the Farnsworth phonograph-radio combination is always working for you! Once delivered to the home, it'll prove its superiority, not only to the owner, but to all of his friends. For, the owner is always proud to demonstrate his Farnsworth!

And with good reason! Handsome cabinet styling, the latest in technical developments, superb tone quality... all these give him pride in ownership. And, too, he'll be particularly proud of the flawless performance of Farnsworth's new DeLuxe 3-point suspension record changer.



Model EK-265—Farnsworth phonograph-radio combination in walnut.



Just consider these outstanding features of the new Farnsworth changer, the heart of the phonograph-radio:

**3-POINT SUSPENSION**

Records are handled, not by one or two, but by 3 points of suspension, perfectly synchronized for balanced action. They're handled only at the edges—no marring of surface grooves.

**CONTROLLED DROP**

Records are quickly but gently lowered into position on a column of air—no chipping or marring.

**FEATHERWEIGHT TONE ARM...**

together with a climatic tested crystal pick-up and a precious-metal stylus make for safe, positive positioning, superb reproduction—without the annoyance of constantly changing needles.

**HOLD BACK**

The tone arm automatically returns to an off-side position, enabling the user to remove all records from the turntable without having to manipulate the tone arm.

**AUTOMATIC STOP**

When the last record is played, the mechanism shuts off. Plays any number of records up to twelve 10" or ten 12".

With Farnsworth quality, customer's service calls are practically non-existent. *But* customers' calls giving you the names of friends who are interested in a Farnsworth will grow and grow and grow!

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

**FARNSWORTH** *Television · Radio · Phonograph-Radio*

Farnsworth Television & Radio Receivers and Transmitters · Aircraft Radio Equipment · Farnsworth Television Tubes  
 Halstead Traffic Communications Corporation · The Farnsworth Phonograph-Radio · The Capehart · Panamuse by Capehart

## GE Washers, Ironers in Production; Get Price OK

In line with General Electric's national-pricing policy, the OPA-approved prices on the first four postwar GE washers to go on sale to the public will include cost of delivery and one-year warranty, C. E. Anderson, manager of the Home Laundry Equipment Division, has announced.

The two washer models now in production and on display in stores are priced at \$81.95 and \$91.95. These are identical machines except for the addition of a pump to the higher priced model.

Two other models, one with a pump, on which production has started are priced at \$71.95 and \$81.95.

A non-automatic portable ironer which is scheduled to be shipped this month will sell for \$31.95.

All four washers are wringer-type models equipped with General Electric's one-control wringer. The more expensive machines have a capacity of 8 pounds of dry clothes, while the others will handle 6 pounds.

## RCA Victor Broadcast

RCA Victor has launched a new weekly radio show, based on the long-standing, perennial controversy between classical music exponents and jive fans. The program is heard Sundays at 4:30 P.M., EST, over 146 stations of the NBC network.

## Youngstown Appoints Two

C. D. "Deck" Alderman has been named assistant manager of sales for the Youngstown Kitchens division of Mullins Mfg. Corp., Warren, Ohio, it has been announced by Charles A. Morrow, vice-president in charge of sales.

Mr. Morrow also announced that G. A. McGarry has been appointed manager of Youngstown's experimental merchandising territory, which includes Trumbull and Mahoning Counties in Ohio. Mr. McGarry will be in charge of testing sales and promotional methods, and analyzing dealer experiences and consumer reactions.

## W-J Displays Products

The application of music in industrial plants as a means of combatting fatigue and monotony was demonstrated at a Chicago meeting. Walker-Jimieson, Inc., radio distributor in this area, exhibited public address, intercommunication and testing equipment at this function.

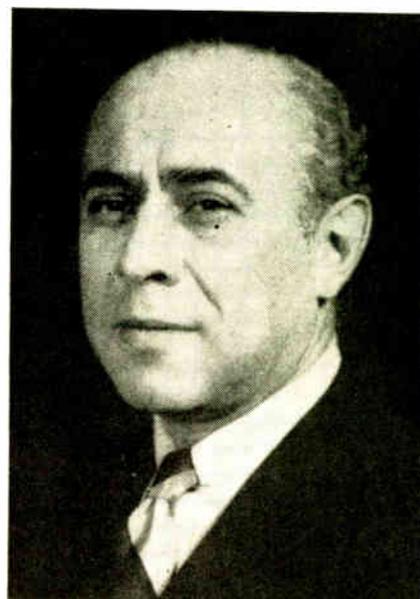
## Buses Use Galvin Radio

Galvin Mfg. Corp. two-way radio-telephone equipment is currently being used by the Greyhound Bus Lines of Chicago, Ill., on an experimental basis for dispatching and maintaining contact with buses while en route.

## Joins West Coast Rep

Charles D. (Ginger) Morgan has joined the staff of the Marshank Sales Co., Los Angeles, as sales engineer. He will be active in the electronic and industrial fields for the firm, which represents Hallcrafters Co. in California and Arizona.

## Emerson Sales Official



Harold E. Karlsruhe, who has been named eastern regional sales manager for Emerson.



# MODEL 56 WEBSTER RECORD CHANGER



*— easier to play  
— cuts service calls*

This new Webster changer will soon appear in the finest radio phonograph combinations. It was selected by quality manufacturers on its performance in comparative tests.

*The choice of music lovers*

### READ THESE FACTS

Built to last. Fast change cycle. Simple, fool-proof operation. Automatic shut-off. Feather light needle pressure. Longer life for records. Quiet running Webster 4 Pole motor—cushion mounted.

**WEBSTER**  **CHICAGO**

5610 Bloomingdale Avenue, CHICAGO 39, ILLINOIS

31 years of Continuous Successful Manufacturing

What People Want Most in

# NEW RADIOS

Stewart-Warner

Delivers in Every Price Class

*Strobo-Sonic Tone . . . Super-Clear Reception . . . Smart New Styling*—these are what millions have said they want in their new radios and radio-phonographs. And these are what Stewart-Warner is delivering, in bigger, value-packed measure than ever before! Every Stewart-Warner improvement has been tailored to give your customers *what they want most*. When they come in to listen, they'll *know!*



### STROBO-SONIC TONE

—words and music reproduced with picture-clear fidelity . . . tone with all the brilliance of its full dimensions—full chromatic range, sensitive depth, crystal-clear transparency.



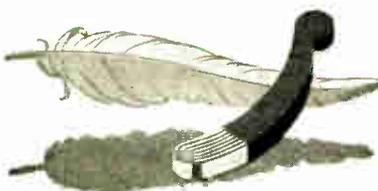
### SIGNAL SENTRY

—always on guard for pure radio enjoyment. Passes programs you want to hear, yet challenges crackle and hum. Stops fading. Distant stations come in strong and clear.



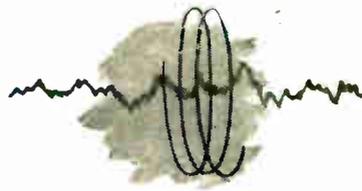
### SINGLE-CONTROL CHANGER

—no more levers and knobs to adjust! Automatic shut-off. Won't chip precious records. Plays twelve 10-inch or ten 12-inch records automatically.  
Models 9004 F and G.



### SUPER-CRYSTAL PICKUP

—the most flexible radio-phonograph crystal yet developed. Ends volume pile-up and blasting. Now combined with the Sensitive Jewel-Point Needle.



### RADAIR ANTENNA

—captures even the weakest signals with a remarkable affinity, yet it repels annoying pops and other natural static noises. A great war-born Stewart-Warner refinement!



### SMART NEW STYLING

—beautiful new cabinets, traditional and modern, in fine woods and newest plastics.

## Stewart-Warner

*Radios · Radio-phonographs*

CHICAGO 14, ILLINOIS



Watch for Stewart-Warner News on FM and Television Receivers

# INDUSTRY NEWS

## Many Models Planned for Hallicrafters Home Sets

In launching its new line of Echophone home models the Hallicrafters Co., Chicago, intends to project quality performance and styling as major points in its appeal to the public, Lester L. Kelsey, vice-president of the firm and general manager of its home radio division, has announced.

According to Mr. Kelsey, Echophone plans to produce a full range of models, from table sets to complete phono-radio, FM, covering the new 88 to 108 megacycle band, and television combinations.

## Stewart-Warner Meetings

Sales, merchandising, advertising and service plans and policies were discussed by officials of the Stewart-Warner Corp. at nation-wide dealer and distributor meetings held recently, according to F. D. Masters, manager of the company's radio division. The firm's complete line of receivers was shown at these functions.

## Radio Field Expanding, Says Dr. L. W. Chubb

Radio today stands on the threshold of an amazing expansion with opportunities as great as those it realized in the six years immediately following the birth of broadcasting 25 years ago, a radio pioneer of a quarter-century ago declared recently.

"Frequency modulation and television

offer a challenge in the higher frequencies of the radio spectrum similar to that which confronted the pioneers in standard, long wave broadcasting," Dr. L. W. Chubb, director of the Westinghouse research laboratories, declared at a meeting of radio engineers in Pittsburgh.

## Zenith District Managers

H. C. Bonfig, vice-president in charge of household radio, Zenith Radio Corp., announces the following appointments as district sales managers: Ray L. Hoefler, Edgar F. Lindgren, Robert I. MacClellan, James H. McKee, Clarence J. Pagel, Herbert H. Sheldon and William A. Shirk.

## Kalamazoo Adds Lines; Plans Aids for Dealers

Arthur L. Blakeslee, president of Kalamazoo Stove & Furnace Co., announces that the company will build gas and electric ranges, combination ranges, coal and wood ranges, heating stoves and a complete line of coal furnaces. Oil and gas warm air heating units will also be available. For the first time, refrigerator and washing machine models will be added to the Kalamazoo line. Models were styled by designers Walter Dorwin Teague and Jack Morgan. Kalamazoo intends to build up its distributing system to keep stride with its enlarged manufacturing program.

The manufacturer plans to aid dealers in various ways. A two-week sales training clinic conducted at Kalamazoo will give dealers a refresher course in store

organization and various functions. Company engineers and home economists will explain and demonstrate the models. A store layout and decorating advisory service will be maintained.

## Sylvania Buys Firm

Sylvania Electric Products, Inc., predicting a prosperity boom for lighting and photographic equipment, has acquired the Wabash Appliance Corp., which will, according to present plans, be merged with the Wabash Photolamp Corp., and Birdseye Electric Corp., to become a wholly-owned but independently operated Sylvania subsidiary, it is announced by Walter E. Poor, president.

## Motorola Maps Plans for Showing of New Lines

At a three-day sales meeting directed by W. H. Kelley, sales manager of Galvin Mfg. Corp., the executives of the company and ten regional sales managers mapped final plans for introducing the new 1946 Motorola radio line to their distributors and the public.

Motorola is presenting a complete line of auto radios to fit and match all cars. The home radio line includes 30 different models, one of the largest in the company's history. Model types range from the tiny "Playboy" portables to the large automatic radio-phonograph combinations. The auto radio line features four new models for all types of cars as well as "Specifics" for the popular new automobiles.

## TWENTY-SECOND BOARD OF DIRECTORS RMA 1945-46



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Ernest Searing R. E. Carlson Ray F. Sparrow S. I. Cole A. Blumentrautz Bond Geddes Executive Vice-President General Manager Leslie F. Muler Treasurer John W. VanAllen General Counsel Frank A. Hiter Herbert A. Bell Monte Cohen G. Richard Fryling F. C. Best

Shown are radio industry leaders elected to serve on the twenty-second board of directors of the Radio Manufacturers Assn. for 1945-46.

For use in any department and all laboratories where instruments are employed and their performance must be carefully checked

# MARION Multi-Range METERTESTER

With self-contained power supply and control equipment for operation on 110 volts, AC, 60 cycles . . . for production testing and calibration of DC instruments



No additional accessories are required. Merely connect the two clips to the instrument under test, and proceed to analyze its accuracy and general performance.

#### INCLUDES...

- Regulated Power Supply
- Stepless Vacuum Tube Voltage Control
- Large 8 1/2" Mirror Scale Standard Instrument, Hand Calibrated
- Decade of .1% Accurate Manganin Wire Wound Resistors

After having been successfully used for four years in our own plant, the **Marion Metertester** is now ready for marketing. It is designed with many operational features which will definitely improve the production rates of any meter inspection department. Moreover, its accuracy is such that it may be used for checking purposes in any department and all laboratories employing instruments. It may also be used as a source of DC current and voltage.

The **Metertester** is provided with a simple, but effective, Vacuum Tube Voltage Control using a type 6N7 as a grid controlled variable resistor for complete and smooth control of the power to the standard from 0-110 volts, DC. This obviates the use of cumbersome rheostats which oftentimes are unsatisfactory for the wide range of current and voltage covered by the **Metertester**.

Range of this unit is 25 microamperes full scale to 10 milliamperes full scale, with the first scale division reading 1/4 microampere, and 0-100 volts full scale. Overall accuracy is better than 1/2 of 1%. Basic sensitivity of the Mirror Scale Standard Instrument is 10 milliamperes. The complete unit is housed in a hand-rubbed, solid oak carrying case.

#### Additional Details Supplied Upon Request

Marion also manufactures a complete line of Electrical Indicating Instruments

Ideal  
Counter Display  
for  
Meter  
Jobbers



**MARION ELECTRICAL INSTRUMENT CO.**  
MANCHESTER, NEW HAMPSHIRE

Jobber Sales Division: Electrical Instrument Distributing Co.  
458 BROADWAY NEW YORK, N. Y.

EXPORT DIVISION - 458 BROADWAY - NEW YORK 13, N. Y. U. S. A. - CABLES: MORHANEX



# TWO GREAT DIRECTORIES . . . in the

## YOUR FREE LISTINGS

If you have not returned our questionnaire with data for your listings, please do so at once. Or, write us a letter listing your products by brand and types. If your product is not sold through distributors or dealers, do not send data.

This annual Directory Number will reflect the accumulated experience gathered here as the leading publishers to the radio-electrical trade since 1925. RADIO & Television RETAILING has been *first* for 20 years because the trade has consistently found it to be their most helpful trade magazine.

Electrical appliances, long merchandised in channels paralleling radio, are hand-in-glove with radio at the distributing and retailing end. In recognition of this, we have given the retailer a monthly section of the magazine devoted exclusively to electrical appliances. And now comes this first annual Electric Appliance Directory appearing as a separate section of the March issue.

Here is a rare opportunity to sell the vast radio-electrical market—to promote your product in an issue having these twin directories, with double usage and year-long life, all at a single cost.

## 21st Annual RADIO TRADE DIRECTORY

*27,000 Guaranteed Circulation*

**Listing all products sold through or used by  
retailers, distributors and service dealers.**

### CLASSIFIED LISTS OF

Home sets, AM, FM	Tubes
Phonograph combinations	Parts and accessories
Recorders and players	Batteries
Television	Test instruments
Auto radio	Sound equipment
Records, blanks, needles	Transmitters
Albums, cabinets	Facsimile

*Also containing*  
New AM-FM-Television spectrum  
International shortwave stations  
Fidelity chart (musical)

**WHO WILL**

### CALDWELL-CLEMENTS, INC.

480 Lexington Avenue  
New York 17, N. Y.

CHICAGO	201 N. Wells St., RAndolph 9225
CLEVELAND	1210 Citizens Bldg., MAin 8270
LOS ANGELES	403 W. 8th St., VAndike 9348
SAN FRANCISCO	68 Post St., SUTter 5568

Member



March Issue of . . .

**RADIO & Television  
RETAILING**  
*Including Radio and Television Today*

*1st Annual*

**ELECTRICAL APPLIANCE  
DIRECTORY**

*Including 24,000 Retailers*

**Listing manufacturers of appliances sold  
thru radio-electrical retailers & distributors.**

**CLASSIFIED LISTS OF**

- |                       |                         |
|-----------------------|-------------------------|
| Refrigeration         | Oil burners             |
| Laundry equipment     | Space heaters           |
| Vacuum cleaners       | Juicers, dishwashers    |
| Ranges, electric, gas | Broilers, roasters      |
| Ironers, irons        | Coffee makers, mixers   |
| Freezers              | Toasters, heaters, fans |
| Room coolers          | Clocks, sunlamps        |

*Also featuring*  
Appliance trade name Index  
Checklist for complete electrical home  
Cost of operating appliances

**COMES OUT IN MARCH —  
WORKS ALL YEAR LONG**

**84%**

*of the dealer subscrib-  
ers maintain their own  
service departments.*

**92%**

*of the dealer subscrib-  
ers sell both radio and  
electrical appliances.*

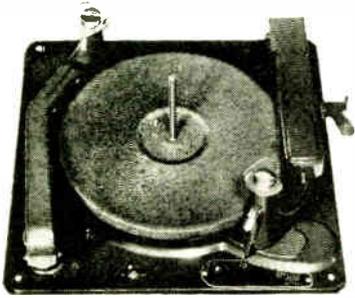
**USE THESE DIRECTORIES?**

RETAILERS of radio, appliances, records, accessories .....	The broad base of radio-electrical distribution.
FURNITURE DEALERS .....	Radio-electrical outlets of above-average volume.
DEPARTMENT STORES, Radio and Appliance Buyers .....	Large scale merchandisers of radio and appliances.
HARDWARE STORES, Selected .....	Having radio-electrical departments.
AUTOMOTIVE DEALERS .....	Important factors in small towns and rural areas.
SPORTING GOODS, JEWELRY and Miscellaneous Dealers .....	Specializing in radio and/or electrical appliances.
INDEPENDENT SERVICEMEN .....	Many of whom engage in merchandising.
SOUND SYSTEM SPECIALISTS .....	Selling, installing, maintaining.
DISTRIBUTORS of Parts, Sound, Instruments, etc. ....	Dominant channels of radio parts wholesaling.
DISTRIBUTORS of Radio and Electrical Appliances .....	All distributors of radio also distribute appliances.
MANUFACTURERS, Radio and Electrical Appliances .....	Merchandising and purchasing executives.

**FINAL CLOSING DATE, FEBRUARY 11—MAKE ADVERTISING RESERVATION NOW**

UP FRONT...

*Every Time*



Combination record-changer recorder  
Model GI-RC130

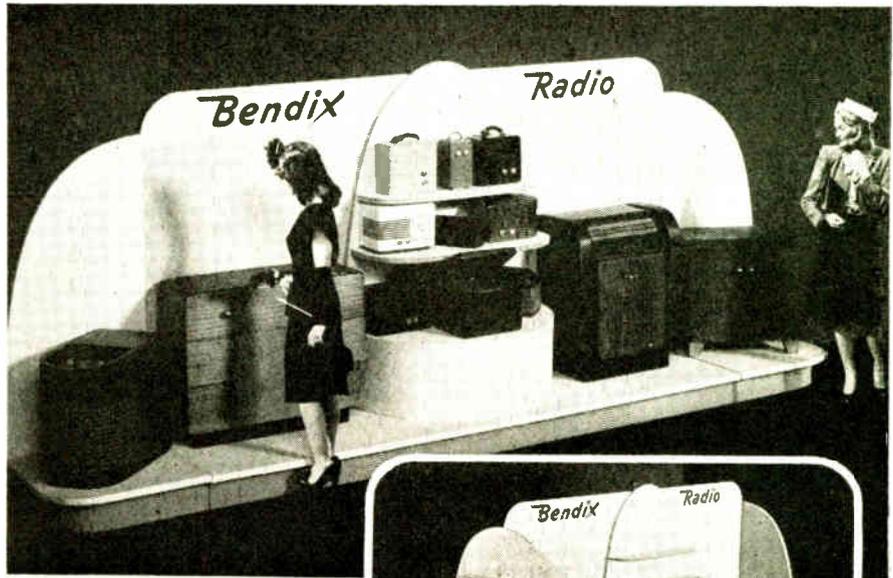
You'll like our postwar line of *Smooth Power* motors, recorders and combination record-changer recorders. They are right up in front with high-quality, velvety smooth operation, perfect fidelity in recording or reproduction.

They have the same fine design and built-in qualities that deliver complete satisfaction, as always. There is no skimping of details to give us fast production. You'll have a front seat in the postwar markets with General Industries phonograph mechanisms.

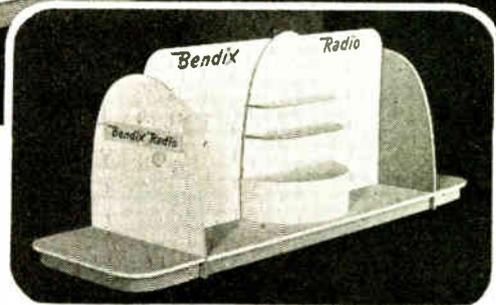
THE GENERAL INDUSTRIES CO.  
Dept. M • Elyria, Ohio



## Tailor-Made Fixtures



One of eight plans offered to dealers as an aid in building displays for large and small radios. Inset (at right) shows the same basic plan adapted to make an island display.



Store layouts vary greatly from store to store. All too often the standard display pieces supplied by manufacturers do not fit into the basic plan of the individual store.

That is why many dealers want a tailor-made set of displays for their radio receivers. To fill this need, a set of plans for eight radio display fixtures has been developed.

These plans have been incorporated into a presentation called "Bendix Radio Dealer Display Plans." This is available upon request from the Bendix Radio Division of Bendix Aviation Corporation, Baltimore 4, Maryland.

The basis of these display fixtures is simplicity. Their object is to obtain the best use of sales floor space at a minimum cost. They were created by Charles Frank Dreyer, New York City Industrial Designer, who specializes in retail store design.

The final measurements of each fixture are adjustable to the needs of the dealer himself. Each is a practical idea for

displaying radios. Each can be made by any display company or window display man from materials that are available locally.

One background display fixture in this group features in the center three open-ended shelves which place small radios within easy reach of the average feminine hand. On each side there is room for a well-rounded display of radio-phonograph console models.

Another wall fixture has two half rounds with shelves, one on each end. These may be used to set off a background which is wide or narrow, depending upon the number of console models a dealer wants to feature. Or the half rounds may be backed together and used as an island display exclusively for small radios.

### Varied to Needs

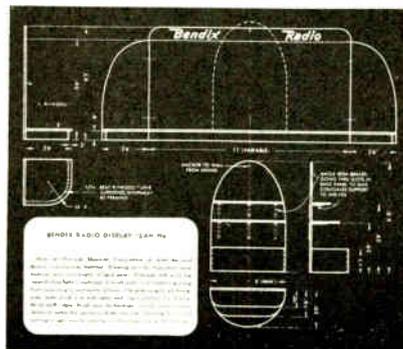
One background in this set has a picture frame type central portion that will be attractive to the dealer who wants to display a large variety of small radios. This central portion has a translucent panel behind which indirect illumination is placed.

Still another unit consists of an unusual low wall or island arrangement that will not only sell table and console radios but also can be made so as to contain storage bins for parts and accessories not ordinarily on display.

Included in the presentation are display fixtures that utilize the space around square and round posts to display table radios.

On the reverse side of every display shown is a simplified plan drawing which gives specific details of construction.

A blue-print appears on the back of each plan.



WATCH SONORA GO PLACES!

eye value plus  
ear value!

means more satisfied  
customers for you!



MODEL RBU-207 . . . 5 tube AC-DC table model. Walnut cabinet, smart inlaid striping. Slide-rule dial at top, etched for greater visibility. Automatic volume control. Beauty—plus!



MODEL RBU-176 . . . 5 tube AC-DC Plastic superhet table model. Gleaming ivory plastic cabinet, the last sellable in modern design!



MODEL RCU-208 . . . 6 tube, AC-DC table model. Patented chassis circuit gives big-set reception that sounds like a console!

• **Take a look at** the smartly-styled new SONORA radios shown here—representative of the complete SONORA line of 37 models. They're not only tops for looks, they're tops for tone! For every SONORA radio—from portable to console combination—is distinguished for the miraculous tone that's "Clear as a Bell."

• **Here are radios** that will sell on performance . . . radios backed by a name that's been famous for tone for more than 30 years . . . radios that will build not only profits but *good will* for you! Your value-wise customers want smart design, they want superior engineering, they want superlative tone—and they get them *all* with SONORA!

**THE RADIO QUESTION OF THE MONTH**

Asked by Mr. Edgar W. Nyholm, Paul A. Schmitt Music Co., Minneapolis, Minn.

Answered by Mr. Joseph Gerl, president of Sonora.

Q: Will 1946 be as disappointing as the latter part of 1945 from the standpoint of radio deliveries?  
A: No. I am very optimistic about 1946. Production in the last quarter of 1945 was delayed because of the adjustment of prices under O. P. A. price control and the necessity of converting to civilian production from wartime production, with accompanying labor and material problems. 1946 should bring the largest radio production in history.

*Joseph Gerl*

**Sonora**   
Clear as a Bell

SONORA PRODUCTS, INC.  
2023 W. Carroll, Chicago 12, Ill.  
HOME ENTERTAINMENT AT ITS BEST

RADIOS . . . F M COMBINATIONS . . . TELEVISION SETS . . . RECORDS . . . PHONOGRAPHS . . . RECORDERS

### Thompson Heads Arvin

Noblitt-Sparks Industries, Columbus, Ind., makers of Arvin radios, makes public the appointment of Glenn W. Thompson as president. Mr. Thompson succeeds Q. G. Noblitt, who has become chairman of the board. The new appointee began his career with the company in 1924 as salesman.

### Stocker Made President

The electrical appliance field greets a new executive in Fred Stocker, recently elected president of the National Stamping and Electric Works of Chicago. Mr. Stocker has been associated with the electrical appliance field since 1920.

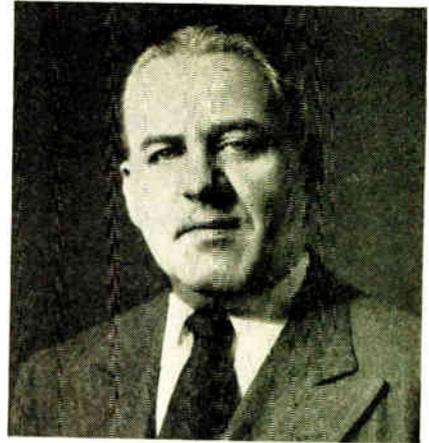
### Corcoran Named Sales Manager of Monitor

J. A. Corcoran, well-known sales executive in the electrical appliance field, has been appointed sales manager of Monitor of Indiana, Inc., Indianapolis, distributor of home electrical appliances. For the last two years, Mr. Corcoran has been general sales manager of the Suttle Equipment Company, distributors, Lawrenceville, Ill.

### Appointed by Ansley

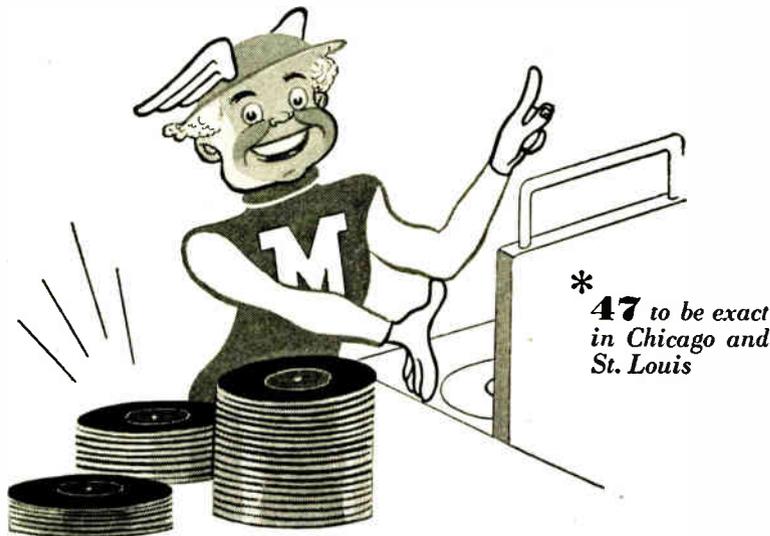
Charles M. Freeman has been elected to the board of directors of the Ansley Radio Corp., Trenton, N. J.

### Elect Sylvania Official



Paul S. Ellison, advertising-sales promotion head, Sylvania Electric Products, Inc., named chairman of Assn. of National Advertisers.

## HOT OFF THE PRESS\*



the NEW

# MERCURY RECORDS

EVERLASTING PERFORMANCE • FAMOUS ARTISTS • FAITHFUL REPRODUCTIONS

They're actually poppin' off the presses at the two Mercury Record plants (Chicago, St. Louis) to the tune of 1,000,000 records a month. No wonder Mercury can deliver all orders immediately. Automatic presses (a Mercury innovation) pressing two records a minute—modern "Biscuit" mills—plating department—plus Mercury's own fully equipped machine shop—no bottlenecks—a self-sustained record manufacturer. And that isn't all—wait until you see the line-up of talent and exclusive merchandising ideas, coming your way soon.

MERCURY RADIO & TELEVISION CORPORATION  
228 N. La Salle Street • Chicago, Ill.

### Large Magnavox Orders

The radio division of the Magnavox Co., Fort Wayne, Ind., specializing in the production of radio-phonographs distributed directly to stores, has orders from its retailers exceeding any full year of pre-war production and representing only the first-quarter requirements of its dealers, the firm reports.

Magnavox furniture models of radio-phonographs are expected to be shipped in sizable quantities shortly.

### General Mills Meeting

Preparatory to establishing national home appliance distribution, newly appointed managers of 13 field sales districts met with Roscoe E. Imhoff, manager of the Home Appliance Department of General Mills, Inc., at a 5-day conference in Minneapolis. This is the first conference since the firm announced its entry into the home appliance field.

### News from Rep Chapters

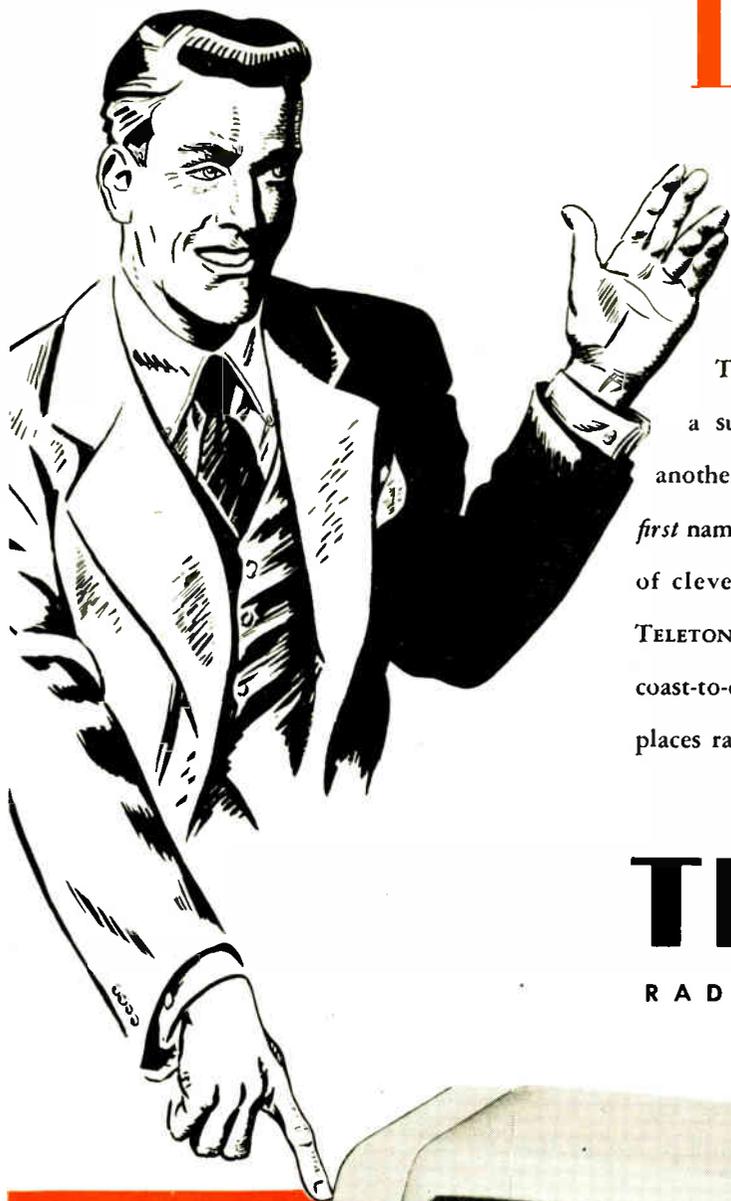
The California chapter of the Representatives of Radio Parts Manufacturers announces its new officers. Russ Hines, president; Les Hogan, secretary-treasurer; Arnold A. Sinai, D. Rudat, and A. J. Hitt are delegates. It is also reported that Sidney N. Spector, 116 Montgomery St., San Francisco, has had his membership application accepted by this branch.

The Dixie chapter has named the following officers: E. L. Hollingsworth, president; William E. Hopper, vice-president; L. C. Still, secretary-treasurer; Henry Burwell and James Millar were designated delegates to the national convention in May.

Percy D. Terwilliger, 27 W. 85 St., Kansas City, Mo., and Maury E. Bettis, 400 B.M.A. Bldg., same city, have joined the Missouri Valley branch.

Samuel K. MacDonald of the Mid-Lantic Chapter has moved to 1531 Spruce St., Philadelphia, Pa.

Harry B. Segar, veteran manufacturers' representative, has passed away.



# Distinguished Styling!

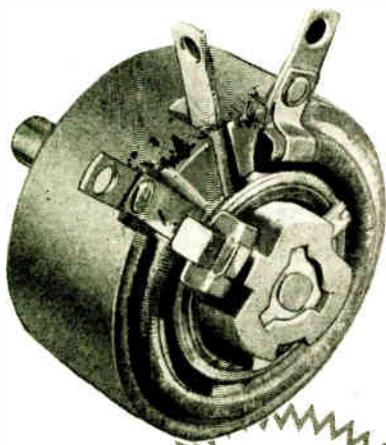
TELETONE's tutone plastic table model radio is a superb example of the specialist's skills—and another reason why TELETONE is fast becoming the *first* name in *small* radios! One of a distinguished group of cleverly engineered, expertly built table model TELETONES that are now winning unstinted praise from coast-to-coast, it is booked for big sales in 1946. So go places radio-wise—tie-in with TELETONE!

## TELETONE

RADIO • TELEVISION • FM



TELETONE RADIO COMPANY, 609 W. 51st St., New York 19, N. Y.  
*Producers of Small Radios and Small Radio-Phonographs Exclusively*



Just  
plain  
**TOUGH!**

## Because . . .

Rugged ceramic case serves as rigid foundation unit.



Wire winding on insulated metal core and imbedded in cold-setting inorganic cement.



Smooth-turning rotor. Properly-tensioned graphited-copper contact shoe in cradle, rides on collector-ring and winding. Non-current-carrying spring for correct contact-shoe pressure.



Porcelain insulator for shaft and mounting-bushing insulation.



25- and 50-watt sizes. Choice of standard resistance values.



### Ask Our Jobber . . .

He can supply you with Clarostat extra-tough power rheostats and other extra-tough controls and resistors. Ask for catalog—or write us.



CLAROSTAT MFG. CO., Inc. • 285-7 N. 6th St., Brooklyn, N. Y.

### Sprague Vice-Presidents

At a meeting of the Sprague Electric Co., North Adams, Mass., Julian K. Sprague and Dr. Preston Robinson were elected vice-presidents of the company.

### Simmons Electric Blanket



Simmons Co., New York, has launched an electronic blanket. Volume production is scheduled for this Spring. Distribution through dealers.

### Made RCA Vice-Presidents

Five officials of the RCA Victor Division have been elected vice-presidents in charge of their respective departments. They are Joseph B. Elliott, in charge of the home instruments; Meade Brunet, in charge of engineering products; L. W. Teegarden, in charge of tubes; J. W. Murray, in charge of RCA Victor records, and J. H. McConnell, vice-president and general attorney.

### Sylvania Poll Indicates Radio Market Trends

An immediate market for 18,700,000 radios to meet the demand of 60% of the present set owners who plan immediate purchases is described by Frank Mansfield, director of sales research, Sylvania Electric Products, Inc. "During the period between V-E Day and V-J Day," he said, "people became slightly more conservative in their ideas about the purchase of postwar sets, but there is still a large and important market."

A new concept of the market for home radios was revealed by Mr. Mansfield who pointed out that the number of radio families has generally been considered the key to market saturation. He said that market studies by Sylvania Electric clearly indicate a tendency toward the increasing use of radios in many different rooms in each radio home. "This trend," he continued, "makes it evident that sales managers should begin to think more of the number of rooms in homes when they are thinking of the market potentials for home radios. If they do, they may find their market saturation points increased two to five times."

About three quarters of the people who intend to purchase radios have already

decided how much they will pay for their sets. The trend is markedly toward the larger sets in the higher price ranges. More than 50% say they will pay \$100 or more while less than 10% say they plan purchases of less than \$50. "If the radio market materializes along these lines," he continued, "we can expect the average price will allow plenty of margin for the inclusion of FM and television in new sets." He said he considered these price ranges not an indication of actual prices but that they were the prices the public now has in mind.

### NEMA Elects Officers; R. L. White New President

R. L. White, president of Landers, Frary & Clark, New Britain, Conn., has been elected president of the National Electrical Manufacturers Assn. at NEMA headquarters in New York. He succeeds A. C. Streamer, Pittsburgh, Pa., vice-president of the Westinghouse Electric Corp.

Vice-presidents elected are W. C. Johnson, vice-president of the Allis-Chalmers Mfg. Co., Milwaukee; R. W. Turnbull, president of the Edison General Electric Appliance Co., Inc., Chicago; H. E. Blood, president of the Norge Division, Borg-Warner Corp., Detroit; J. K. Johnston,



R. L. White

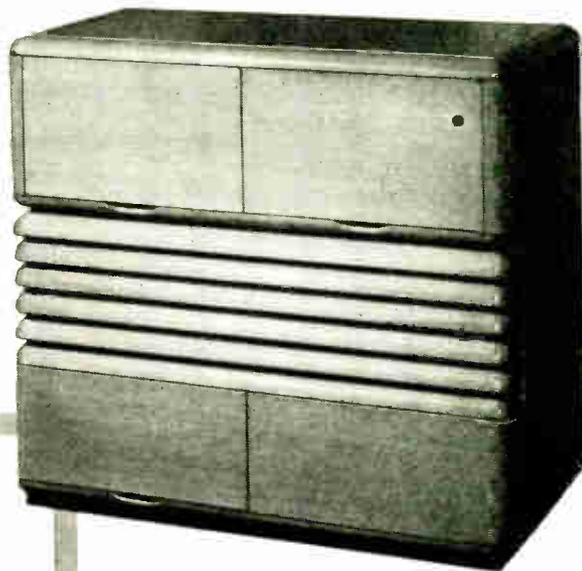
vice-president of the National Vulcanized Fibre Co., Wilmington, Del., and Everett Morss, president of the Simplex Wire & Cable Co., Cambridge, Mass.

Two new members elected to the board of governors are C. T. Lawson, vice-president of the Kelvinator Division, Nash-Kelvinator Corp., Detroit, Mich., and E. L. Robinson, vice-president of the Crescent Insulated Wire & Cable Co., Inc., Trenton, N. J.

Elected treasurer for NEMA is R. S. Edwards, president of Edwards & Co., Inc., Norwalk, Conn. Named to the officers committee as representatives of the board are E. O. Shreve, vice-president of General Electric Co., Schenectady, and C. L. Collens, president of The Reliance Electric & Engineering Co., Cleveland.



Early American Type Automatic—  
Complete with FM



Modified Modern Type Automatic—  
Complete with FM.

## Sparton—ready to roll!

SPARTON is ready and *waiting!* Waiting for that long-delayed “Go-ahead” signal!

When the green light flashes—a host of new and beautiful Spartons will start moving your way.

Consoles—Table Models—FM Combinations! Better in tone and finer in styling than anything offered before!

If you are interested in being the *exclusive* Sparton dealer in your community and in receiving shipments on a direct factory-to-dealer basis, write Ed Bonia, Sales Manager, The Sparks-Withington Company, Jackson, Michigan.\*

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN

# SPARTON

RADIO'S RICHEST VOICE SINCE 1926

\*All Sparton Radios are sold under the SCMP (Sparton Cooperative Merchandising Plan) to one dealer in each community.



Compact Automatic Radio-Phonograph  
for small homes and apartments.



Sheraton Type Automatic—  
Complete with FM.

See and Hear  
These Beautiful Radios  
at the  
**AMERICAN  
FURNISHINGS  
MARKET**  
BOOTH 17-K  
Merchandise Mart—Chicago  
December 30—January 19

**Attention  
GI JOE!**

Here's Your Opportunity to be First to  
**Start Your Own  
RADIO SERVICE  
SHOP**

Complete Start-in-Business  
Package Stocks of

**TEST EQUIPMENT  
TUBES, PARTS, TOOLS** **\$350 up**

Act quickly! Meet the pent up demand for radio service. Turn your special service training into a profitable business of your own. No fuss. No worry. Here's everything you need—\$350 up. Details upon request! Write, wire or phone



**TRIPLET**  
Volt-Ohm-Milliammeter

A. C.—D. C. Volts  
0-10-50-250-1000-5000  
at 1000 ohms per volt.  
D. C. Milliamperes  
0-10-100-500  
Ohms 0-300-250,000  
Case Black molded  
3 1/4" x 5 3/8" x 2 1/8"  
**\$16.00 net**

**Good News!** ALL  
PRIORITIES LIFTED

**HALLICRAFTERS SX-28A**

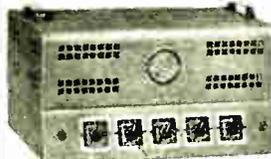


**\$223**

SUPER DEFIANT ..... SX25 **\$94.50**  
SKY CHAMPION ..... S20R **60.00**  
SKYRIDER MARINE ..... S22R **74.50**  
SKY RANGER ..... S39 **110.00**  
ECHOPHONE ..... EC1A **29.50**

ORDERS FILLED AS RECEIVED!!!

**AMPLIFIERS**



Complete  
with tubes.

17 Watt **30.30**  
25 Watt **42.60**  
35 Watt **54.60**  
50 Watt **70.50**  
17 Watt with Phono-top ..... **42.30**  
25 Watt with Phono-top ..... **52.20**  
35 Watt with Record-changer ..... **89.10**

**PHILCO BEAM OF LIGHT**

Selenium Cell only, no holder ..... **1.80**

20% deposit required on all C.O.D. orders. 2% transportation allowance on orders of \$25.00 or more accompanied by payment in full.

Write for  
**FREE CATALOG**

**RADIO  
RADIO SUPPLY &  
ENGINEERING CO., Inc.**  
128 SELDEN AVE. DETROIT 1, MICH.

## Presents Philco Set



James H. Carmine, Philco vice-president, left, gives Secretary of Agriculture Anderson firm's first postwar battery-operated farm radio.

## Named by Lear Jobber

A. R. Sorenson has been placed in charge of Lear home radio sales in the Pittsburgh area, representing the Radio Sound Corp., Lear distributor for that territory, according to Nate Hast, merchandise manager of the Lear home radio division.

## Chicago Motorola Showing

Galvin Mfg. Corp., makers of Motorola radios for home and car, exhibited its 1946 line of radios in Chicago.

This has been the first time the full 1946 line—27 models in all—has been exhibited. Field men conducted demonstrations to point out Motorola features.

## Weston Appoints Olesen

Caxton Brown, president of the Weston Electrical Instrument Corp., announces the appointment of Harold L. Olesen as general sales manager. H. L. Gerstenberger, who formerly served in that capacity, continues as vice-president in charge of sales.

In connection with the elevation of Mr. Olesen, an improved home office sales structure has been developed. Its inauguration forecasts a more intensive cultivation of sales markets not only for the current lines of equipment, but also for new products, the firm states.

## Army Vet Wants Position

Army veteran seeks employment as radio serviceman or similar position; New York area preferred; 35 years of age, 3 years' set maintenance experience, college graduate with 2 years of engineering. Good references; salary secondary. Box C, Care of Editors, RADIO & Television RETAILING, 480 Lexington Ave., New York 17, N. Y.

## Bendix Chicago Manager

E. J. Dykstra has been made district manager of the Chicago area for Bendix radio, according to an announcement made by L. C. Truesdell, general sales manager, radio and television, Bendix Radio, Division of Bendix Aviation Corp.

## Norge Speeds Production

Norge announces that production is beginning to roll again. The firm states that its employes have ended their strikes at both Muskegon area plants, and that production of refrigerator cabinets is being pushed. The company's washing machine plant at Herrin, Ill., is about complete, it is also announced.

## Ray-O-Vac Sales Areas

Ray-O-Vac Co., Madison, Wis., announces a division of its sales territories into four districts. Heading them are J. A. McIlney, New York, Eastern division; A. Hipshman, San Francisco, West Coast; Walter Settle, Chicago, Midwest; George A. Shipley, Memphis, Tenn., Southern division.

## Davega Vice-President

Of interest in trade circles is the announcement of the election of Jules M. Smith as vice-president of Davega Stores Corp.

## With Teletone Radio

Al J. Frankel, who was previously associated with Philharmonic Radio, has been named purchasing agent of the Teletone Radio Co., New York. Also announced is the appointment of Larry Kobre as assistant to S. W. Gross, president.

## Halligan Gets RMA Post

William J. Halligan, president of the Hallcrafters Co., has been named to direct the new amateur radio activities section of the Radio Manufacturers Assn. parts division. The new group will promote and develop all amateur operator interests.

## Krich-Radisco Manager



Arthur J. Hirsch, appointed merchandising manager for this Newark, N. J. distributor.

*For Dealers* with an eye to the Future



... the only radio line that offers you all these EXTRA advantages



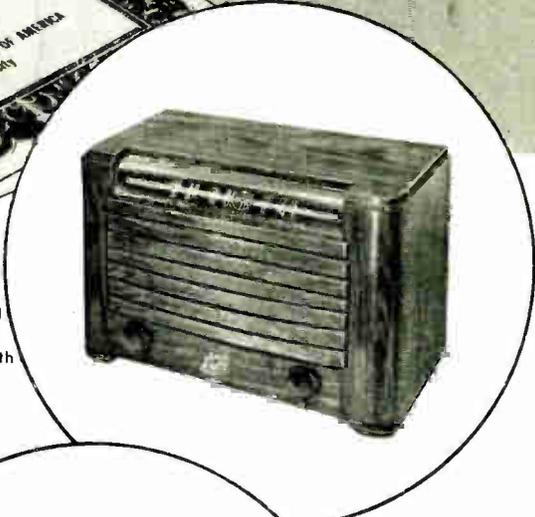
**ECA Radios and Phono-Radios** will be available in a complete line — a model for every purpose. Each set carries the ECA Radio **WARRANTY TAG** of Accurate Performance Rating — an “informative label” that helps you sell, and builds greater consumer confidence in your store.

**Other Advantages of the ECA Radio Franchise**

- ECA Radios are sold direct from factory to you
- Freight paid to your city
- Heavier deliveries, because only limited number of dealers will be selected
- Protected dealer profits
- “Pre-sold” consumers
- Extensive advertising

**A FEW FRANCHISES STILL OPEN . . . WRITE FOR DETAILS NOW, ON YOUR LETTERHEAD**

\*Reg. U.S. Pat. Off.



MODEL 101  
AC-DC.  
5-tubes with  
6-tube performance



MODEL 105  
5-tube phono-radio, with  
6-tube performance

**Exclusive ECA Radio DI-FUSA-TONE\***



Transmits, to every part of the room, all of the bass and treble tones and overtones that give music and voice rich, thrilling beauty!

**ELECTRONIC CORP. OF AMERICA 45 WEST 18TH ST., NEW YORK 11, N. Y.**

Check These Exclusive

**KWIKHEAT**

**SOLDERING**

**IRON** Advantages!



- ★ SAVES TIPS
- ★ SAVES TIME
- ★ SAVES EFFORT
- ★ SAVES WEIGHT
- ★ SAVES CURRENT
- ★ SAVES THE IRON

**HOT IN 90 SECONDS  
READY FOR USE . . . !**

Its many exclusive features put the Kwikheat Soldering Iron in a class by itself. That's why it wins enthusiastic praise from those who use it—why Kwikheat is fast becoming America's most talked-about iron—why you certainly want to stock it . . . lists at \$11. Write today for complete information.

6 TIP STYLES  
Interchangeable



### Zenith Distributors Meet

A convention of Zenith Radio Corp. distributors was held in Chicago recently, it is announced by H. C. Bonfig, vice-president in charge of household radio.

Following the convention, distributors were conducted on a tour of the Zenith factory, which has been enlarged to increase productive capacity to 15,000 sets a day.

### Westinghouse Appoints 5

Roger H. Bolin, manager of advertising for the Westinghouse Electric Appliance Division, Mansfield, Ohio, has announced five appointments. They are: J. R. Clemens, assistant manager of appliance advertising; K. A. Donelson, operations manager; E. J. Hegarty, manager of sales training; P. W. Endriss, assistant manager of appliance advertising; J. G. Baird, sales promotion manager.

### Rejoins Noblitt-Sparks

After service in the Navy, Lt. Robert Alan Chesnut returns to his former employer as general service manager, it is announced by G. W. Thompson, president, Noblitt-Sparks Industries, Inc., Columbus, Ind.

### Bendix Northwest Manager

Russell G. Fryburg has been appointed district manager for Bendix radio in the Pacific Northwest, according to L. C. Truesdell, general sales manager, Bendix Radio Division of Bendix Aviation Corp.

### West Coast Set Maker

According to the Remler Co., Ltd., 2102 Bryant St., San Francisco, Calif., it will manufacture and distribute radios on the West Coast. However, the firm's distribution will be limited to this area only.

### Mueller Wins Award

Ralph S. Mueller, president of the Mueller Electric Co., Cleveland manufacturers of electric specialties, has been awarded a bronze plaque as foundation benefactor of the Cleveland Health Museum.

### Filter Queen Sales Aid

Health-Mor, Inc., Chicago, Ill., manufacturers of Filter Queen bagless vacuum cleaner, has readied a 2-step promotional program to stimulate dealer sales. A booklet, telling all about Filter Queen, packaged ready to mail, is offered. To be used in conjunction with the booklet, is a 3 ft. wide, 4 ft. high, 8-color floor display also prepared by the manufacturer. 100 booklets with one window display are available for \$4.95, F.O.B. Chicago. Display units alone are \$2.95 each.

### Glider Phono Pickup



R. Clark, right, Shure Bros., Chicago, shows new Glider pickup to S. N. Shure, center, general manager, and J. A. Berman sales manager.

### RCA Personnel Changes

Personnel changes in the RCA Victor Record Division's home and field offices are announced by J. W. Murray, the division's general manager.

M. Seklemian has been named general sales manager in charge of selling and promotion; J. L. Hallstrom, appointed merchandise manager; H. J. Allen has been made field sales manager; Hilton S. Clifton is a director of the record division's activities; Jack M. Williams will continue as advertising and sales promotion manager.

### Honor Farnsworth Officer

As a fitting tribute to his war record, Captain Pierre H. Boucheron, USNR, was the honored guest of The Radio Club of America at a banquet held in New York. Prior to entering the service, Captain Boucheron was sales manager of Farnsworth Television & Radio Corp., to which he has returned as director of public relations.

### Chicago Echophone Office

Hallcrafters Co., announces the opening of sales offices and showrooms for its Echophone division in the Diana Court Section of the Michigan Square Building, 540 North Michigan Ave., Chicago.

This location is the headquarters of Paul Fekstein, Echophone sales manager, and Robert H. Campbell, newly appointed Midwest sales manager of the home radio division.

### Named by Mass. Jobber

Samuel Kravath has been appointed territorial analyst in the eastern Massachusetts area by Equipment Distributors, Inc., wholesalers of Monitor products. Mr. Kravath's duties will be to council dealers requesting the line on merchandising problems.

## Industry Charity Affair

The radio, music, refrigeration and allied industries division of the Federation of Jewish Philanthropies of New York celebrated victory and the resumption of its philanthropic work on a pre-war scale with a dinner recently.

Heading the group were Benjamin Abrams of Emerson Radio and Phonograph Corp., Jules Smith of Davega-City Radio, and Max Kassofer of Vim Electric Co., division co-chairmen.

## Returns to Howard Radio

The Howard Radio Co., Chicago, announces the Lieutenant Comdr. Howard C. Briggs, associated with the Navy's Radio and Radar Procurement Division, has returned to his former position with the company as vice-president in charge of domestic sales.

## Allied Buys Miller Co.

E. H. Gillette, president of Allied Control Co., Inc., New York, manufacturers of relays and other electronic devices, announces the acquisition of B. F. Miller Co., Trenton, N. J. The latter firm is a maker of transformers. B. F. Miller remains as executive vice-president and general manager of the acquired company.

## Kinney Bros. New Lines

Elgin steel kitchens and cabinets will be distributed exclusively in Southern California by Kinney Bros., Los Angeles, distributors of household appliances throughout California, with branches at Fresno and San Diego, according to an announcement by J. L. Hargrove, general sales manager of Kinney Bros.

## Rejoins Columbia Records

Paul Southard, vice-president in charge of sales of Columbia Recording Corp., announces the appointment of Rudy Tolmay as Columbia district manager for the Philadelphia and Baltimore territories.

## With Roycraft Co.

The Roycraft Co., Columbia record distributor in Minnesota and western Wisconsin, announces the return of Lieutenant Emmett Helin to its sales force.

## JFD Sales Program; Reps Appointed

JFD Mfg. Co., Brooklyn, N. Y. announces a "revitalized sales presentation program for 1946", according to J. Finkel. This plan calls for close contact with jobbers throughout the nation. First steps in this direction are the appointments of Felix Simon as sales representative in the western territory, and Art Cerf as New England representative. Mr. Cerf will be assisted by Thomas H. Beil, and Frank Abbett.

# AMPLICALL Sparks Productive Effort!



AMPLICALL Intercommunication unit, available for two-way communication between multiple stations.



AMPLICALL Paging Control Unit



AMPLICALL Weatherproof Speaker

*Electroengineering is our business*

RADIO · RADAR  
SOUND

COMMUNICATIONS  
TELEVISION

THE RAULAND CORPORATION · CHICAGO 41, ILLINOIS

# MOTORS

## THAT MULTIPLY YOUR TURNOVER

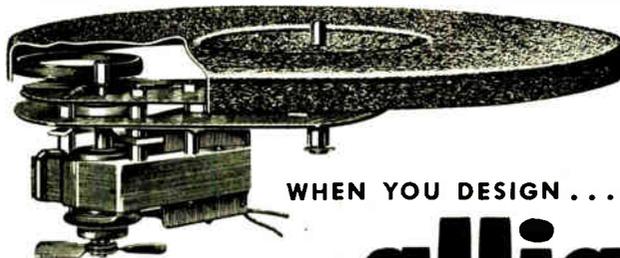
Sweet music—the kind that makes satisfied customers—is yours when ALLIANCE phonomotors drive your turntables, record changers and recorders.

Manufacturers, retailers, service shops and jobbers like to "make 'em move" with ALLIANCE. That's because ALLIANCE is the recognized leader when it comes to turning out miniature motors in large quantities at low cost.

For original equipment or replacement the years have proved that ALLIANCE motors assure trouble-free performance and long life!

**NEW MODEL 80** "Even-speed" phonomotor—smooth, cool-running, quiet and with larger bearings to prolong life. 60-cycle friction rim-type drive.

**NEW USES**—For automatic and non-automatic electronic control devices and the power sources to actuate electric or push-button controls, ALLIANCE motors offer the most practical engineering economy in advanced designs.



WHEN YOU DESIGN . . . KEEP

# alliance

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY · ALLIANCE, OHIO

*Alliance Tool and Motor Ltd., Toronto 14, Canada*



There's a great demand today for USALITE "A" and "B" Batteries and "A-B" Paks for portable radios. And USALITE is all set now to meet that demand with regular deliveries. Order from your jobber today.

USALITE Radio Batteries come in the same old familiar brown and yellow carton. But inside you'll find better quality and performance than ever... reflecting not only our many years in battery manufacture, but all the added "know-how" built up in the course of our war-time experience.



NO. 75  
HEAVY  
DUTY CELL  
FRESH  
DATED!



**"A" & "B" Batteries for Portable Radios**

Made by the makers of famous  
USALITE Flashlights and Batteries

UNITED STATES ELECTRIC MFG. CORP. Factory and  
Exec. Off.: New York 11, N. Y. Branch Off.: Chicago 7, Ill.

## Walker Co. Uses Sales Building Tube Plan

At the L. B. Walker Radio Co., Pueblo, Colorado parts distributors, the managers have let themselves in for an extra amount of painstaking bookkeeping duty. But they say it is worth it. They have devised themselves a "tube allotment" plan for use among their dealers, and it is getting first-rate results.

Twice a month, all of the invoice figures on the most-wanted tube numbers are combined into a consolidated list. This list is shown to all dealers making any kind of a tube purchase, in an effort to keep them informed up-to-the-minute as to the current flow of tubes in the area.

No attempt is made to divide the limited numbers of the fastest-moving numbers among the customers. Any radio man can buy any tube in the house any time, and will find none "held" for him except by a formal advance order. It often happens that the smallest account will walk off with all of the hard-to-get tubes, but the other accounts will get a break next time and the Walker men say that the system is successful and popular.

The firm services some 150 dealers in Colorado, Texas, New Mexico, Wyoming, Kansas and Oklahoma. L. B. Walker is the owner; John Harrison, the originator of the tube plan, is next in command. Mrs. Walker is an able assistant in the store, and the only other staff member is Stewart Meredith, who works part time.

## Bowers Named Emerson Rep

Edgar G. Herrmann, sales manager of Emerson Radio and Phonograph Corp., announces the appointment of C. R. Bowers as field representative for the firm with headquarters in Denver, Colo. Mr. Bowers was formerly connected with radio and appliance distributors in the Rocky Mountain territory.

## Free Westinghouse Movies

A studio seat at a musical broadcast is provided by the educational sound motion picture, "Music In The Sky," which is offered free except for transportation costs by the Westinghouse Electric Corp.

Requests for the picture should be sent one month in advance of requested showing date to Westinghouse Electric Corp., Motion Picture and Speaker's Bureau, 306 Fourth Ave., Box 1017, Pittsburgh 30, Pa.

## Brach Distribution Plan

L. S. Brach Mfg. Corp. has just put into effect a new plan of national distribution through radio jobbers on certain radio items. The firm has appointed the Special Products Co., 9115 Brookville Rd., Silver Springs, Md., as its national distributor for FM, tele, auto antennas, and other items.

## Appointed by Bendix



H. W. Luker, one of five division sales managers named by Bendix Home Appliances, Inc. Others are R. J. McDonald, H. J. Mitchell, C. E. Barnickel, and Filmore C. Doyle. W. F. Linville, sales manager, made the announcement.

## Presteline in Production

Roy Beck, appointed ceramic engineer for the Domestic Appliance Division of Pressed Steel Car Co., Inc., has laid out an enameling plant to provide for a full line of home appliances such as electric ranges, refrigerators, freezers, kitchen cabinets, etc., to be sold under the brand name "Presteline". Company officials say that production lines will be rolling this month.

## Buffalo Dealer's Plans

Victor & Co., of Buffalo, N. Y., is planning an extensive modernization program for its 11-story building at Main and Genesee Sts., Buffalo, N. Y. Included in this project is the installation of enlarged radio and appliance departments. Robert Heller, industrial designer, has been engaged by the firm.

## Free Marion Catalog

Marion Electrical Instrument Co., Manchester, N. H., announces that its new comprehensive catalogue is available. This 28-page book illustrates and describes the Marion line of standard and hermetically sealed electrical indicating instruments. The catalogue will be sent free of charge, upon request.

## General Mills Managers

Roscoe E. Imhoff, department manager of General Mills' Home Appliance Department, makes public the appointments of Frank Clopeck as New England district manager, and William S. Owen as Empire district manager (central New York).

## Tung-Sol Sales Official



Major Joseph M. Hunt, who has been appointed sales manager for renewal sales of Tung-Sol Lamp Works, Newark, N. J., is announced.

## Hallcrafters Appoints Riddle; New Radio Line

Rollie Sherwood, sales manager of the Hallcrafters Co., has appointed Jim Riddle special aviation consultant. He also announced Hallcrafters' new "Sky-fone" line of aircraft radio equipment for private plane owners.

## Acme Expansion

Acme Electric & Mfg. Co., Cuba, N. Y., has begun construction of a new unit to its present plants which will more than double its manufacturing facilities. The firm produces transformers.

## Named by Pressed Steel

Curtis L. Peterson has been appointed supervisor of advertising to handle the program of the Domestic Appliance Division of the Pressed Steel Car Co., A. Raysson, general sales manager, makes public.

## McDonald Dealers Meet

McDonald Bros., Memphis, Tenn., Philco distributor in this area, was host to 500 of its retailers recently. In addition to members of the jobber's organization, W. E. Eichelberger, sales manager of the refrigeration division, C. E. Lindstrom, division manager, and other Philco executives assisted with the presentation.

## Universal to Fair Trade

Landers, Frary & Clark, manufacturers of electrical appliances and housewares announces that it will fair trade traffic appliances and other specialty items in all states where appropriate fair trade acts exist.

# NEW SOLDERING GUN

## THE SPEED IRON\*



Patent Applied For

100 Watts 115 Volts 60 Cycles

## Soldering Heat in 5 Seconds

Wherever you have a soldered joint in radio, electrical or electronic repair and service work, the Speed Iron will do the job faster and better.

The transformer principle gives high heat—in 5 seconds—after you press the trigger switch. Convenient to hold with a pistol grip handle, the compact dimensions of this new soldering tool permit you to get close to the

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

joint. The copper loop soldering tip permits working in tight spots. The heat is produced by the high current flowing through the soldering tip—permitting direct and fast transfer to the soldered connection.

If you want to save time on soldering jobs with a tool that is ready to use in 5 seconds get a Speed Iron today. See your radio part distributor or write direct.

# WELLER MFG. CO.

516 NORTHAMPTON ST. • EASTON, PA.

**It's NEW! - ... Yet PROVED!**

**SUPREME MODEL 576 OSCILLATOR**  
Incorporates Proved Features of Model 571 .. New Features Added

- SIMPLE OPERATION ... all ranges read on two basic scales.
- DUAL TUNING RATIO. One for speed ... one for vernier adjustments.
- ELECTRON coupled circuit giving greatest stability. Iron core coils.
- LADDER ATTENUATOR
- DOUBLE SHIELDING minimizes leakage.

**SPECIFICATIONS**

**R. F. RANGES**  
45-205 KC. 205-650 KC. 650-2050 KC.  
2050-8500 KC. 6.5-20.5 MC. Harmonics to 82 Megacycles.

**AUDIO FREQUENCY:**  
400 cycle—Voltage output continuously variable from minimum to maximum.

**POWER SUPPLY** 115 Volts—60 cycles Special voltage and frequency on request.

**INTERNAL MODULATION:**  
R. F. Carrier modulated at approximately 50%.

**EXTERNAL MODULATION:**  
Jack provided for external audio modulation.  
Size 9/2" x 8-11/16" x 7-3/8"

**SUPREME INSTRUMENTS CORP.**  
GREENWOOD, MISSISSIPPI

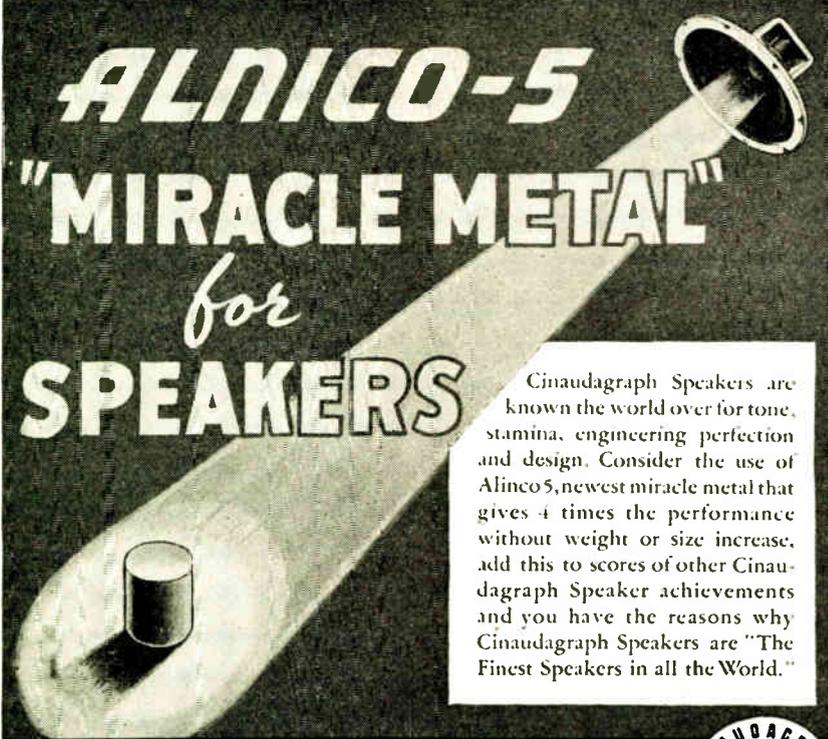
# ALNICO-5

## "MIRACLE METAL"

for  
**SPEAKERS**

Cinaudagraph Speakers are known the world over for tone, stamina, engineering perfection and design. Consider the use of Alnico 5, newest miracle metal that gives 4 times the performance without weight or size increase. add this to scores of other Cinaudagraph Speaker achievements and you have the reasons why Cinaudagraph Speakers are "The Finest Speakers in all the World."

**Cinaudagraph Speakers**  
A DIVISION OF **Aireon**  
3911 SOUTH MICHIGAN AVENUE, CHICAGO  
*"The Finest Speaker in all the World"*



### New Set Shipment



Irving Sarnoff, vice-president of Bruno-New York, RCA jobbers, signs for first arrivals of radios and phonographs received by firm.

### Show Westinghouse Sets

Sixteen variations of the Westinghouse Electric Corp.'s nine original postwar radio receivers are displayed in the Home Radio Division's exhibit in the National Home Furniture Show which opened in Chicago.

### Buy First Teletone Sets

The Brooklyn baseball Dodgers became the first purchasers of the new 1946 Teletone table model radios when the team closed a deal for 50 sets with John S. Mills, Teletone's general sales manager.

### Representing Emerson

Ira Kaplan, sales manager of Emerson—New York, announces the appointment of Chet D. Jourdon as mid-town representative for the company, calling on key accounts.

### RecorDisc Window Display Contest Extended

The nation-wide \$100 window display contest sponsored by the RecorDisc Corp., 395 Broadway, N. Y., has been extended from December 31, 1945 (the original closing date) to January 31, 1946.

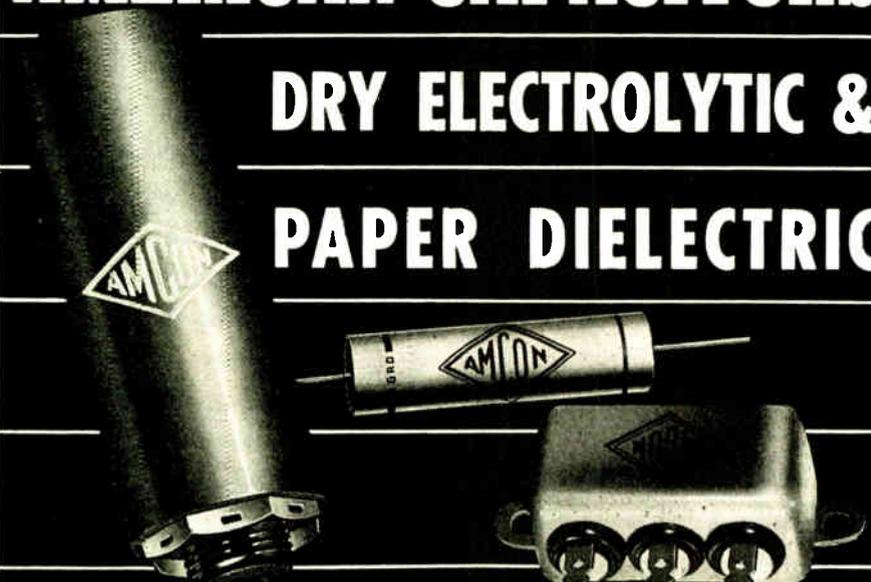
The contest offers dealers throughout the country a tie-up of the Universal Artists motion picture, Ernie Pyle's "The Story of G.I. Joe" with a display of the firm's home recording blanks.

As part of the promotion, RecorDisc Corp. provides, free of charge, window streamers and a promotional plan showing how to tie up with the movie. The best window display will be presented with a \$100 prize, in addition to which \$100 Tourneaa watches will be presented each to the company distributor and the representative in whose territory the contest was won.

For complete details on this contest contact the RecorDisc jobber or representative or write direct to the firm.

# AMERICAN CAPACITORS

## DRY ELECTROLYTIC & PAPER DIELECTRIC



**SPECIFICATION SHEETS ON REQUEST**

**ALL STANDARD TYPES • PRECISION ENGINEERED FOR DEPENDABILITY**

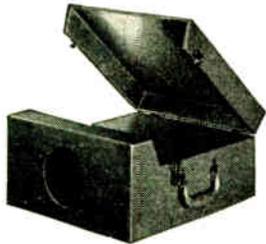
### AMERICAN CONDENSER CO.

4410 NO. RAVENSWOOD AVE. • CHICAGO 40, ILL.



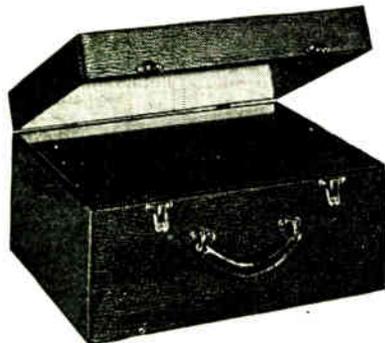
# LAKE'S

## RADIO CABINETS & PARTS



Portable Phonograph case in brown leatherette covering. Inside dimensions 17½" long, 13" wide, 7½" high. Has blank motor board and opening for speaker. As illustrated at left, specially priced at...

**\$7.95**



Portable Phonograph case, of sturdy durable plywood, in handsome brown leatherette finish. Inside dimensions 16½" long, 14" wide, 9½" high. Has blank motor board. As illustrated above, specially priced at..... **\$6.95**

### NOW AVAILABLE!

#### Postwar 2 Post Record-Changer

In luxurious brown leatherette portable case, 15"L x 15"W x 10"D. Latest electronic developments make this modern record-changer the finest on the market today!

List price...\$49.95. Dealers' Net...\$29.97

Also blank table cabinets of walnut veneer in the following sizes, with speaker opening on left front side: (\*Note: \*7 has center speaker grill.)

#1	— 8½"	L x 5½"	H x 4"	D \$1.95
#2	— 10½"	L x 6½"	H x 5"	D \$2.75
#3	— 13½"	L x 7½"	H x 6½"	D \$3.25
#7*	— 10½"	L x 7"	H x 5½"	D \$2.50
#8	— 17"	L x 9"	H x 9½"	D \$4.50
#9	— 21"	L x 9½"	H x 10½"	D \$5.50

\*Speaker Opening in center of front side. Cabinets available in Ivory color and Swedish Modern. Write for prices.

All types of radio cabinets and parts are available at Lake's Lower prices. A large stock is listed in our catalog.



**SERVICEMEN—RETAILERS**  
Join our customer list today.

Dept. B

Write for our NEW 12 page, illustrated, elaborate catalog!

Order from Lake!  
You'll make no mistake!

## Lake Radio Sales Co.

615 W. Randolph Street  
Chicago 6, Ill.

### Re-Enters Retail Field

H. M. Hilburn has just opened a retail radio and electrical appliance store in Hutchinson, Kan. During the war he was a radio electrician with the Navy.

Previously, Mr. Hilburn for 15 years was in charge of electrical appliance merchandising for retail and wholesale firms throughout the Mid-West. During part of this period he was trainer of dealers' salesmen for Stewart-Warner, winning a national sales record.

Before re-entering the radio and electrical appliance business, Mr. Hilburn collaborated in compiling "PROFIT MANUAL for Radio and Electrical Appliance Retailers," published by Caldwell-Clements, Inc.

### Hallcrafters Buys Plant

The Hallcrafters Company has purchased the plant of the Shelby Shops, Inc., Shelbyville, Ind., and established the Shelby Woodcrafters, Inc., as a wholly owned Hallcrafters subsidiary to produce part of the cabinet requirements of the firm's Echophone division. The latter produces the company's home radio receivers.

### Opens Appliance Store

Gem Accessories Corp. has opened an attractive electrical appliance store at 224 Fifth Ave., New York, N. Y. The latest in modern store design has been used in planning the establishment. It will be managed by B. S. Lipson.

### Decca Opens Sales Office

Decca Distributing announces the opening of a new branch sales office at 8 Hudson Ave., Albany, N. Y. James Cary is the manager.

### Westinghouse to Market Light Bulb Package

A new lamp bulb package which will enable housewives to take home an assortment of lamps in a single easy-to-handle unit has been developed by the Westinghouse Lamp Division, Herbert E. Plishker, advertising and sales promotion manager of the Bloomfield, N. J. plant, announces.

Not much larger than a small box of cleansing tissues, the new carton holds two each of the 40, 60 and 100-watt size lamps, adequate to maintain the replacement stock of the average home. A "window" in the top of the new package exposes the carton's interior.

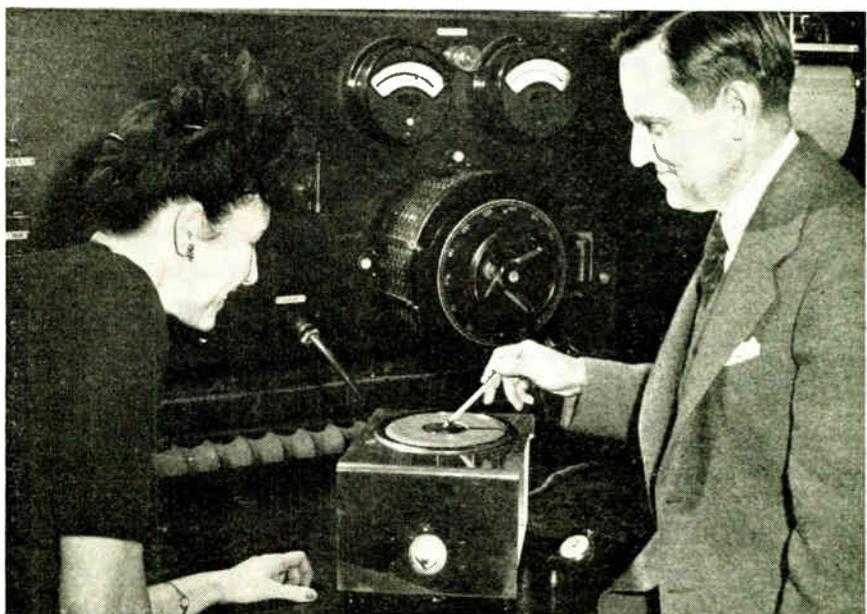
### GE Cabinet Line

General Electric Co., Bridgeport, Conn., is bringing out a new postwar cabinet line. There will be 21 major cabinets, plus 16 accessories for wall cabinets and 23 accessories for base cabinets. Made of steel, the cabinets are co-ordinated in design with GE's electrical appliances. They are finished in a two-coat, one-bake white plastic plant. Included in the complete line of cabinets are three "package sinks". C. J. Enderle, manager of the electric sink and cabinet division, pointed out that an important feature of this new line is the simple metal hanger provided with each cabinet, which facilitates installation.

### Made Admiral Manager

Richard A. Graver, vice-president of the radio division, Admiral Corp., Chicago, announces the appointment of Wally Aeverman as manager of the accessory division. This division now covers such merchandise as needles, batteries, tubes and album cabinets.

### Proctor Range Unit Speeds Electrical Cooking



Joseph W. Myers, research vice-president, Proctor Electric Co., shows Mary R. Riedel, director firm's information center, new surface heating unit for electric range which via a "supercharger" brings temperature to required peak in 35 to 40 seconds. Proctor's plans for unit will be announced later.

# Appliances

(Continued from page 57)

quantities of electrical appliances. Considerable production will be required to accomplish this.

A refrigerator manufacturer may have, say, 35,000 dealers for his product. Each dealer needs a minimum of four models in order to stock a line that is at all representative. Therefore the manufacturer must produce 140,000 refrigerators merely to place a sample stock on each dealer's floor!

Part of the present apparent delay in refrigerators, ranges and other electrical appliances reaching the dealer is caused by this filling of the pipelines and by delays in transit. Some manufacturers have held back shipments because they did not want to give electrical appliances to any of their dealers until all could have them.

This is a perfectly understandable and legitimate step for any manufacturer to take. The delay which it occasions is only temporary.

According to this line of reasoning, there will be a considerable quantity of most major appliances early in 1946.

However, those who go back to what was said at the time the war ended will see that things are perhaps not as far behind as they have recently appeared to be.

## Signs of Production

It was said then that the small appliances would be coming through in two or three months. This has, within limits, been the case. Some dealers have been receiving some irons and clocks periodically since September, although not everybody has been able to buy them.

It was said at war's end that vacuum cleaners would be coming through in three to four months. This promise also was fulfilled.

It was said that ranges would take five months. This still seems to be the schedule. Ranges may appear by February in considerable volume.

It was said that refrigerators would be available in some quantity in six months. This is still the timetable and it is doubtful that they will appear in sizable volume until March, 1946.

It appears, then, that for the electrical appliance dealer the war will soon be over. Merchandise now seems truly to be around the corner for the dealer, at last!



# Special Low Price!

# AUTO ANTENNA

- Triple Chrome Plated Brass
- Shielded Cable Included!
- Extends to 68 Inches!
- Fine Construction!
- Gasket Seals!

\$ 1.79  
PLUS 10c POSTAGE  
(No C.O.D.s)

This 3-section side cowl Antenna fits most cars. Shielded lead-in, equipped for Motorola or Bayonet Radio connection. A super value!

Send for our free Bargain Bulletins.



RMA RESISTOR COLOR CHART

Printed on 3"x5" plastic card. Shows old and new color codes, tolerances, ruler, Ohms Law formulas!

5¢

This offer good only in U. S. A.

Clip and mail this coupon today!

OLSON RADIO WAREHOUSE

73 E. MILL ST., DEPT. 8, AKRON, OHIO

Please send me \_\_\_\_\_ Auto Antennas @ \$1.79 plus 10c postage.

Also RMA Color Chart for 5c. I enclose \$ \_\_\_\_\_

NAME .....

ADDRESS .....



MANUFACTURERS OF RADIO, ELECTRICAL  
AND ELECTRONIC COMPONENTS

# VOKAR Corporation

7300 HURON RIVER DRIVE • DEXTER, MICHIGAN

- ‡ Lots of three: Extra 10% Discount
- \* Lots of ten: Extra 10% Discount

## CONDENSERS

*.007-1600 V. Buffers.....	Each	.14
*.01-1600 V. Buffers.....	Each	.18
*20-150 V. Emerson.....	Each	.30
*20x20 150 V. Nat. Union	Each	.45
*10-450 V. Dumont.....	Each	.35
*.01-600 V. Dumont.....	Each	.09
*.1-400 V. Dumont.....	Each	.10
*.05-600 V. Dumont.....	Each	.12
*RESISTORS—10%—		
Any value		
1/2 Watt, Insulated.....	Assorted	.05
1 Watt, Insulated.....	Assorted	.06

## SOLDERING IRONS

Ungar Pencil-Interchangeable tips.....	Net Each	1.50
Standard (100 Watt, 3/8" tip).....	Each	2.95
Drake (80 Watt, 3/8" tip, Model 225).....	Each	2.06
Drake (125 Watt, 3/8" tip, Model 326).....	Each	2.94
Drake (200 Watt, 3/8" tip, Model 425).....	Each	4.85

## SPEAKERS...

*3 1/2"-4"-5" P.M.....	Carton	1.15	Each	1.35
*3 1/2"-4"-5" 450 Ohms.....	Carton	1.25	Each	1.49
3 1/2" & 4" Speakers have 30 to a carton.				
5" Speakers have 20 to a carton.				
*7"-6 V. Motorola Auto Speaker.....	Carton		Each	1.85



Dept. RA-3

1921 W. Belmont Ave.,  
Well. 5157 Chicago 13, Ill.

*W.E. Crystal Pickup, Model AJ-1 with needle.....	Each	3.82
*W.E. Crystal Pickup, Model AC-10-1.....	Each	3.00
CRYSTAL CARTRIDGES		
*Astatic L-40 or L-26.....	Each	2.35 ea.
M-22, B-2 or B-4.....	Each	2.94 ea.
*Shure Bros. Magnetic Cutter, 8 Ohm.....	Each	4.75
*Single Button Desk Stand; Carbon Mike with push to talk switch: Army Signal Corps Type T-32.....	Each	5.75
*Keys (\$2.00 Value).....	Each	1.20
*Bugs (Bunnel, Vibroplex, etc.).....	Each	5.75
*Mazda Bulbs (all \$ .09 list) per box.....	Each	.50
A.C. Male Plugs, per hundred.....	Each	3.25

‡0-1 MA D.C. Meter (1000 Ohms per Volt), 3 1/2" Round Bakelight Case, Choice 0-400 or 0-600 Scale. Reg. \$8.40.....	Each	5.75
‡Vacuum Tube Volt Meter.....	Each	44.10
‡Radio City Volt-Ohm Meters.....	Each	17.59 & up
Phono Amplifier cabinets		
For 10" records, 5" speaker, 6"x11"x15 1/2".....	Each	7.25
For 12" records, 6" speaker, 7 1/2"x13 3/4"x19".....	Each	10.50
‡Jensen Phono Needles: Pre War quality. \$1.00 List; Display of 12.....	Each	5.88
(Steel Base Recor-Discs with Counter Display) (25 discs 6 1/2" Net .13) (25 discs 8" Net .20) (25 discs 10" Net .27) (Total of 75 Discs \$14.70 Net)		

RAY-O-VAC Radio & Flashlite Batteries at popular prices. Display furnished.

## Returns to Belmont

After 40 months of service in the Army Air Forces, Frank McCall has returned to the Belmont Radio Corp., Chicago, to resume his former position in the sales department.

## OPA Prices for Emerson

Emerson Radio & Phonograph Corp. announces that upon price approval by the OPA it has shipped 30,000 new postwar models to distributors and dealers throughout the country. Initial 4 sets approved by the OPA range in price from \$20 to \$40.

## RECORDS

(Continued from page 51)

"In the Good Old Summertime", "Sweet Adeline" and such. Sonora is also featuring its album of Viennese Waltzes, played by Bob Stanley and his orchestra.

Capitol's newest features Jo Stafford in "Symphony" (227), and its production plans should begin to show results with the opening of its new Hollywood plant, January 1. Its new record player should offer a neat tie-in for more record sales.

Musicraft's new releases offer plenty of variety, from latin rhythms, to folk songs, to jazz trios. Cuban Rhythms are presented singly and in album form; Earl Rogers does an outstanding job on some folk songs, and the hot department presents Sarah Vaughn. More of the hot includes a Teddy Wilson album (70), and the Phil Moore Four give you "Symphony" and a Gershwin tune "I Loves You Porgy".

Sterling Records presents Buddy Banks Sextet and Lillette Thomas and her Boys in some very hot material called "I Need It Bad (Groove Juice)", novelty vocal (SR 102), and "Blues for My Daddy" (SR 101).

## "Accompaniment" Discs

Something new in recordings is a product of the Rhythm Records Co., 4842 Placidia Ave., No. Hollywood, Calif. This company provides rhythm-section *accompaniments* to standard tunes, in accepted keys, for musicians (amateur or professional) to jam with at home.

More news in disc doings is the Vogue Records firm which is producing plastic records *in color*. Based on the fact that color will catch the eye, these jewel-toned plastic discs are available in both single and album form and feature a variety of popular artists. Vogue display pieces are also available on request.



## New MODEL 450 TUBE TESTER

Designed especially for the service man who wants to give *better service*. Speedy operation is assured by newly designed rotary selector switch which replaces the usual snap, toggle or lever action switches. Tests all tubes up to 117 volts including 4, 5, 6, 7L, Octals, Loctals, Magic Eye, Heating Aid, Thyratrons, Single Ended, Floating Filament, Mercury Vapor Rectifiers, also Pilot Lights. Tests shorts and leakages up to 3 Megohms in all tubes. Tests both plates in rectifiers. Has many other new features and advantages that any good service man will appreciate after five minutes use. *Immediate Delivery.*

Only  
**\$39.50**

Write for latest bulletin showing hundreds of other hard-to-get items at money-saving prices.

**Lifetime**  
SOUND EQUIP. CO., Dept. TV  
911-913 JEFFERSON AVE., TOLEDO 2, OHIO

★  
KEEP ON  
BUYING  
**VICTORY**  
**BONDS**

—to hold  
prices down  
and protect  
the buying  
power of  
every dollar  
you've got.



**AUTOMOBILES** ↙  
**HOMES** ↙  
**BOATS** ↙  
**HANDY TALKIES** ↙

# ANTENNAS



**SNYDER**  
 MANUFACTURING CO.  
 PHILADELPHIA 40, U.S.A.

**MANUFACTURERS • START TO FINISH**

## Electricity

Models range from 350 to 35,000 watts, A. C. types from 115 to 660 volts, 50, 60, 180 cycles, single or three-phase and 400, 500 and 800 cycles, single phase, D. C. types from 6 to 4000 volts. Also available in dual voltage and special frequency types.



### FOR RADIO AND ELECTRONIC APPLICATIONS

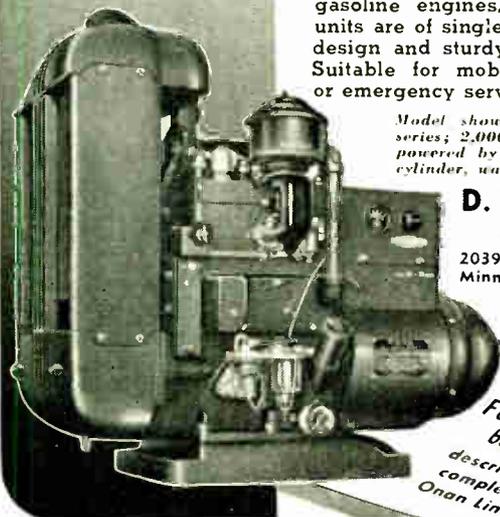
• ONAN ELECTRIC GENERATING PLANTS supply reliable, economical electrical service for electronics and television applications as well as for scores of general uses.

Driven by Onan-built, 4-cycle gasoline engines, these power units are of single-unit, compact design and sturdy construction. Suitable for mobile, stationary or emergency service.

Model shown is from W 24 series; 2,000 to 3,500 watts; powered by Onan-built, two-cylinder, water-cooled engine.

**D. W. ONAN & SONS**

2039 Royalston Ave.  
 Minneapolis 5, Mnn.



Write  
 For Folder  
 690-A  
 describing  
 complete  
 Onan Line

## Electro

ELECTRICAL AND RADIO EQUIPMENT

### BATTERY ELIMINATORS



#### FEATURING! OUR NEW MODEL "Q"

For use anywhere beyond high line connections. The better eliminator every farmer, camper, sportsman, trailer or boat owner, etc., has been waiting for. Lifts battery radio reception to new heights of satisfaction for isolated listeners. For auto service will save three-quarters of normal battery drain.

OPERATES ANY 1.4 VOLT—4, 5 OR 6 TUBE RADIO FROM 6 VOLT STORAGE OR DRY BATTERY OR WINCHARGER

Costs but a few cents per hundred hours of operation. Sturdily constructed—no liquids or moving parts—operates in any position. Completely filtered—hum free—silent and efficient in operation. Universal plugs and sockets to fit any radio. Weight packed—only 3 1/2 lbs.

FOR 2-VOLT RADIO FROM STORAGE BATTERY SOURCE—  
 SELL OUR MODEL "R"

NOTE: Due to critical material shortages at this time, our production is necessarily limited and deliveries can be made only through our present established jobbers. Canadian representative, Atlas Radio Corp., Toronto, Canada.

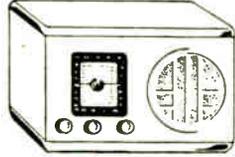
### ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators  
 549 WEST RANDOLPH STREET CHICAGO 6, ILL.

# Everything FOR THE SERVICE DEALER

We have, ready for immediate delivery, a complete stock of tools, replacement parts, inter-communication systems, public address systems, test equipment . . . everything in radio equipment for the progressive service dealer. For big profit items . . . for quick delivery . . . place your order now with Leo.

## 6 TUBE AC-DC KIT



Complete, ready for assembly.

**\$23.75**

Cat. No. 7-691

A two-band, superheterodyne kit with all tubes, speaker, chassis, and all parts for easy assembly. Broadcast band from 540 to 1620 KC. Short wave from 3.7 to 18.3 MC. Cabinet, \$5.25.

## WRL MULTITESTER

All purpose tester. Money back guarantee.

**\$18.75**

less leads

Cat. No. 16-439



Handles AC DC Voltmeter, DC Milliammeter, high and low range Ohmmeter. 3" meter with sturdy D'Aronval movement. Size 5 1/2 x 8 x 3 1/4.

### Exclusive at WRL!

Our latest flyer  
12 page V-J edition of merchandise and radio values. FREE.  
Handy Tube-Base Calculator . . . . .25c  
Giant Radio Reference Map, 3 1/2 x 4 1/2 ft. . .15c



### MAIL TODAY RT-1

Wholesale Radio Laboratory  
744 West Broadway Council Bluffs, Iowa

- Rush WRL Multitesters. Cost, \$
- Send 6-tube AC DC Kits and cabinets. Cost, \$
- I want a tube-calculator. 25c enclosed.
- Ship me your radio map. 15c enclosed.
- Send me your new V-J Flyer free.

Enclosed is \$ ; Balance C.O.D.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Town \_\_\_\_\_ State \_\_\_\_\_  
I am  an amateur;  experimenter;  service man.



We invite industrial inquiries for electronic equipment and devices of all kinds.

**QUICK SERVICE FROM LEO**  
"same day" delivery service from the heart of the nation on anything in radio. Order today.

**Wholesale  
RADIO LABORATORIES**

## 20 Years Ago

From the January, 1926, Issue of Radio Retailing

"RADIO RETAILING'S" FIRST BIRTHDAY—ONE YEAR OLD THIS MONTH.

"INDUSTRY LEADERS SAY 1926 WILL BE 'HARVEST YEAR' FOR THE RADIO TRADE"—Feature article on radio future, with comments by David Sarnoff, Powel Crosley, Jr., and others.

"WIRING THE 1926 APARTMENT HOUSE FOR RADIO"—Newest New York dwelling, with 88 apartments, provides aerials and radio wiring for each suite.

"SELF-SERVICE SELLS PARTS"—Radio shop adopts the cafeteria plan in selling radio.

ELECTRICAL APPLIANCES HELP EASE "OFF-SEASON" SLUMPS—headline.

SERVICE KEEPS THEM COMING—Expert Service is Responsible for Holding Trade.

MUSIC AND CONCERTS FOR HOSPITAL KIDDIES—Made an Actuality by Radio.

UNIQUE PUBLICITY DRAWS THE CROWDS—Distinctive Advertising Makes the Store Stand Out.

## Dealers Want—

(Continued from page 114)

that the dealers did at the manufacturers, they had a sort of secret pride in being part of a vigorous industry, and their optimism as to the growth of the industry and the sales of its products, was even rarer than any manufacturer's view of the future.

In that sense our trancontinental jaunt was exhilarating. The soaring optimism of the radio dealers was so intense, that it was contagious. The Sonora Caravan returned to its home base in Chicago convinced more than ever, that the dealer method of distribution was the soundest of any distribution pattern, and that the radio dealers of this country were probably the ablest, the keenest and most ingenious group of men in this country, and probably any other country.

VELOCITY
P.G. DYNAMIC

THE FINEST MICROPHONES

# AMPERITE

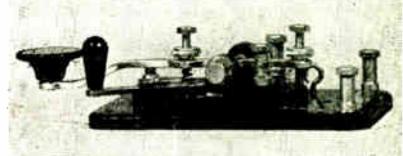
FOR PUBLIC ADDRESS & RECORDING

KONTAK MIKES

MICROPHONES THAT SURPASS THE HIGHEST REQUIREMENTS OF BROADCASTING, PUBLIC ADDRESS, AND RECORDING

Write for Catalog  
**AMPERITE COMPANY**  
561 BROADWAY NEW YORK, N. Y.

## IMMEDIATE DELIVERY! Signal Corps TELEGRAPH KEY



Genuine U. S. Signal Corps key with switch to close contacts, polished durable enameled metal base mounted on a bakelite base, key lever is nickel-plated, brass-silver contacts; packed in new, original boxes. Shipping weight, 1 lb. 10 for \$11.00 **\$1.29 ea.**

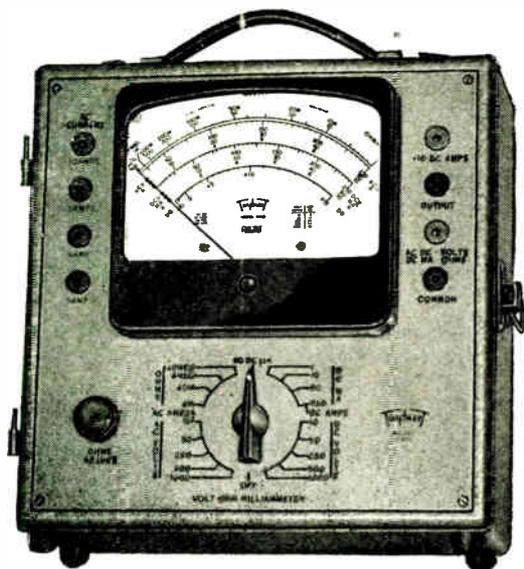
## Army-Navy Type HEADPHONES



Type HS-23  
Save up to 70% on genuine U. S. Signal Corps headphones. These are the better \$10.00 headphones for only \$2.95. Leather-covered headband, detachable rubber cushions, lightweight construction, impedance 8000 ohms. Es. . . . . **\$2.95**  
plus shipping charges

Order from your jobber or write direct. Write for our illustrated literature featuring all types of radio parts. Dept. B.

**ARROW RADIO CO.**  
2205 W. Division St., Chicago 22, Ill.



## MODEL 2405 Volt•Ohm•Milliammeter

25,000 OHMS PER VOLT D.C.



### SPECIFICATIONS

NEW "SQUARE LINE" metal case, attractive tan "hammered" baked-on enamel, brown trim.

■ **PLUG-IN RECTIFIER**—replacement in case of overloading is as simple as changing radio tube.

■ **READABILITY**—the most readable of all Volt-Ohm-Milliammeter scales—5.6 inches long at top arc.

■ **RED•DOT LIFETIME GUARANTEE** on 6" instrument protects against defects in workmanship and material.

### NEW ENGINEERING • NEW DESIGN • NEW RANGES 30 RANGES

Voltage: 5 D.C. 0-10-50-250-500-1000 at 25000 ohms per volt.

5 A.C. 0-10-50-250-500-1000 at 1000 ohms per volt.

Current: 4 A.C. 0-.5-1-5-10 amp.

6 D.C. 0-50 microamperes—0-1-10-50-250 milliamperes—0-10 amperes.

4 Resistance 0-4000-40,000 ohms—4-40 megohms.

6 Decibel -10 to +15, +29, +43, +49, +55

Output Condenser in series with A.C. volt ranges.

Model 2400 is similar but has D.C. volts Ranges at 5000 ohms per volt.

Write for complete description

# Triplet

## ELECTRICAL INSTRUMENT CO.

BLUFFTON, OHIO.

"Columbia" is a reliable source

**IMMEDIATE DELIVERY  
from STOCK!**

### PLASTIC PARALLEL RIP CORD

2 CONDUCTOR—No. 18 Ga. Stranded

Easy to strip—easy to separate. The finest obtainable for radios, lamps, appliances, etc. Approximately 3000 ft. on reel. In brown or black.

Per 1000 ft. ....\$14.95

OR

250 ft. Metal Spools. Per 100 ft. ....\$1.65

### INSULATED ELECTRICAL WIRE

Gauges #22 to #4

Available for immediate delivery from stock in single and multi-conductors.

### 8 CONDUCTOR CABLE

2 conductors—#14 Ga. 6 conductors—#20 Ga.

Tinned copper stranded wire, varnished, cambric wrap-over color-coded conductors, tinned copper shield, live buna jacket. Per 1000 ft. ....\$34.50

**SPECIAL NOTICE!** Solid and stranded push-back wire in stock, #22 and #20 Ga. Write for samples and prices.

### 2 CONDUCTOR TWISTED WIRE

Made of 2 conductors #20 solid tinned copper, insulation is vinylita with glass-braid overall, high dielectric lacquer finish. Per 1000 ft. ....\$8.25

Write for Complete Circular No. 6D

ORDER FROM YOUR JOBBER or write direct

**COLUMBIA WIRE & SUPPLY CO.**

4104 N. PULASKI RD., CHICAGO 41, ILLINOIS

# First Choice



### ... OF AMERICA'S AUTO DEALERS

The same precision workmanship and the same fine quality mark Ward Antennas now as before the war. But now there are added reasons of new design and newly-engineered efficiency which will give Ward Antennas an even greater margin of preference with America's auto dealers. For extra profits that satisfied customers always bring, order Ward—world's finest antennas for car and home.

Buy Victory Bonds  
**THE WARD PRODUCTS CORPORATION**  
1523 E. 45th St., Cleveland 3

# WARD

Antennas

## Dealers See Philco Movie

Through use of motion pictures, every Philco dealer throughout the country is attending the Philco Victory Distributor Convention for 1946 and is being taken behind the scenes in the laboratories, plants and offices of the company, it is announced by James H. Carmine, vice-president in charge of merchandising.

## Rejoins West Coast Rep

Leon A. Fry of Fry & Roberts, manufacturers' representatives, Hollywood, Calif., announces that Ernest V. Roberts has returned to the firm from the armed forces.

With the return of Mr. Roberts, plans for the expansion of the business by the addition of new sales personnel and larger quarters have begun.

## Koontz Named by Maguire

Vice-President Raymond Koontz of Maguire Industries, Inc., has been named general manager of all the company's operating divisions, Russell Maguire, president, announces.

In his new capacity, Mr Koontz will supervise all manufacturing operations of the company and its subsidiaries, Columbia Machine Works, Inc., of Brooklyn, and the Radiart Corp. of Cleveland.

## GI's Get Admiral Gift

The first overseas shipment of postwar products in the radio-phonograph field started en route to its foreign destination from Admiral Corp., Chicago.

Consigned to Army recreation centers in the Pacific theater of operations, the shipment consists of 20 automatic record changer attachments for radios and is a gift from Admiral to the Red Cross, which will handle distribution.

## Appointed by N. Y. Jobber

John J. Murphy has been appointed Connecticut sales supervisor of Gross Distributors, Inc., of New York, it is announced by Benjamin Gross, president. The firm is distributor for Stromberg-Carlson products, and other lines of major appliances for Connecticut, metropolitan New York and northern New Jersey.

## Farnsworth Jobbers and Dealers to "Fair Trade"

In states where a "Fair Trade Law" is in effect, Farnsworth distributors are generally organizing to operate within its provisions in the distribution and sale of the company's instruments, according to E. H. McCarthy, sales manager of the Farnsworth Division of the Farnsworth Television & Radio Corp. The "Fair

Trade Law" has already demonstrated most effectively its place in modern merchandising and has exerted a pronounced tendency to eliminate vicious cut-throat competition of a type which has been injurious to the consumer as well as to dealers, distributors and manufacturers, Mr. McCarthy stated.

Properly handled, that merchandise which is sold under "Fair Trade" should assure the public of being able to secure proper service as the dealer who operates under "Fair Trade" will have made his sale under a reasonable and fair profit and therefore is in a position to render appropriate service, he declared.

Farnsworth distributors are now making available to their dealers a "Fair Trade" contract with the intention of strictly enforcing its provisions for the good of all concerned.

## To Hallicrafters Post

William R. (Red) Maher has been named assistant sales manager of the Hallicrafters Co., Chicago. He was formerly in the firm's purchasing department.

## GE Making Electric Fans

Electric fans are coming off the production lines at the Bridgeport, Conn., plant of the General Electric Co. These appliances will be available long before the hot weather, the firm reports.



**BIG,  
TINY, AND  
IN BETWEEN**

Whether the job is tough or trivial, it can be done easier, faster and more efficiently with a

**VACO  
AMBERYL**

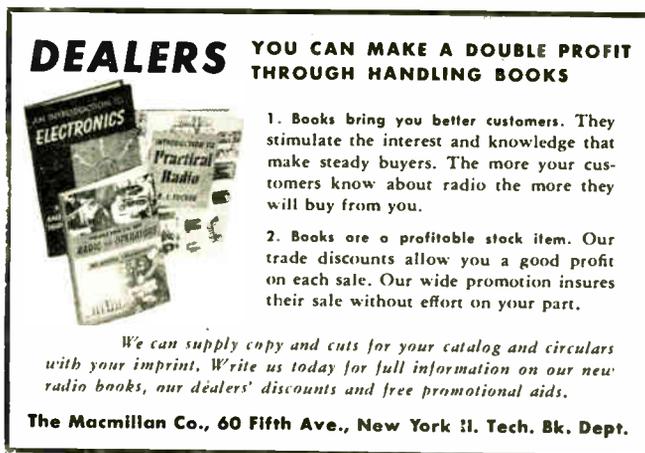
**Shock-Proof • Break-Proof  
Screw Driver**

From a "Man Mountain" size, down to the tiny midget shown, there is a VACO screw driver for every industrial and home need. Write for catalog.

**VACO 173 TYPES  
PRODUCTS CO.**

**317 E. ONTARIO ST., CHICAGO 1, ILL.**  
In Canada: 560 King St. W., Toronto 2, Ont.

**DEALERS YOU CAN MAKE A DOUBLE PROFIT THROUGH HANDLING BOOKS**



- Books bring you better customers. They stimulate the interest and knowledge that make steady buyers. The more your customers know about radio the more they will buy from you.
- Books are a profitable stock item. Our trade discounts allow you a good profit on each sale. Our wide promotion insures their sale without effort on your part.

*We can supply copy and cuts for your catalog and circulars with your imprint. Write us today for full information on our new radio books, our dealers' discounts and free promotional aids.*

**The Macmillan Co., 60 Fifth Ave., New York 11. Tech. Bk. Dept.**

**FREE TO YOU  
COLOR CODE AND  
OHMS LAW CALCULATOR**



A great convenience Easy to work. Solves many problems. Attach coupon to your letterhead Free to radio men, engineers, etc.

**BURSTEIN-APPLEBEE COMPANY**  
1012 McGee, Kansas City 6, Mo  
Send me FREE Color Code and Ohms Law Calculator along with latest catalog

I am \_\_\_\_\_  
STATE CONNECTION IN INDUSTRY \_\_\_\_\_

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
TOWN \_\_\_\_\_ STATE \_\_\_\_\_

**BURSTEIN-APPLEBEE COMPANY**  
1012 McGee St.  
Kansas City 6, Mo.

Mail Coupon Now

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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.

# QUAM

*extends  
speaker life  
with*

*Adjust-a-Cone*



**Makes it possible  
to correct a rubbing  
voice coil . . .  
easily . . . quickly!**

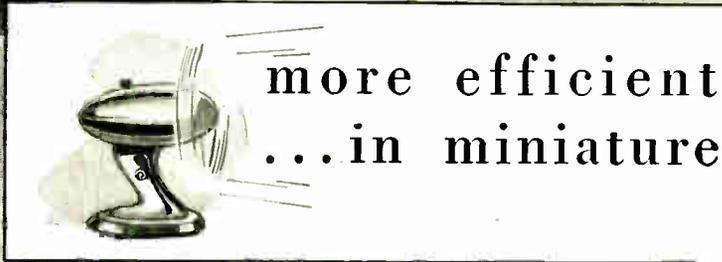
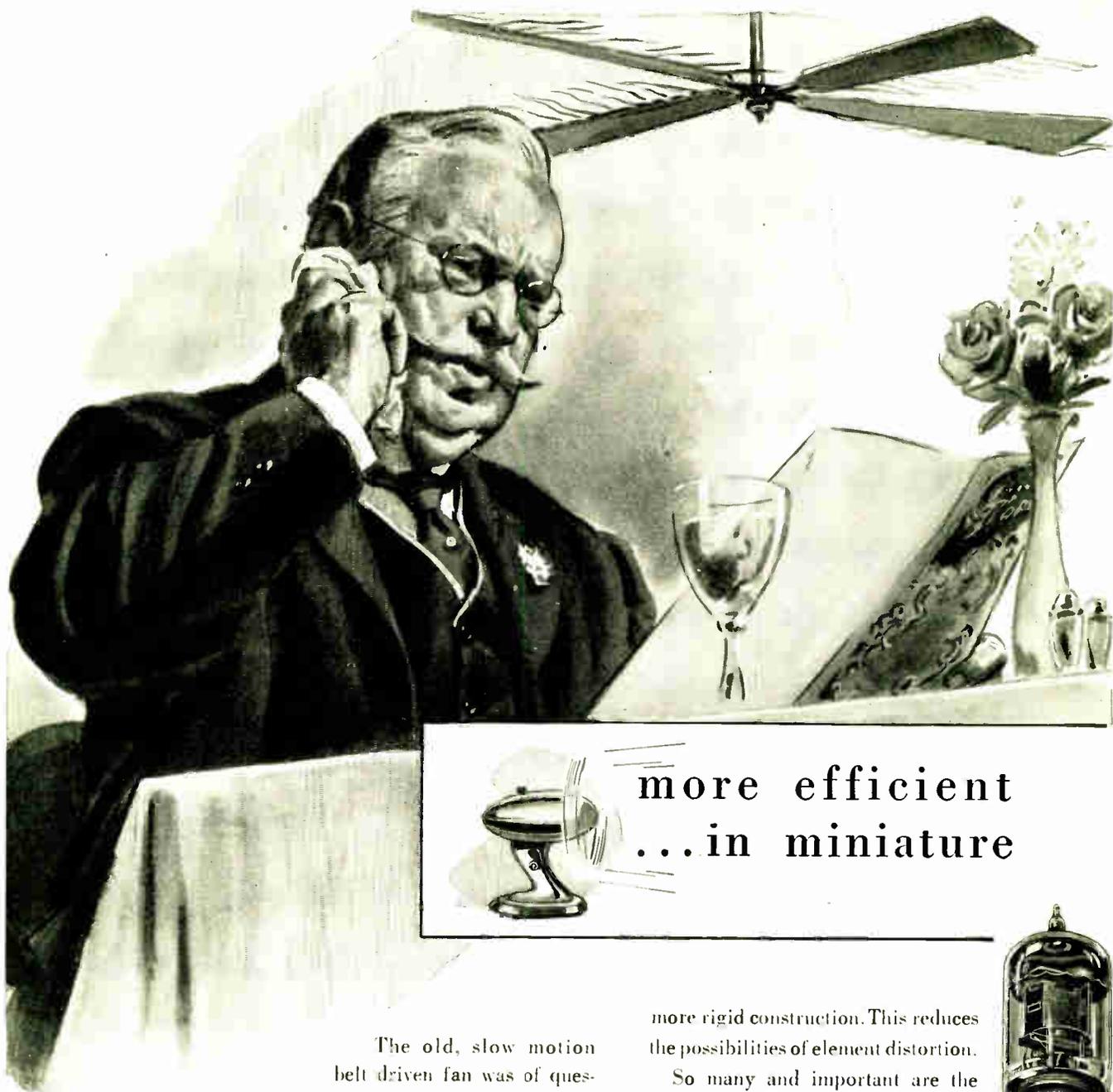
NOW . . . in Quam Speakers . . . the spider no longer is glued or otherwise permanently fastened to the basket. Instead it is held firmly in position by a spring clamping ring secured with two machine screws. Loosen the screws. The spider may be moved laterally. The voice coil thus can be re-centered around the pole piece and within the gap.

In many cases the adjustments are so placed that a rubbing voice coil may be corrected right in the home in a matter of minutes without removing the speaker from the chassis. QUAM ADJUST-A-CONE saves servicing time . . . saves new parts cost . . . actually extends speaker life.

For complete details write today to

**QUAM-NICHOLS CO.**

33rd Place at Cottage Grove,  
CHICAGO 16



The old, slow motion belt driven fan was of questionable value as a breeze maker. Perhaps its best service was that of chasing flies with fluttering streamers. Then came the modern high speed electric fan. Like the miniature electronic tube, it is an outstanding example of the current trend toward increased efficiency in miniature.

TUNG-SOL Miniature Tubes are a part of the trend to smaller component parts. They are a factor in reducing the over-all size of equipment. Shorter leads with low inductance, and low capacity with high mutual conductance make the miniature tube ideal for high frequency circuits. The smaller elements weigh less, tending to reduce the effects of vibration. The smaller size also makes possible a

more rigid construction. This reduces the possibilities of element distortion.

So many and important are the advantages of miniatures that post-war equipment will unquestionably include many of them. Tung-So!

Jobbers and Dealers will be in position to furnish miniatures as well as the G-G's-metal and large glass tubes for servicing every type of equipment.



# TUNG-SOL

*vibration-tested*

## ELECTRONIC TUBES

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



DEPENDABLE OPERATION—BECAUSE THEY HAVE FEWER MOVING PARTS



*Everything You Want In  
Record Changers*  
**MINIMUM FRICTION... SILENT...  
LONG LIFE... CONSTANT SPEED...  
TROUBLE-FREE OPERATION**

# SEEBURG

## Record Changers

The dependability of SEEBURG RECORD CHANGERS has been proven by the many years of actual use. While new and more efficient features have been included . . . the simplicity of the operating mechanism has been retained to render the same reliable, trouble-free operation that characterizes SEEBURG RECORD CHANGERS.

### SEEBURG *Wire* RECORDER

The scientific and commercial development of Wire Recording is a triumph of electronic engineering! SEEBURG engineering and research has played a major role in this new recording and reproducing instrument. One simple control knob operates the SEEBURG WIRE RECORDER to record and reproduce speeches, plays, meetings, music, radio programs, etc. There are no needles or discs used.

**IT WILL BE NECESSARY...**  
for radio manufacturers to make provisions  
in their circuits to accommodate the SEEBURG  
WIRE RECORDER. We therefore invite prompt  
inquiries from interested radio manufacturers.

# Seeburg

1902

DEPENDABLE MECHANISMS

1946

J. P. SEEBURG CORP. • CHICAGO

**BEST** advertised!  
**BEST** performance!  
**BEST** liked!  
 ...that's

**Motorola** **AUTO** **Radio**



\*You will sell Motorola Auto Radios because your customers have been pre-sold through *the largest national advertising campaign in the industry!* \* You will sell Motorola Auto Radios because they enjoy a well-deserved *reputation for quality.* \* You will sell Motorola Auto Radios by turning the switch and letting Motorola itself sing and play its way into your customer's heart. *There is no finer auto radio at any price!*

Check these  
**Motorola**  
**SELLING POINTS**

- There is a Motorola Radio to fit and match every make and model car.
- Radiant "Vita-Tone" brings new 3-dimension tonal quality by matching Motorola to the acoustics of each car.
- Outstanding range, sensitivity and power, plus razor-sharp selectivity, make Motorola a *thrill to listen to.* *If it's on the air, Motorola will bring it in!*

**GALVIN** MFG. CORPORATION • CHICAGO 51

F-M & A-M HOME RADIO • AUTO RADIO • PHONOGRAPHS • TELEVISION • AIRCRAFT RADIO • POLICE RADIO • RADAR • MILITARY RADIO