

1946 AUGUST

RADIO
& Television

RETAILING

CAIDWELL-CLEMENTS, INC.

TELEVISION •

RADIO•FM

ELECTRICAL

APPLIANCES

PHONOGRAPHS &

RECORDS

SOUND &

SERVICE

80%

OF ALL VIBRATORS USED
IN ORIGINAL EQUIPMENT ARE
MADE BY MALLORY

...don't forget, too, that Mallory makes a complete line of 6, 12, and 32 volt replacement vibrators



When your repairmen take an old vibrator out of a set, what brand of vibrator do they use for replacement? If they follow the lead of radio manufacturers, they'll repair the set with the same kind of vibrator that most manufacturers themselves use—*Mallory*.

Today, as for many years past, 80% of all automobile radios are equipped with Mallory vibrators because Mallory vibrators are backed by 15 years of "know-how," are made of carefully-selected materials, manufactured by precision methods, rigidly inspected every step of the way. These are the same reasons why Mallory vibrators are best for your business.

Remember, too, that Mallory offers a complete line of 6, 12, and 32 volt replacement units. *Of this line, 12 vibrators meet 90% of your replacement needs.*



Do you have a copy?

Sectionalized for quick reference, this Vibrator Guide lists replacements for all pre-war auto radios. Includes separate sections on buffer capacitor circuits, servicing old radios that need obsolete or discontinued types of vibrators, etc. Get one from your Mallory distributor.

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.
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RADIO & Television RETAILING*

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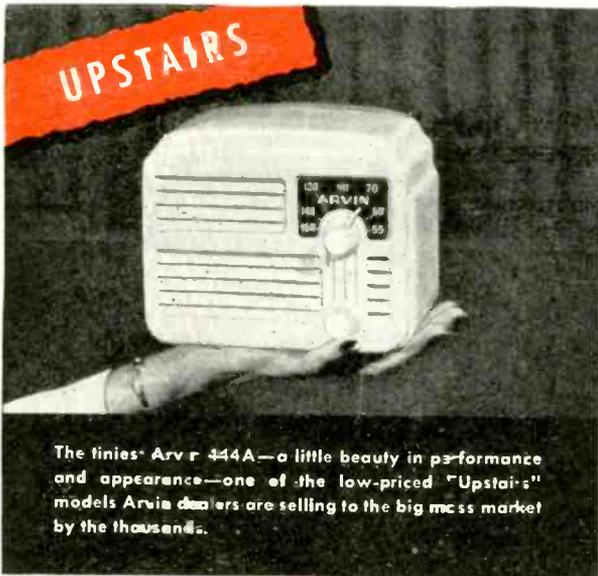
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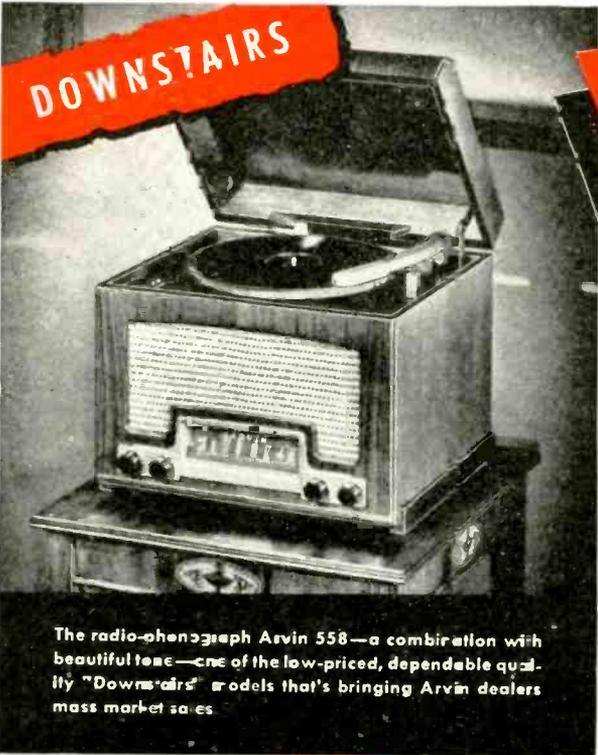
**27,000 COPIES
EVERY ISSUE**

UPSTAIRS



The tiniest Arvin 444A—a little beauty in performance and appearance—one of the low-priced "Upstairs" models Arvin dealers are selling to the big mass market by the thousands.

DOWNSTAIRS



The radio-phonograph Arvin 558—a combination with beautiful tone—one of the low-priced, dependable quality "Downstairs" models that's bringing Arvin dealers mass market sales.



One of the large Arvin table radios—the fast-selling "All Through The House" model 664—a fine quality set at a low price that makes it the mass market leader of values.

IT'S THE LINE WITH

Mass Market Sales Appeal



Your radio sales set-up will never be complete until you have the Arvin line. You need this nationally-known line for its dependable quality and low prices that fit the family budgets of your big mass market. You need the Arvin line to take full advantage of your radio sales opportunity.



The Name on Many Fine Products of

NOBLITT-SPARKS INDUSTRIES, Inc.

Columbus, Indiana

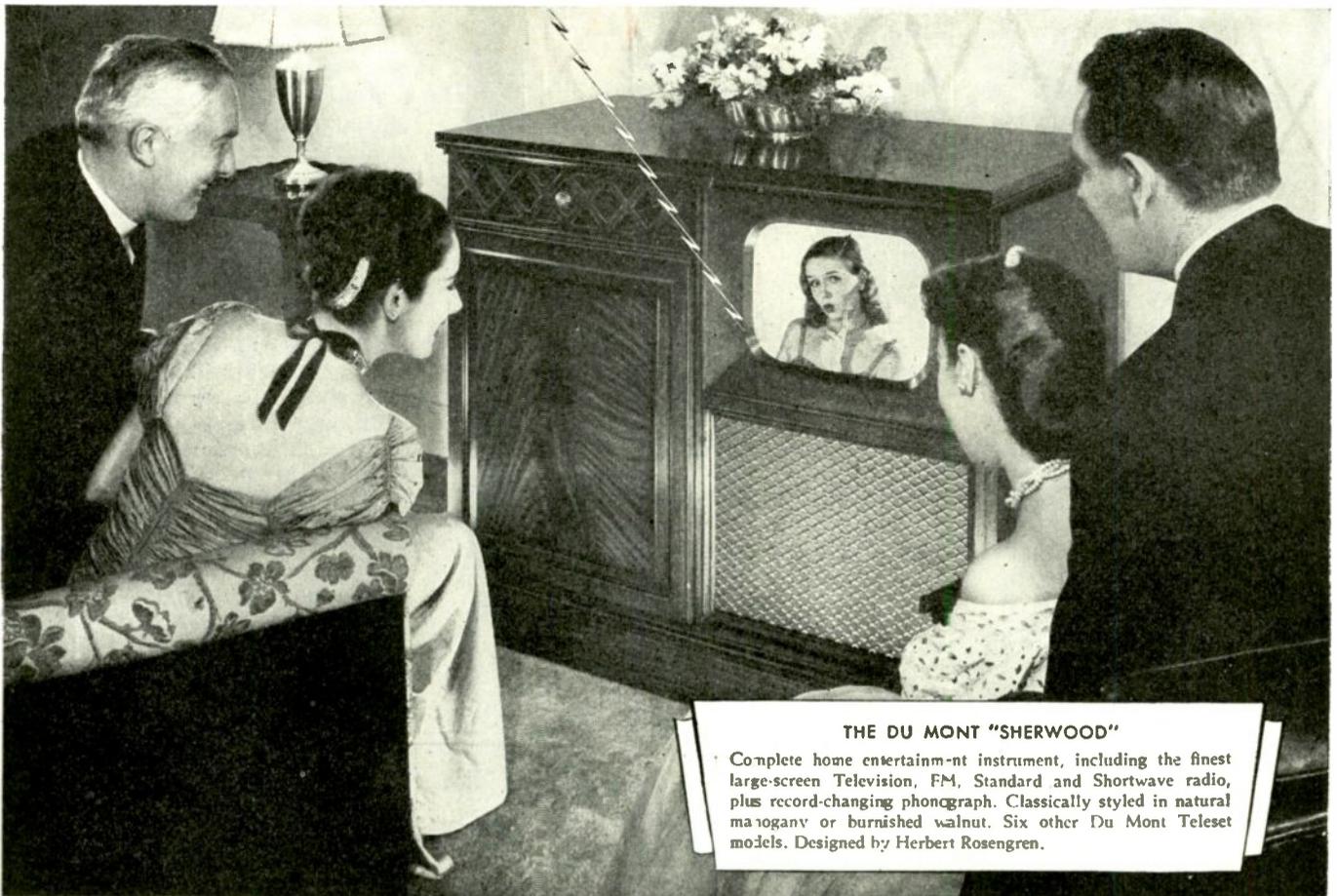


IN TELEVISION... IT'S DIRECT VIEWING

and only Du Mont offers the largest direct-view pictures

• Experts agree that television pictures are viewed at maximum definition and brightness on the screen-face of the cathode-ray tube itself, where the incoming images are first reproduced. This is direct-viewing... and the larger the picture tube, the larger and clearer the picture—without mirrors, lenses or other intermediates. Only Du Mont Telesets* provide these direct-view pictures as large as 18" x 13½"... on Du Mont's giant 20" cathode-ray tube—the world's largest television picture tube. This unsurpassed television picture quality comes naturally from Du Mont whose development of the first commercially practical cathode-ray tube made commercial television possible. • Today as always, Du Mont is first with the finest in television.

DU MONT *Precision Electronics and Television*



THE DU MONT "SHERWOOD"

• Complete home entertainment instrument, including the finest large-screen Television, FM, Standard and Shortwave radio, plus record-changing phonograph. Classically styled in natural mahogany or burnished walnut. Six other Du Mont Teleset models. Designed by Herbert Rosengren.

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y. • PLANTS AND HOME OFFICES, PASSAIC, NEW JERSEY
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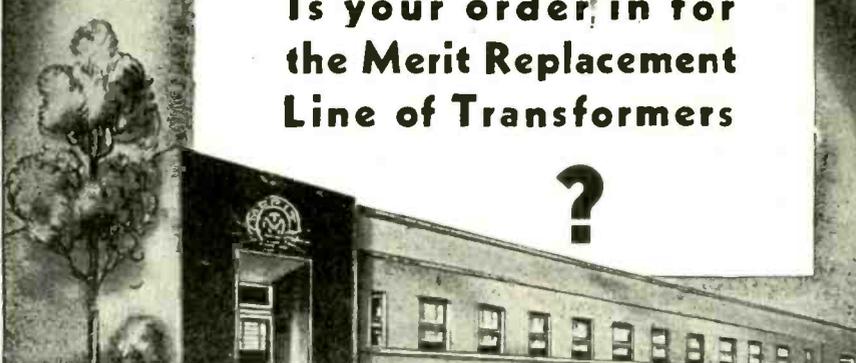
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FINE
RADIO
PARTS



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Our
New
Catalog*

**Is your order in for
the Merit Replacement
Line of Transformers**

?



MERIT COIL & TRANSFORMER CORP.

4427 North Clark St. TELEPHONE Long Beach 6211 CHICAGO 40, ILL

The "Big Four" Pillars of Merchandising

The immediate success of the new "Big Four" RADIO & Television RETAILING, as indicated by favorable reactions from all parts of the trade, has pointed up the evolutionary steps our trade has undergone in recent years. So definite an operation has multi-product merchandising and servicing become, that many dealers are being franchised now on the basis of Big Four standards or an equivalent.

This is as it should be. Big Four operations help dealers in many ways, among them, making their business less subject to seasonal variations, attracting new types of clientele, increasing sales volume. These go to make them better dealers for their distributors and manufacturers, helping trade stability. Here again are outlined the Big Four pillars of this trade:

Radio, FM, Television: These represent the largest sales in dollars and units of any electrical devices reaching the home, and are the basis for selling in this field.

Electrical Appliances: Refrigerators, ranges, washers, vacuum cleaners, traffic appliances, air conditioning, etc. A great percentage of potential trade is lost without these products.

Phonograph Records: Phonographs, needles, albums, accessories are stores' largest traffic builders and repeat items, attracting everyone from "bobby-soxers" to conservative "long-hairs".

Servicing and Sound: An integral part of independent retail operations, many dealers use this to build additional business on other products. Manufacturers and jobbers consider this in franchising, too.

Proof that dealers want this Big Four publishing service—demand it—is indicated by surveys of their preferred retailing magazine. RADIO & Television RETAILING is invariably an overwhelming favorite because it offers *staff-written information* on this *variety* of products. Magazines devoted to one or two types of products rank lower and lower. It appears there are ever-fewer "retailing hermits".

H. Clements

Publisher

**FROM THIS GREAT PLANT
COME THE FINEST RADIOS
EVER TO BEAR
THE TEMPLE
NAME**



TEMPLETONE PLANT
New London, Conn.
(Fairchild Aerial Photo)



**... A NAME
LINKED WITH
QUALITY
SINCE THE
EARLY DAYS OF
BROADCASTING**

TEMPLETONE RADIO MFG. CORP., New London, Conn.
Executive Offices: 220 East 42nd Street, New York, N. Y.

"Where FM also means Finest Made"

Picture-Clear
STROBO-SONIC TONE!



THE HEADLINER

It's *all*-new inside and out—a handsome electronic triumph in 3 smart finishes—Early American Maple, Blonde Moderne, Polished Walnut.

Easy-to-read, slide-rule dial with back-lighted numerals. Matched ivory controls, full-width grille. AC-DC, 4 tubes plus a rectifier.

A complete superheterodyne with electrodynamic speaker. Radair Antenna. Strobe-Sonic Tone, of course.

You can *hear* the difference!

★ ★ ★

After World War I, 886 different radio brands were sold. By 1940, 742 were orphans. Be sure you don't sell an orphan—be sure with Stewart-Warner!

MORE THAN EVER, YOU CAN DEPEND ON

**Stewart -
Warner**

*Radios
Radio-phonographs*

CHICAGO 14

KEN-RAD RADIO TUBES



**THIS
GRAND NEW
DEALER'S BOOK
DOES A MAN-SIZE
JOB FOR YOU!**



BOOSTS YOUR Sales
Service
Profits

HERE, IN ONE HANDY VOLUME, ARE:
 Tube ratings and characteristics
 Classes of service
 Basing diagrams
 —all the data you need to sell tubes, or to make replacements or changeovers when servicing sets or sound equipment.

Outline drawings with dimensions
 Interpretations of ratings, pages for notations, etc.
 —all the data you need to sell tubes, or to make replacements or changeovers when servicing sets or sound equipment.

WRITE FOR YOUR FREE COPY TODAY!

KEN-RAD'S biggest aid to you is "Essential Characteristics", shown here. No other tube book equals it in down-to-earth *helpfulness*. And how the orderly listing of data saves time! You can find, in a flash, the information you need about a metal, glass, or miniature tube. Whether ratings, type of service, or basing data—all the facts are given. All are authoritative and up-to-the-minute!

"Essential Characteristics" makes you a tube specialist, if you aren't one now. It's the lead-off item in Ken-Rad's long 1946 list of dealer helps. Displays, wall plaque, decal, blotters, stationery—all of them in attractive colors—these round out the picture. *You'll make more money handling Ken-Rad tubes. Why? Because Ken-Rad gives you more assistance—real help that pays off in profit-dollars!*

178-E7-8850

KEN-RAD

DIVISION OF GENERAL ELECTRIC COMPANY
OWENSBORO, KENTUCKY

1,000,000 Portable Radio Sets Waiting... ...Plenty of "Eveready" Batteries for Them!

• Every dealer knows that production of new portable sets will be a long time "catching up." Yet . . . of 5,000,000 *modern* portables made since 1939 . . . 2,000,000 were still in service at the last check. And another 1,000,000 were out of use—chiefly because of lack of batteries or need of minor repairs!

You can cash in now on the hundreds of such ready-made prospects who are right in your own territory—because you can get "Eveready" "Mini-Max" "B" batteries and "Eveready" "A" batteries NOW!

Answer this demand . . . get an order to your distributor. Summer and fall are the *best seasons for portables*—and "Eveready" portable radio batteries!

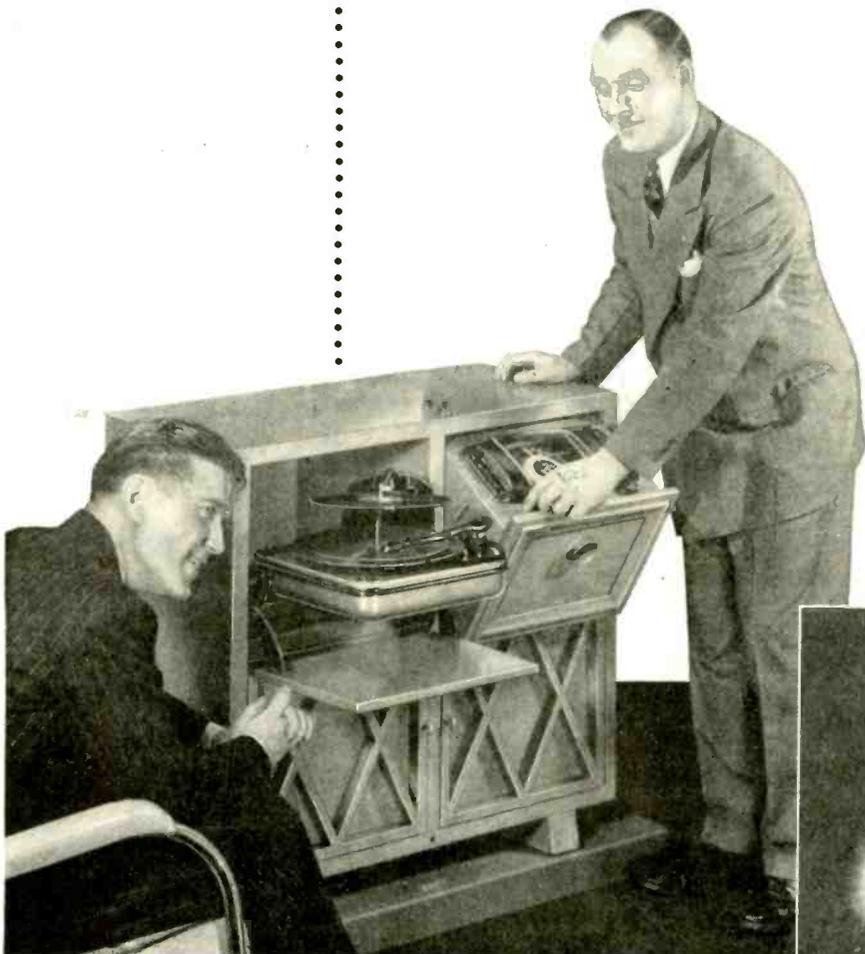
The registered trade-marks "Eveready" and "Mini-Max" distinguish products of National Carbon Company, Inc.

NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation

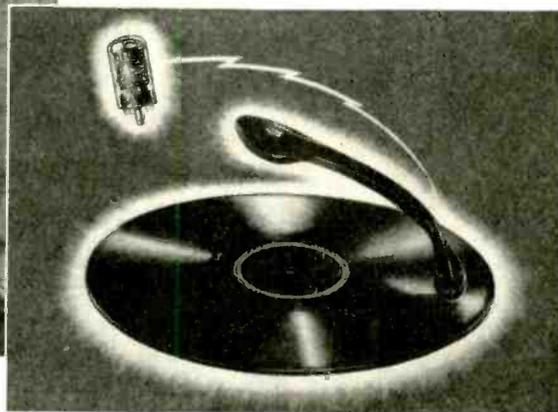


DISPLAY THEM . . . CUSTOMERS DO THE REST!

Listen for something that isn't there



● Ask prospects to *listen*—for needle noise, hiss, scratch or rattle—for annoying sounds they hear in ordinary radiophonographs . . . sounds that are conspicuously absent in a Zenith. Then, turn the volume all the way *down*. Even *then* there is no mechanical chatter. That's because Zenith's "Sensational New Way To Play Records," with the COBRA Tone Arm, is an *entirely new method* of record reproduction. The Cobra's delicate filament floats gently on the record with less than $\frac{1}{8}$ ounce pressure, picking up every modulation and beaming it into the amplifier on a Radionic Wave. Yes, listen to a Zenith, and make this "listening test" part of every demonstration, for only with a Zenith can you *listen for something that isn't there*.



ONLY

ZENITH

HAS THE

COBRA

TONE ARM

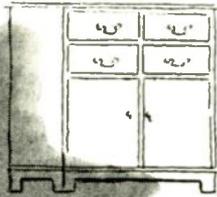
The Cobra brings out every note of every instrument . . . the sparkling highs . . . the mellow bass notes . . . the rich overtones—just as the artist himself would like to hear them. And, complementing this new method of reproducing records radionically, Zenith's Silent-Speed Record Changer operates so quickly, so quietly, that there is virtually an unbroken flow of music. Once your prospects *listen* and hear the difference, only Zenith will satisfy them.

**The Sensational
NEW WAY
to Play Records!**

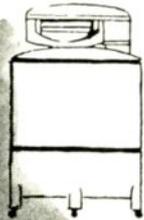
ZENITH

BACKED BY 30 YEARS OF RADIONICS EXCLUSIVELY

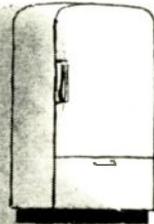
DO YOU MAKE—



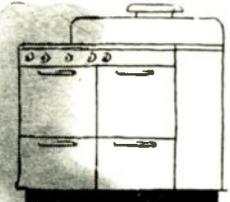
RADIOST?



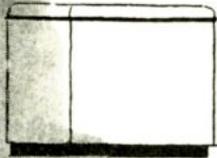
WASHING MACHINES?



REFRIGERATORST?



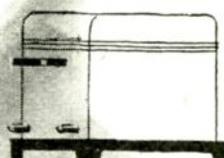
RANGES?



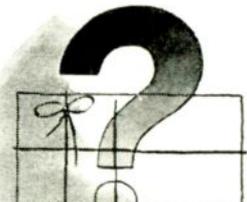
FREEZERST?



IRONST?



TOASTERST?



ANY OTHER HOME APPLIANCE?

Then these facts are vital!

THE CHICAGO TRIBUNE'S
DURABLE GOODS STUDY
 AMONG CONSUMERS AND DEALERS
 IS A MUST FOR EVERY APPLIANCE MANUFACTURER!

**Can You Answer
 These Questions about
 The Greater Chicago Market?**

1. How many appliances will be sold in the first 12 months they are available?
2. What's the dollar volume? By appliance?
3. How much will people pay per unit?
4. What influences customer selection?
5. What's new about the kinds of stores handling appliances?

You'll find the answers to these questions—and scores more—in the Tribune's

DURABLE GOODS STUDY

Chart your sales course to success . . . with the Sales Plan which we have set up to help you get your share of the market at a profit. It's based on the Durable Goods Study . . . the most comprehensive appliance study ever made of a market that can absorb all or a greater part of your production. This study contains over *two million* individual answers . . . gained through personal calls on 10,850 families. We made these calls in Chicago and suburbs and in 91 cities in 5 states . . . 21 sales areas in all. What's more, we called on 2,051 dealers. They told us their merchandising and selling plans—and *what kind of treatment they expect from the manufacturer!*

We'd like to put this Sales Plan and the Durable Goods Study in your hands. Simply write to C. S. Benham, Manager, National Advertising, Chicago Tribune, Tribune Tower, Chicago 11, Illinois.



Tribune families tell us that they will spend \$263,000,000 for home appliances in the first 12 months these items are available. This is 63.4% of the total indicated volume in the Greater Chicago Market. No other medium can cover this staggering potential so effectively. Tribune rates per 100,000 circulation are among the lowest in America.

CHICAGO TRIBUNE
The World's Greatest Newspaper

June average net paid total circulation: Daily, over 1,060,000; Sunday, over 1,450,000.

JO STAFFORD—lovely recording artist, star of the Supper Club program, Monday through Friday nights on NBC.



GENERAL ELECTRIC'S

finest table radio-phonograph

WITH THE NEW G-E ELECTRONIC REPRODUCER



*General Electric's
Great New Invention*

Shipments start in August—Sales drive starts in September—on Model #303, that matches in tone many of the most expensive sets ever sold. The result of active, intensive everyday G-E Electronic Research!

THINK WHAT YOU CAN DO WITH ALL THESE SALES FEATURES

Sensational G-E Electronic Reproducer recreates music on an electronic wave. Reveals new beauty in the most familiar record.

Fool-Proof Retractable Stylus. Tone arm may be dropped on a record—ever scraped across the grooves—and no harm done to either stylus or record.

Cat-Quick Record Changer plays 12 ten-inch or 10 twelve-inch records. Quiet—easy on records—dependable.

Magnificent Cabinet with the rich beauty of American Walnut in a modern design.

6 1/2 Inch Dynapower Speaker with the new G-E miracle metal—Alnico 5. Two and a half times more powerful than any material previously used in loud speakers.

G-E Natural Color Tone Radio. 6 tubes including rectifier—new high gain converter—3 step tone control—and an unusually large built-in Beam-o-scope antenna.

Get All The facts on this sales making combination set from your nearest G-E Radio Distributor or write to the Electronics Department, General Electric Company, Bridgeport, Conn.

SELL MORE RECORDS!

Use the G-E Model #12 Record Player equipped with the amazing G-E Electronic Reproducer in your Record Demonstration booths. It will bring

new listening thrills—sell more records—and sell more G-E Radio-Phonographs. Get in touch with your G-E Radio Distributor for all details.

THE FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL ELECTRIC

175-20

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

He Will Show You What Makes Seattle Tick



ADD up all you know about Seattle—the 18 counties in the Seattle “Market Box”—their 1,400,000 inhabitants—the 75% of all the state’s people, the sales and income which the Market Box represents—the forest, farms and fishing industry—the great hydroelectric dams, shipyards, airplane plants and aluminum industry—the import and export trade—add these all up and you still haven’t got the pace of things in Western Washington.

Western Washington, perhaps more than any other area in the United States, is timed with the future. Here is the last frontier of America—the gateway to Alaska and the Far East by air and by sea—a fit subject for paraphrasing a famous expression, “Go Northwest, young man!”

CALL THE H-A-S MAN



Just drop us a note saying, “I’m interested in your market information on (name your type of product).”

The young men of the Hearst Advertising Service came to the Northwest a long time ago. They have been here long enough to know Seattle and Western Washington marketwise as only *newspapermen* can know the place they live and work in.

Daily these “reporters with a nose for sales” rub elbows, exchange opinions and give and take sales facts with sales and advertising executives in a score of different lines. And what they have evolved, a gold mine of information on the Seattle situation, is yours for the asking.

Not only in Seattle, but in nine other key cities of America this is available to sales and advertising executives. Why not call the H-A-S man now?

HEARST ADVERTISING SERVICE

HERBERT W. BEYEA, General Manager

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

Representing:

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

FADA

LEADERSHIP

...based on Facts

SUPERIOR PERFORMANCE • DEPENDABILITY
OUTSTANDING BEAUTY • CONSUMER ACCEPTANCE

The new line of FADA radio receivers, each brilliantly designed for beauty of appearance and precision made for beauty of tone, fully justifies our slogan, "The Radio of Tomorrow . . . Today!"

But FADA leadership is based on far more than superior appearance and tone qualities. Yes—the name FADA is more than just a name. It is a symbol, too. It symbolizes more than thirty years of acceptance by the people of America from the tiniest hamlets to the largest cities.

This penetrating acceptance is the result of consistent, continuous, relentless sales promotion and advertising . . . through newspapers, magazines, billboards, radio announcements, spectacular signs, etc. This penetrating acceptance is the result of year in and year out service by Fada radios in hundreds of thousands of American homes.

That's why you can place your faith in FADA for rapid continuous sales for many years to come!

YOU CAN ALWAYS DEPEND ON

FADA

Radio

Famous Since Broadcasting Began!

THE RADIO OF TO-MORROW...
TO-DAY!



6 TUBES
652 SERIES



6 TUBES
1000 SERIES



5 TUBES
609 SERIES



637 SERIES

Superheterodyne AC de luxe Portable Radio-Phonograph with Automatic Record-Changer.



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

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

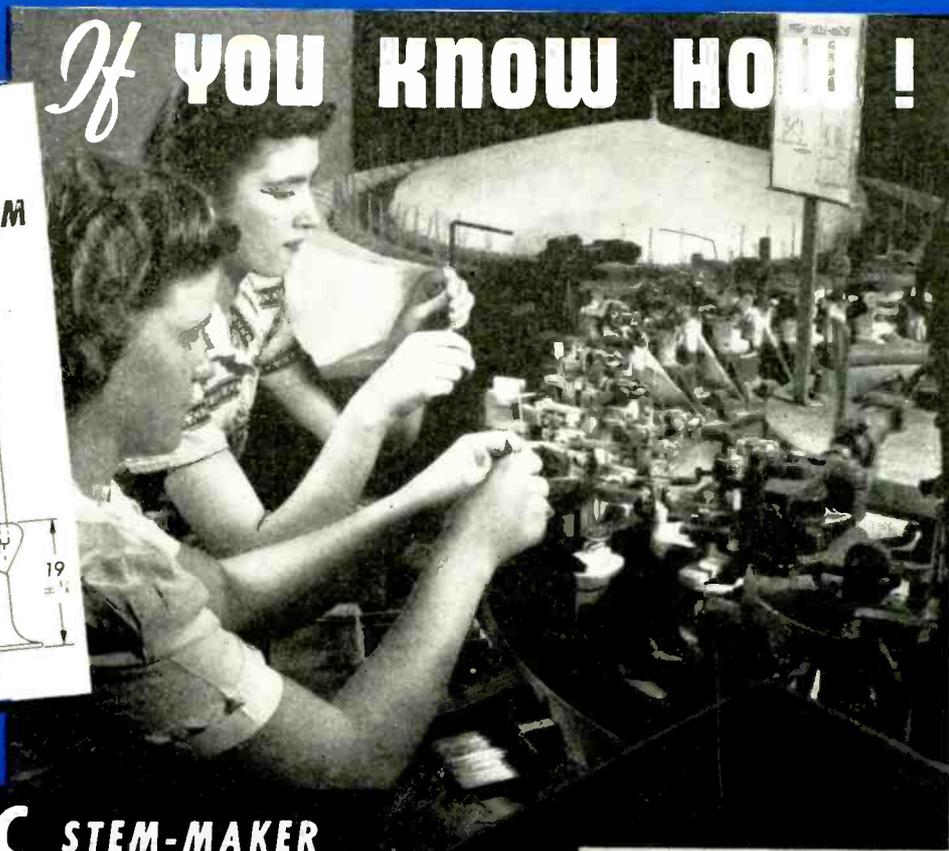
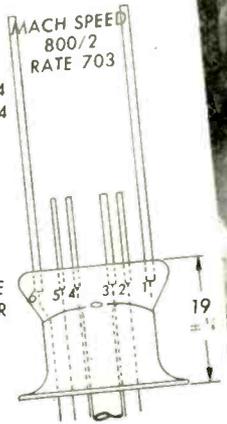
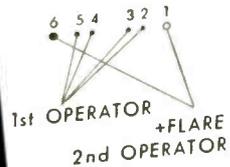
MAKING TUBES IS EASY...

If YOU KNOW HOW!

STEM 35Z5GT-45Z5GT
FLARE 19X24 42A1-A2
EXHAUST TUBE #18BX101MM

WELDS:

- #1 3048-163
- #2-5 2013-1612-2054
- #6 3048-1612-2054



AUTOMATIC STEM-MAKER

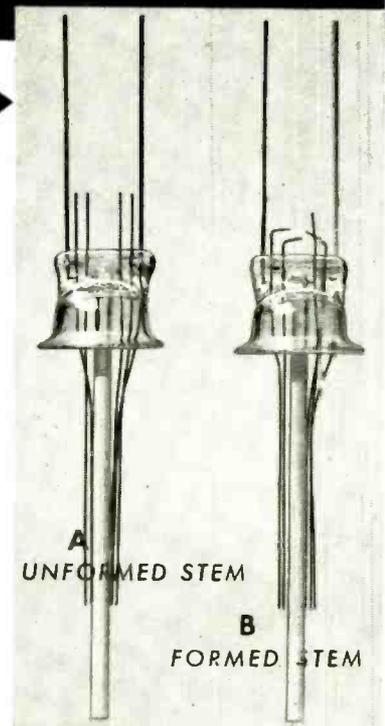
GIVES YOU MORE AND BETTER TUBES

Making a radio tube stem is apparently easy. By gas flames, one merely seals stem wires and exhaust tube into a glass flare. High-speed production, however, raises problems of know-how. Expert adjustment of temperatures and timing is vital. To give you trouble-free performance, there must be absence of glass malformation, strains, cracks—air-tight wire seals—strict adherence to dimensions.

Two girls produce daily 5600 35Z5GT stems on the illustrated stem-maker—essentially a rotating steel turret with 25 automatically indexing heads. Working as a team, they insert into a jig the 6 stem lead wires, and drop over them the glass flare. Each stem wire is fabricated of butt-welded nickel (for support), dumet (for glass seal), and copper (for connection). The exhaust tube is automatically inserted. Gas flames gradually melt and form the flare at 13 consecutive positions—at 2 positions, jaws press and seal stem wires into the flare.

Compressed air blows clear the exhaust tube inlet. The stem is lifted automatically into the rotating annealer. Strains vanish as distorted glass molecules resume normal positions. The annealed stem rolls onto the inspector's table. A stem former cuts, shapes, and nicks its wires to support the 35Z5GT's internal elements.

As you watch these intricate operations, you are impressed by controlled quality at high speed. Again you realize the know-how built into millions of Hytron tubes pouring out to you.



SPECIALISTS IN RADIO RECEIVING TUBES SINCE 1921



HYTRON

RADIO AND ELECTRONICS CORP.

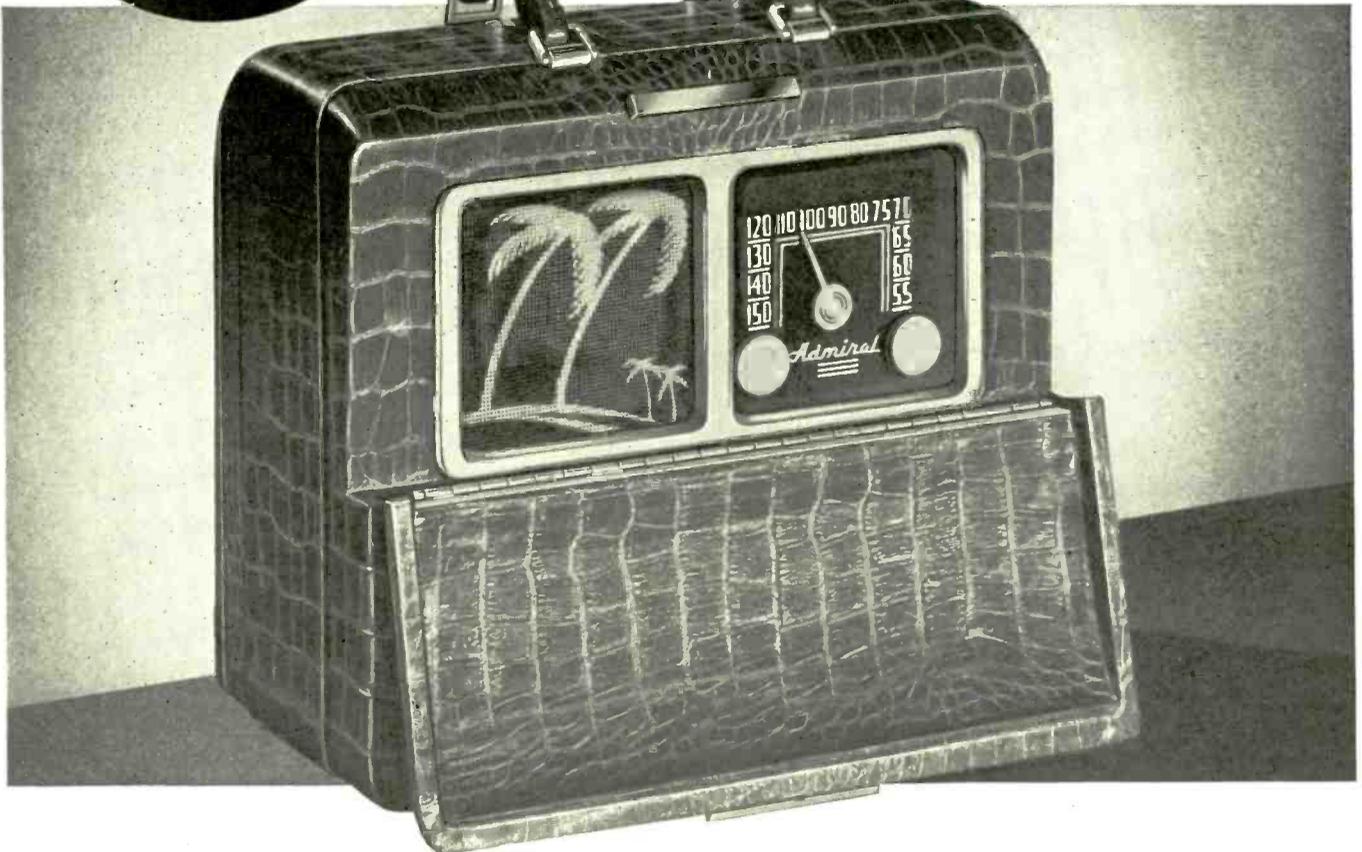


MAIN OFFICE: SALEM, MASSACHUSETTS

**NOW BEING
DELIVERED
BY...**

Admiral

PORTABLES!



6P32-6E1 PORTABLE RADIO *Featuring* Admiral triple tuned R.F. converter circuit with iron core tuning . . . on-off indicator . . . power change switch . . . Aeroscope . . . beam power output . . . PM dynamic speaker with Alnico No. 5 metal . . . beautiful twin-panel dial and grill escutcheon . . . stunning leatherette case of simulated alligator. Operates on self-contained batteries or AC-DC.

6C71-10A1 CONSOLE RADIO-PHONOGRAPH *Featuring* Admiral's exclusive "Slide-A-Way" . . . "childproof" automatic record changer that plays up to 12 records . . . featherlight tone arm for longer record life (may be moved at any time without damage to mechanism) . . . 10-tube superheterodyne receiver giving 'round-the-world' reception . . . triple tuned permeability tuner . . . new improved I.F. system . . . "automatic-trip" electric tuning . . . treble and bass compensation . . . 4 tuning bands . . . "auditorium" speaker acoustically matched to cabinet . . . "waterfall" dial . . . beautiful cabinet of choice walnut veneers.

Admiral Corporation CHICAGO 47, ILL.

World's Largest Manufacturer of Radio-Phonographs with Automatic Record Changers
DUAL-TEMP REFRIGERATORS — HOME FREEZERS — ELECTRIC RANGES

CONSOLES!



THORENS

MADE IN SWITZERLAND

CABINET CHANGER #856



Add this handsome cabinet changer to your radio set and transform it into a radio-phonograph combination of brilliant tone qualities, adding beauty to any room. The changer slides out like a drawer for easy loading. Plays eight mixed records in any order. Rejects any record desired, goes on to next. Repeats part or whole if desired. Pauses between records. Hinged tone-arm for easy needle change. Crystal pick-up, AC motor 100 to 250 volts, 50 to 60 cycles.

PLAYS 10" AND 12"
RECORDS MIXED



REPEATS



REJECTS



PAUSES

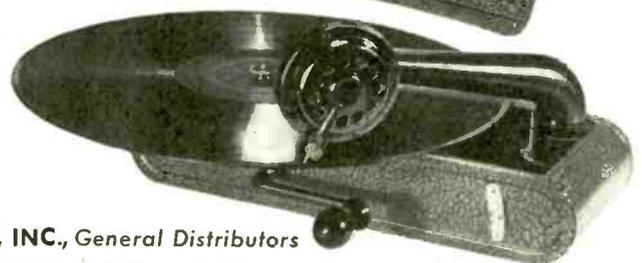
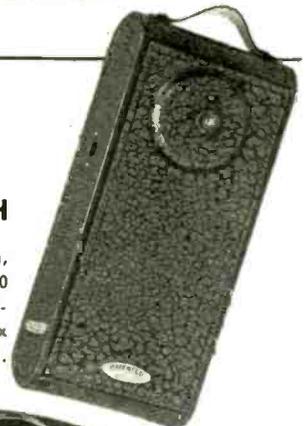
THORENS PHONOGRAPH #625A

Spring wound portable equipped with worm-gear drive motor. One motion starts record and sets tone arm in place. Automatically stops at end of record. Speed regulator, needle cup and record rack. Plays 10 and 12 inch records, weighs 11 pounds. Assorted colors. Imported from Switzerland.



WORLD'S SMALLEST PORTABLE PHONOGRAPH

This Thorens is carried like a camera, weighs only four pounds. Plays 10 and 12 inch records with fine melodious quality. Assorted colors. 11" x 4 3/4" x 2". Imported from Switzerland.



REXON, INC., General Distributors
295 FIFTH AVENUE, NEW YORK 16, N. Y.

SERVICE DEPT. AND WAREHOUSE: 122 FIFTH AVENUE, NEW YORK 11

It's not so strange...

▶ *that* **THE BUYING PUBLIC DEMANDS PROVEN QUALITY!**

Mere availability of merchandise is no assurance of sales! Dealers are finding that off-brand radios are getting tougher to sell and bouncing back more frequently. The public wants quality merchandise . . . made by firms whose reputation they know and believe in!

▶ *that* **FARNSWORTH WILL NOT COMPROMISE WITH QUALITY!**

The public has come to expect superior quality for its money from Farnsworth—and it's going to get superior quality! Any temporary production volume advantage in producing sets of "just any available components" that do not come up to Farnsworth's rigid standards of quality would bring more harm than good in the long run.

▶ *that* **THE FARNSWORTH DEALER IS IN A STRONG POSITION!**

The Farnsworth reputation for quality is widespread . . . every set sold creates more customers for the Farnsworth Dealer. A large part of the selling job has already been done. We're shipping today as many sets as we possibly can. We're distributing them on a basis that's fair to every dealer. And we're looking forward to the day when we'll be able to ship each Farnsworth dealer all the sets he can sell!

The Farnsworth Selected Dealer Policy is proving to be one of the strongest ever created. It gives dealers "room to sell" and assures them of protected prices and proper margins. This policy means much to the dealer today . . . and will mean even more in the competitive days ahead. Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.

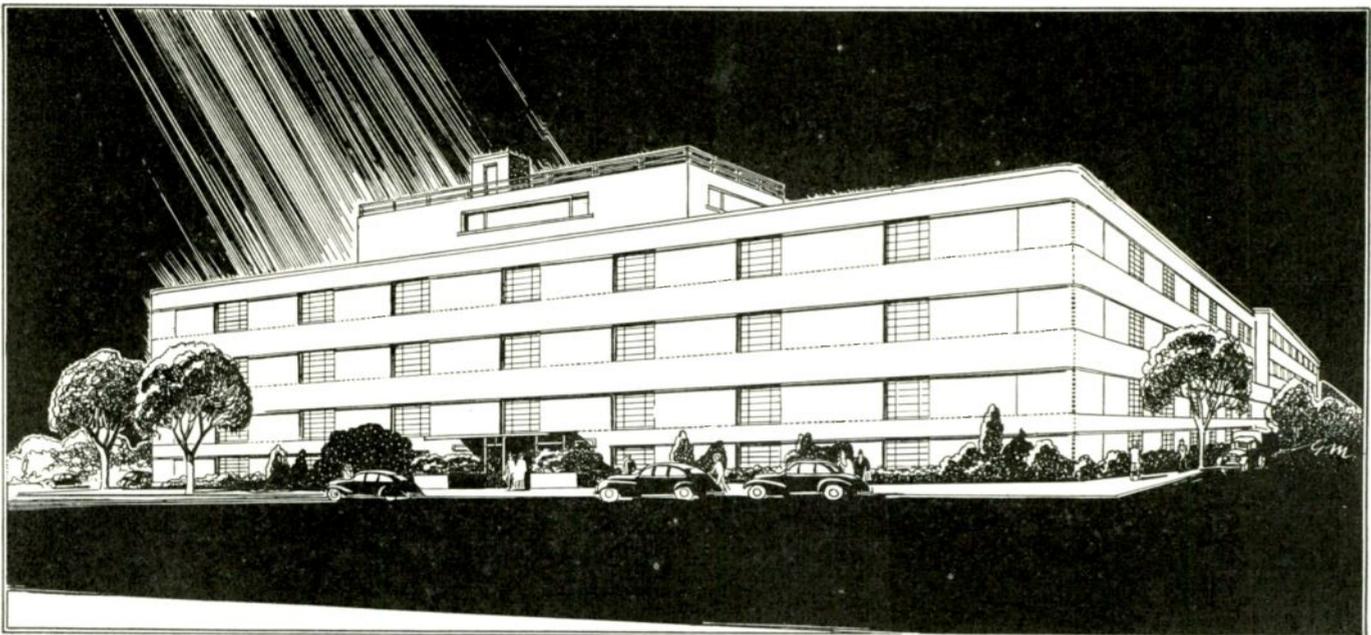
FARNSWORTH *Television • Radio • Phonograph-Radio*

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

Our Plant

Air King Radio—in nineteen twenty only a few dollars and an ambition—is now a great manufacturing establishment. Nearly one thousand employees, in its modern plants, working with the newest and most efficient equipment can produce over five thousand sets in a single shift. Air King is one of the most completely integrated producers of radio. In addition to chassis making, it does its own metal stamping, metal spraying and finishing and has one of the largest radio cabinet plants in the New York area.

During the war all of Air King's facilities were devoted to the making of Radar and special electronic equipment. Soon Air King will have for you a complete line of AM, FM and Television receivers equal in quality, in beauty and in price to meeting the most exacting demands of your most critical customers.



THIS NEW, MODERN AIR KING PLANT INCREASES OUR TOTAL FLOOR SPACE TO TWO HUNDRED AND FIFTY THOUSAND SQUARE FEET.



**AIR KING
RADIO**

Brooklyn

Division of **HYTRON RADIO & ELECTRONICS Corporation**



The Royalty of Radio Since 1920

BETTER

FM Reception

AMPHENOL DIPOLE ANTENNAS

Amphenol Dipole Antennas and Dipole Antennas with Reflectors are engineered to provide excellent reception of FM even in zones of low signal strength.

The directional array virtually eliminates reflected signals, while building up required signal strength. The swivel feature on the mounting bracket and the mast head of the reflector types allows for tilting of the antenna plane to the optimum angle. An exclusive feature of all Amphenol FM Antennas is the Amphenol Twin-Lead low-loss transmission line from antenna to receiver.

TWIN-LEAD TRANSMISSION LINE

A recent Amphenol innovation—a perfect parallel-line lead-in wire extruded with polyethylene dielectric. This low-loss transmission line is highly efficient, inexpensive and completely moisture-proof, and remains flexible at temperatures well below zero. Twin-Lead is manufactured in three impedances that cover requirements for all Broadcast, FM and Television reception.

300 OHM provides best impedance match for FM and Television.

150 OHM is for experimental work and other special applications.

75 OHM is best suited to match a 1/2 wave element and should be used where receiver input impedance is 75 Ohms.

AMPHENOL

AMERICAN PHENOLIC CORPORATION
CHICAGO 50, ILLINOIS
In Canada • Amphenol Limited • Toronto

COAXIAL CABLES AND CONNECTORS • INDUSTRIAL CONNECTORS, FITTINGS AND

CONDUIT • ANTENNAS • RADIO COMPONENTS • PLASTICS FOR ELECTRONICS

The right track for SUCCESS

ECA
ELECTRONIC CORP. OF AMERICA
RADIO

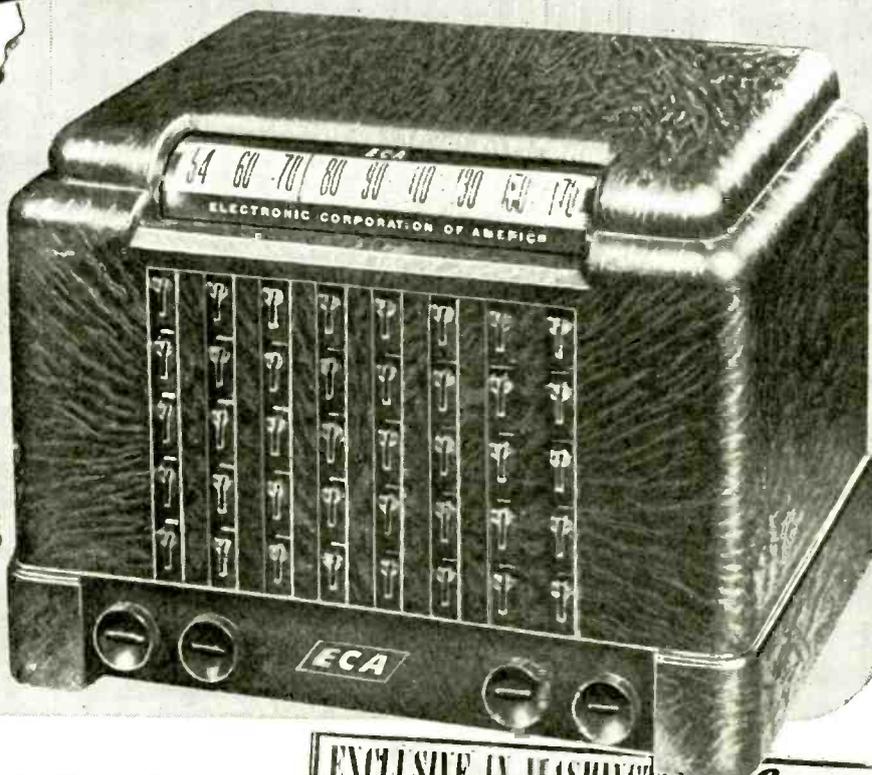
"Your radio has infinitely better quality than any small machine that I have seen."

"If Model 108 is any indication of what you folks will continue to bring out you certainly are on the right track for success."

"The tone quality and performance of these sets is outstanding. We are very optimistic about the consumer acceptance of ECA in this territory."

"Your company has a real radio, and this store will really 'sell' ECA to the limit."

*Excerpts from a few of the hundreds of letters from ECA Radio dealers. Names on request.



ECA Radio dealers are enthusiastically hailing the merits of Model 108—the new ECA Radio plastic wonder! Equipped with 7 tubes—including rectifiers—Model 108 provides console quality reception . . . with the rich tone, volume and power usually found only in big sets. And this is typical of the outstanding qualities of *all* ECA Radios!



- Sold direct to dealers
- Freight paid to your city
- Protected dealer profits
- Exclusive ECA Radio DI-FUSA-TONE
- Informative Warranty Tag of Accurate Performance Rating

A few franchises still open.
Write for details today.

ECA
ELECTRONIC CORP. OF AMERICA
RADIO

ELECTRONIC CORP. OF AMERICA 170 53rd STREET • BROOKLYN 32, N. Y.
RADIOS • RADIO PHONOGRAPHS • PORTABLES • FM • TELEVISION • RECORD PLAYERS

Here's How Radio Industry Says "OK"

TO FEDERAL'S NEW MINIATURE SELENIUM RECTIFIER

TYPE-403D2625



NOW being used in radio receivers, voltage multipliers, speech amplifiers, PA systems, electronic organs, business machines — wherever a low-voltage low-current d-c source is required — replacing type 11726-11723 and other rectifier tubes.

The "landslide" of orders which followed the announcement of this new rectifier means just one thing — another outstanding contribution which fills a great need in the electronic industry. Now, in hundreds of applications, this 5-plate rectifier stack is proving its value — in money saved, reduced assembly time, new space savings, longer life, instant starting. It measures only $1\frac{1}{4} \times 1\frac{1}{2} \times \frac{3}{8}$ inches, and will go into restricted spaces where a tube and socket won't fit.

Though miniature in size, this rectifier embodies "full-scale" quality throughout, with **Center-Contact** construction and all of the other features which have made Federal Selenium Rectifiers the standard of quality in the industry. They're available now — in quantity. Write to department F554 for prices and data.

CHARACTERISTICS:

Type 403D2625 Rectifier

Maximum RMS Voltage	130 volts
Maximum Inverse Voltage	380 volts
Maximum Peak Current	1200 ma.
Maximum RMS Current	325 ma.
Maximum DC Output	100 ma.
Approximate Rectifier Drop	5 volts

Federal Telephone and Radio Corporation

In Canada:—Federal Electric Manufacturing Company Ltd., Montreal
 Export Distributor:—International Standard Electric Corporation



Newark 1,
New Jersey



MINIATURE
RECTIFIER #117Z3
An ideal tube for
3-way portables

TUNG-SOL DEALERS *can't help talking about it!*



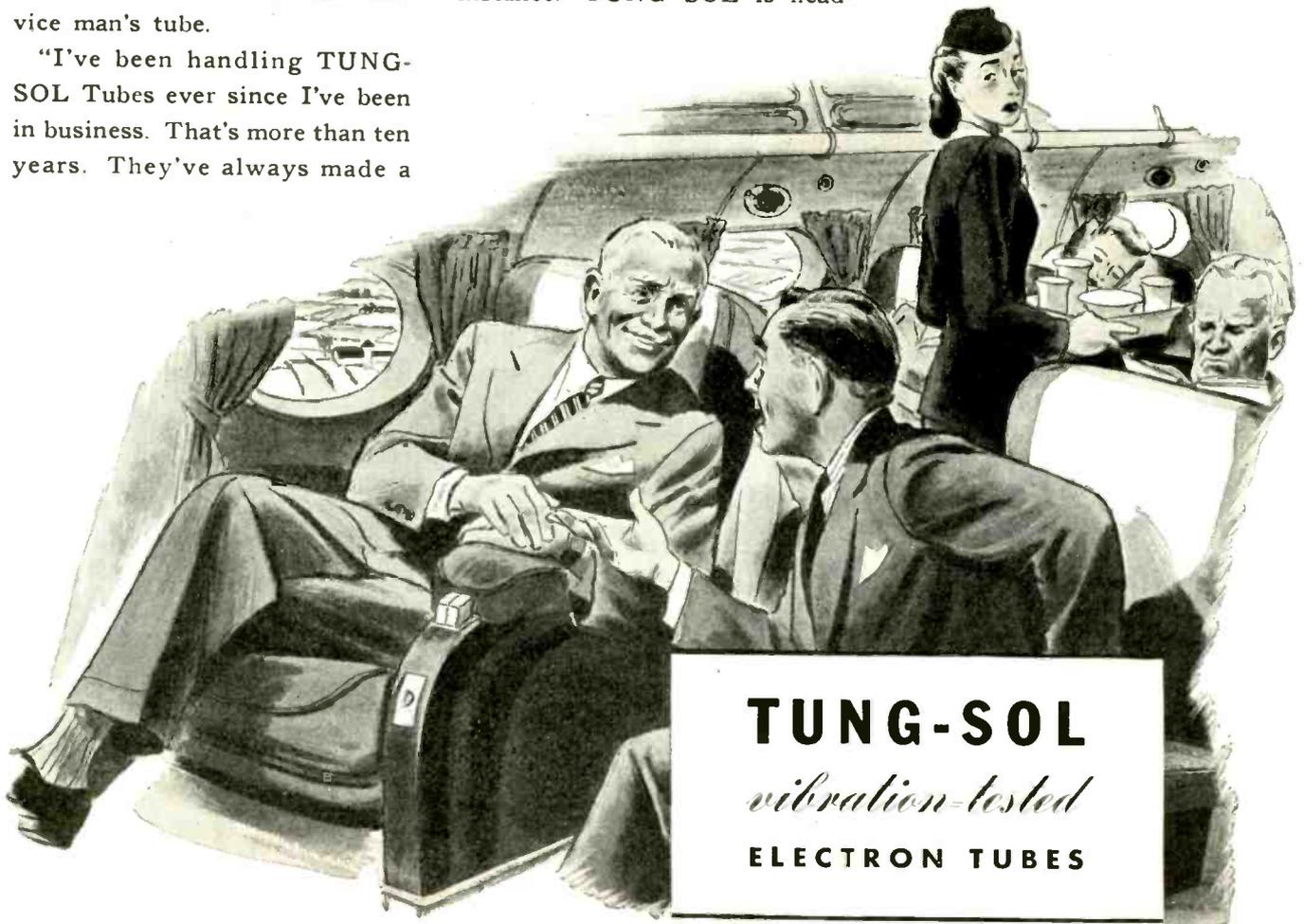
"Sure my customers will take any brand of tubes I recommend. They look on me as an expert — an adviser. To keep them feeling that way I only recommend tubes I know are a quality line. THAT'S TUNG-SOL. It's the radio service man's tube.

"I've been handling TUNG-SOL Tubes ever since I've been in business. That's more than ten years. They've always made a

quality line and their dealer policy has discouraged cut-throat competition. You can build a profitable repeat business with a line like that.

"And they have kept their line up-to-date. Take miniatures for instance. TUNG-SOL is head-

quarters for them. TUNG-SOL Jobbers and Dealers are therefore in position to furnish TUNG-SOL Miniatures as well as large glass tubes for servicing every type of equipment."



TUNG-SOL

vibration-tested

ELECTRON 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

Sonora speaks for Itself with "Clear as a Bell" tone



RY-224: 5 tube superhet red and tan portable, 3 way reception, battery, AC, DC. Big dynamic speaker gives "Clear as a Bell" tone of fine home radio, anywhere, any time.

This 5-tube AC combination radio and phonograph features featherweight crystal pickup with permanent needle, famous SONORA tone that's "Clear as a Bell." Handsomely styled cabinet in walnut (RGF-212), or blonde prima vera (RGF-230).



When your customers choose a radio—portable, table or console—they always choose the radio with superior tone. It's *tone* that makes the *sale*. And every SONORA radio speaks for itself in tone that's "Clear as a Bell."

Sonora speaks for itself in another way, too, in a powerful, national advertising campaign. In the radio industry's most dramatic campaign, SONORA challenges your customers to *compare* SONORA'S tone with any other radio in its price class . . . confident that no other set out-performs SONORA. Yes, SONORA is building traffic, sales and goodwill for you. Not with fancy talk, but with simple, straightforward facts that put the burden of proof on SONORA'S Clear as a Bell Tone.

WHAT ABOUT FUTURE DISCOUNTS?
question asked by Sonora Dealer:

Si Wagner
Wagner's
Los Angeles, California

When OPA controls are removed from radios, do you think present discounts as forced by OPA will continue?

Answered by Joe Gerl, President of Sonora
No. After expiration of OPA, the tendency will be for lower discounts on lower priced models, and better discounts on medium and higher priced models.

Joe Gerl



RCU-208: Deluxe 6-tube AC-DC superhet table model in walnut. Newly perfected patented chassis circuit gives big set reception.

Sonora 
Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST

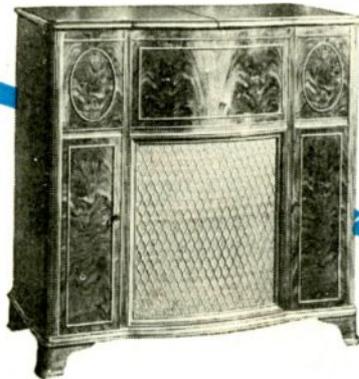
SONORA PRODUCTS, Inc., 2023 W. Carroll, Chicago 12

RADIOS . . . FM COMBINATIONS . . . TELEVISION . . . RECORDS . . . PHONOGRAPHS . . . RECORDERS

OUR DEALERS SAY: **THIS** IS "COMPLETE FM"



THE HEPPLEWHITE — Model 1121 PG, Radio-Phonograph. With traditional Stromberg-Carlson quality in handsome cabinet of classic 18th Century origin. 8 record albums. "Complete FM", of course.



THE EMPIRE — Model 1121 PL, Radio-Phonograph. Its bow-front cabinet is representative of the best in contemporary furniture design. "Complete FM", of course.



THE IMPERIAL — Model 1121 LW, Console. Magnificent reception of all standard broadcasts. Spread-band short wave. "Complete FM", of course.

Now that authorized Stromberg-Carlson dealers are starting to receive the new Stromberg-Carlson FM models they find that "Complete FM":

1. Really Cuts Out Static

With true wide-band design, FM detectors, and with limiters in their FM circuits, all Stromberg-Carlson FM reception is quiet—virtually static and interference free.

2. Gives Complete Tone Range

With proper speakers, correct electrical and acoustical design, all Stromberg-Carlson FM receivers take full advantage of FM's wider audio range, providing utmost fidelity.

3. Brings In All FM Programs

With two FM bands—42 to 50 mc and 88 to 108 mc—all these Stromberg-Carlson FM receivers give you ALL programs in every FM station service area.

It takes all these Stromberg-Carlson qualities to give you "Complete FM"—Stromberg-Carlson Complete FM.

STROMBERG-CARLSON

ROCHESTER 3, NEW YORK

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



THE EIGHTEENTH CENTURY — Model 1121 PF, Radio-Phonograph. Exquisite tone on both broadcast and recorded programs. Beautiful cabinetry. "Complete FM", of course.

Equipped for Wire Recorder!

Just plug into the chassis of any Stromberg-Carlson FM set and all the facilities of the superb new Stromberg-Carlson wire recorder will be at your disposal.

RADIO & Television RETAILING

Including Radio and Television Today

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

Work, for The Fight Is Coming!

The way the situation shapes up now, it seems more than possible that a great deluge of merchandise, and competitive selling will arrive at the dealer's door at the same moment.

While it appears certain that some few products will be in scarce supply for a long time to come, many others will be arriving soon in great quantities. More and more "available now" tags and signs are being placed on merchandise by the nation's dealers. As radios and electrical appliances arrive in numbers sufficient to create the impression that all stores are well-stocked, customers will do *more shopping*—less one-call buying.

All of which suggests that it's high time for the retailer to prepare to fight and work for his share of the business. Time for him to spark each customer contact with *salesmanship* and with a helpful, friendly attitude which invites the customer to come back, early and often.

Of course, under the present conditions, with the knowledge that the materials situation looks pretty black, there is always the temptation to coast along—to think that competition is still years distant. But we cannot, as smart businessmen, operate on such dangerous premise.

If the scarcities of materials and the labor problems continue to hold off adequate production for too long, we'll all have to fold up our businesses, anyway. But we cannot and should not take any such view of the present mess.

We must believe that once again we'll be obliged to *sell* merchandise for a living. Let us prepare ourselves for that selling chore and stand firm in the hope and belief that normal business conditions will be with us before long.

RADIO, Electrical Appliances,

PERMANENT PRICE ADVANCES NOT LIKELY either for radios or electrical appliances, regardless of governmental controls. While most manufacturers desire limited price raises, they find the lure of a quick "kill" outweighed by their fears of renewed wage demands by labor, consumer resistance and competitive gains.

RUMORS OF "HOARDING" BY MANUFACTURERS being knocked into a cocked hat by industry leaders. Most of such talk comes out of the knowledge that many factories have huge supplies of products which appear ready to ship but which are actually frozen because of lack of certain components.

MANUFACTURERS' BACKLOGS OF ORDERS for radios and electrical appliances are not as large as they seem to be, some producers are beginning to discover. Many dealers have placed orders with three, four and five suppliers, and are beginning to cancel orders on less-known makes as consumers become more discriminating.

HIGH EMPLOYEE MORALE is raising production rapidly in electrical appliance factories where strikes have been settled. Executives report production workers anxious to earn their new higher level of wages with increased output.

RMA MEMBERSHIP AT ALL-TIME HIGH reports F. C. Best, chairman of the committee on membership. The organization now has 338 firms on its rolls.

FARMERS' HOMES COME FIRST! About 9,000 farmers responded to a questionnaire sent out by Kansas State College and indicated that they are more interested in buying new home products than they are in purchasing new field equipment. For many years joke-smiths have been saying that a broken-down dwelling, together with superbly kept barns and fine machinery, was the sign of a prosperous farm.



OHIO VIEW—Quote me, said an Akron dealer, and say that the so-called special techniques in selling ex-GI's are strictly the bunk. "The dischargee is simply an American with cash."

PHILCO LICENSES RCA to use the Philco "Advanced FM System" and about 600 other patents and inventions relating to radio, television and record players.

"FEAST OR FAMINE" STORE APPEARANCES noted throughout nation. Merchants are either stocked to the hilt or down to the bare walls. "Feast" stores filled with "samples" and take-home products grabbing everything they can get and not balking against buying "assortments." "Famine" outfits are either holding off for their favorite brands, haven't cash or credit facilities needed in this seller's market, or just don't have the right "connections."

THOSE WABASH BLUES—Indiana retailer kept a count on local newcomers to the radio-appliance business. In Elkhart, population 40,000, dealers jumped from 19 to 59. In South Bend, with 116,000 folks, from 45 to 80. Too bad, says this dealer, because only genius can replace experience.

SUBURBS ARE THE BEST NEW-HOME MARKET for electrical appliances and fixtures, say housing experts. A majority of new homes will be built in suburban areas where land costs and taxes are lower, and building codes less binding.

CONTINUED GAINS IN FACTORY SHIPMENTS of radios and electrical appliances were reported by CPA. Number of units shipped in May, latest month available, are shown with percentage gain over April: radios—1,075,000, up 8%; washing machines—184,000, up 4%; mechanical refrigerators—196,000, up 37%; sewing machines—31,000, up 11%. But there were two exceptions: electric ranges—31,000, no gain over revised April figure; and vacuum cleaners—166,000, down 5% from April.

APPLIANCES HAVE BOX-OFFICE—Still drawing 10,000 visitors a day is the Electrical Living exposition at Commonwealth Edison in downtown Chicago. Started last January, it shifts its exhibits and draws crowds like a new movie. Such items as black light, television, automatic laundries (with mirrors) and magnetic wire recorders do the trick.

CHICAGO'S MAYOR URGES PA SYSTEMS for hotels as a safety measure. His suggestion is heartily endorsed by Stromberg-Carlson's sales manager, A. R. Royle, who says, "Such installations would save lives as Mayor Kelly points out. In Chicago's recent La Salle Hotel tragedy several panicky guests, ignorant of the progress firemen were making, leaped to their deaths when, according to fire officials, they would have been safe if they had been advised to remain where they were."

WESTINGHOUSE REFRIGERATOR PRODUCTION up. Now that its output has surpassed pre-strike levels, firm expects more increases from here on. A seven-foot model, selling at \$189.95 is being sent Westinghouse jobbers on a quota basis. A nine-foot refrigerator is "in the works."

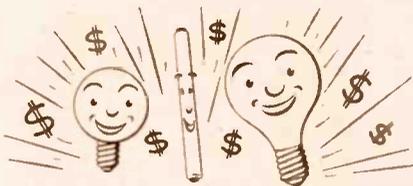
RECTANGULAR-FACED TELE TUBE possibilities being explored in the labs of the Telicon Corporation, New York, in cooperation with Chicago's Rauland Corporation. The tube, according to reports, is in the large-screen category.

Records, and Television, **TODAY**

"UNDER-COUNTER" VS "OPEN-SELLING" tactics viewed differently by various retailers. One group is opposed to selling scarce merchandise to "strangers we'll never see again." "Open-selling" champions, operating on a first-come, first-served basis, believe this technique will bring them more new customers; is perfectly fair to their regular patrons.

INSTALMENT CREDIT IS RISING RAPIDLY on major electrical appliances and radios. The probable cause is shown by a government survey which reveals that two out of every five families have only \$40 each in the bank or in quickly cashable assets and hence are turning to credit for their major purchases.

EMERSON'S PRESIDENT BEN ABRAMS points out that the firm's new 32-tube chairside television set compares in quality with its pre-war receiver which sold for \$499; and the '46 model has many technical improvements. The postwar buying public is receiving outstanding value and reasonable prices in the radio/appliance field. Comparisons with prices and quality in other products will definitely prove this to be true.



NEW AND STARTLING DEVELOPMENTS IN electric light lamps (bulbs) will help bring in more and more cash to enterprising retailers who foresee greatly increased new and replacement sales volume. More than ever light-conscious consumers have no sales-resistance chips on their shoulders these days.

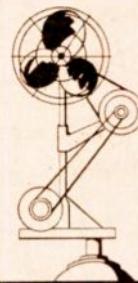
FUTURE HOMES WILL BE DESIGNED for modern life. The utility sections will be efficient and eye-pleasing. In the living quarters, changes will come, too. Future "homes", says William A. Mills, executive secretary of the National Assn. of Music Merchants, "will be built with adequate wall space for pianos, home television sets, and electronic organs. Interior decorators will consider the proper arrangement of draperies . . . and placement of chairs and other pieces to allow comfortable viewing of and listening to favorite television programs." Mills also sees the installation of closets and cupboards for the storage of phonograph records.

10 PERCENT PRICE SLASH ON RADIOS announced via large ads by one big-city chain store a couple of days after OPA bill was vetoed by President Truman.

APPROXIMATELY 80% OF APPLIANCE BUYERS are in the habit of budgeting their purchases and intend to do so in the months ahead. This indicates that the trend toward "buying on time", prevalent before the war, will continue.

RADIO TUBE SITUATION described by M. F. Balcom, vice-president of Sylvania Electric Products, Inc., as follows: ". . . Will provide sufficient tubes to provide for the currently discussed going rate of approximately 18,000,000 receiver sets during the next twelve months period" and will "satisfactorily take care of reasonable export plus domestic replacements."

STOPPER IN THE LOOP—Evan Klock, ad expert at Lyon & Healy's in Chicago, has stopped many a blasé shopper in The Loop with his corner window in the form of a lily pond. A promotion for portables, it shows new units afloat on a string of lily pads.



LARGE STOCKS OF LARGE "WEIRD" FANS offered for sale in many sections of the country. Such appliances being assembled with everything but the kitchen sink and are mostly of the pedestal type. "I call this a 'Heinz'," one dealer said when a customer asked the brand name. "It's made up of fifty-seven varieties of parts."

AN ALL-TIME LOW MARK OF FAILURES for wholesalers and retailers was recorded during 1945 by Dun & Bradstreet. Only 351 such firms folded up, in contrast to more than 22,000 in 1932!

WOMEN HAVE A VOICE IN THE PURCHASE of over 90% of all radios, says the Institute of Life Insurance. Women buy 20% of all sets alone, and consult with their husbands in the purchase of about 70%. Men buy about 3% of the radios alone. These figures run a little lower for major appliances. Since women control spending on this and many other products, they hold the key to the fight against inflation, declares the Institute.

INEXPENSIVE PAPER TAPE, developed by Indiana Steel Products Co., Chicago, designed to be used on all types of home radios by means of a simple attachment. Sound is recorded on paper tape, which resembles black 8 mm. movie film. Outside manufacturers are now being licensed to handle the production.

PLASTICS IN POST WAR APPLIANCES—several leading appliance manufacturers are recognizing approach of a plastic era, and are developing increased uses for this product in their specialized research labs. High resistance to heat, warpage and shrinkage, plus added quality of easy cleaning, make plastics popular for mass production uses.

Only



Only RCA VICTOR makes the

RCA VICTOR has the

“Golden
Throat”



VICTROLA*

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

When You Lose

Dealers Know Complete Lines Are the Business Lines of Least Resistance. Keep 'em Buying All Related Products in One Store.

• How to keep them coming into the store—frequently, is one of the main problems confronting the radio/appliance retailer today. The solution to this question will be even more important in a *very short while* when competition gets going full-blast.

Retailers all over the United States appear to be finding ways and means for bringing 'em in day after day, week after week, so perhaps the problem isn't as complicated as it looks. Maybe the answer lies in the employment of some good, solid fundamental procedures.

Instead of presenting itself as a first-rate headache, it may well be just the use of a simple formula that's needed. So simple, in fact, that the dealer may be able to outline it on the reverse side of his business card, as follows:

1. Carry *complete* lines. (That Big-Four Dealer idea).
2. Modernize and brighten the store.
3. Insist on courteous and efficient salesmanship.
4. Employ effective advertising.
5. Offer tops in service.

"Encore" Business

There is sound thinking and profit-promising planning back of the trend toward the establishment of the *complete* store in this field. For one thing, such complete store offers much greater convenience to the customer and insures more frequent visits on his part to the merchant who offers variety.

As pointed out in previous issues of *RADIO & Television RETAILING*, a store carrying complete lines of allied merchandise and top-flight service, prevents the necessity for the customer to "split" his sales; buying from a number of dealers.

For example, there is no reason why a customer should be obliged to buy radios, appliances, records and service in different stores. It's much easier and quicker to patronize one dealer.

Moreover, the merchant who carries the complete line—the Big-Four Dealer—doesn't have to depend upon getting his revenue from the cream skimmed from seasonal peak demands. He can do good business twelve months of the year, and more, he can make his customers think of his place of business as the store which is a headquarters for all sorts of entertainment equipment—radios, record-players, records, etc., as well as for the electrical appliances which make housework not only easier, but more pleasant.

Fair Share of Service

Then too, the dealer who goes in for a "complete" store, sets himself up to control his fair share of the profitable maintenance work in his community. This "under one roof" service is a welcome convenience to the home people.

Let's look at a typical shopping day of a typical housewife—Mrs. Jones. She leaves the house in her car, carrying with her a defective electric iron and a "dead" radio. She hopes to get these things fixed with as little trouble as is possible.

But Mrs. Jones is not out to buy service only. She has made a "shopping list", reading as follows:

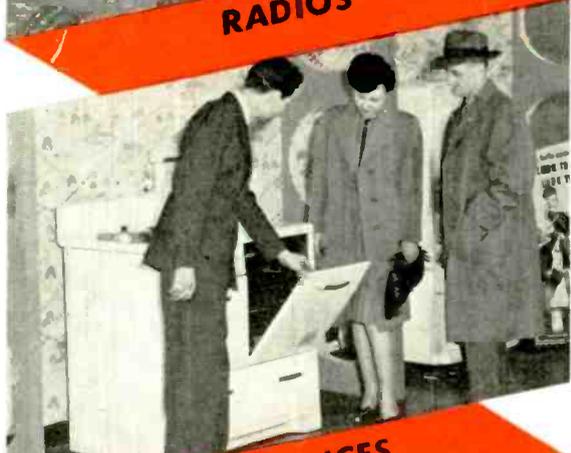
They Want to Buy

Look at new radio-combination. Inquire about an automatic washing machine.

Need: 2 100-watt bulbs; 5 60-watt; 2 75-watt; 20 25-watt, outside frosted (for fixtures); 4 100-200-300-watt; 4 50-100-150-watt.



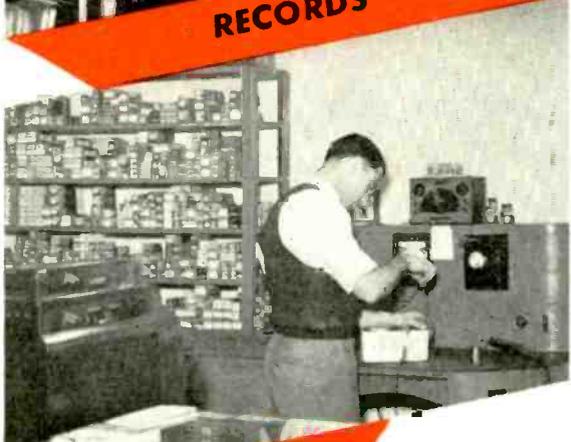
RADIOS



APPLIANCES



RECORDS



SERVICE

Sales You Lose Profits!

- 1 new iron cordset.
- 1 replacement bowl for coffee-maker.
- 1 replacement bowl (large) for mixer.
- 1 good phono needle.
- 5 phono records (Misc. classical).

You figure out the list yourself. You'll find that it adds up to more than five hundred dollars. Of course, Mrs. Jones may not spend that much right now. She may not place an order for the washer and the radio without either consulting her husband, or having him come in with her.

Must Have Selection

But she will spend *some* money, and she's definitely *thinking* about spending the whole sum. Then again—to look at it in an optimistic vein—maybe she's ready right now to give the dealer the whole order. Or maybe a little super-salesmanship will persuade her to.

Of course, that list might be larger or smaller, but the important thing is that to the dealer it is the picture of a customer with money to spend, and it should be his desire to get as much of that money as he can. To the customer it is a more or less pleasant chore to perform, and it will be *much* easier and more desirable to transact all the business in one place. *Provided*, thinks Mrs. Jones, that the store offers adequate *selection*.

Dealer on a Spot

Summing up this whole situation, which is a case of cash-customer seeks store, it just makes common sense to say that the dealer should want to get *all* that business from Mrs. Jones—and that he *shouldn't* be interested in sharing it with his competitors.

Suppose, for example, the first dealer Mrs. Jones calls upon with her varied requirements, is not able to render service on the hand iron and doesn't sell some of the other things she wants. He may, however, make all effort to interest her in

buying a radio-combination, only to discover later that she bought it of the *other* dealer whom she was forced to patronize because she could not complete her transactions with the first.

Complete Lines Pay

They mean year 'round business — no seasonal slumps.

They make each customer spend more money in your store.

They prevent "sharing" sales with competitors.

They provide extra convenience for customers.

And —they bring larger volume; more good will.

Another extremely discomfoting angle for the dealer who has to send customers away empty-handed or serviceless comes with the request from the customer for the name and address of the "nearest" dealer handling such equipment or service.

Such question puts the dealer on a hot spot indeed. Invariably the "other" dealer sells many of the

same things he does, and if he sends the customer there he may lose him forever. On the other hand, if he fibs a bit and says he doesn't know, the customer will eventually find the "other" dealer and will then think that the first merchant is a liar or a stupid oaf—or both.

Make no mistake about it, the dealer of tomorrow is not going to do a *complete* business unless he has a *complete* store. Most independent retailers know this, and many key dealers in communities all over the country, are doing something about it now. They are going to go all out for sales of radios, combinations FM's, television sets, large and small electrical appliances, records and accessories, plus a service set-up that leaves nothing to be desired.

And, these dealers are not hesitant about handling *unrelated* lines too, where there is or seems to exist, a healthy demand for such products.

A Winning Combination

In the early part of this article it was stated that in addition to carrying complete lines, the dealer desiring to stay in business and make money in the coming market must provide other customer-attractors as well. This is perfectly true and obvious. We must have bright, attractive stores; sparkling displays, modern-minded salespeople, and well-thought-out advertising campaigns — promotion plans to get the most business at the lowest cost.

All of the foregoing things must go right along with the complete store of the Big Four dealer. All must be properly blended, carefully compounded and fused into one strong alloy—the alloy of better and more complete merchandising.

With the sellers' market ready to bow out with the advent of peak-scale production, it behooves all of us to get in shape to fight for business with modern weapons and efficient personnel.

STORE THAT SAYS

"COME IN!"



Co-owner William Blank is a strong believer in prompt demonstrations to prospects.

their attention incorporated the visual front. Here was an opportunity to arrange merchandise so near to the window-shoppers that they almost feel it can be touched. Close inspection was now possible before crossing the threshold, saving the time of salesmen since customers could sell themselves before entering.

Windows with Purpose

During a short rebuilding operation, the conventional window fronts were removed. Emphasis is now placed on a new left side window with large glass panels, providing a new focal point, which by geometrical arrangement leads itself directly into the store. The line-of-gaze is unmistakable. The window shopper's eyes wander unconsciously into the heart of the store unhindered by partitions, backdrops, or "blinds". The front window panel is seven feet wide,

● The "glass house" or open-faced type of store has come to be one of the sparkling leaders among the new shops on Main Street.

Visibility of merchandise has become sharply important as a sales factor, in these days of increasingly stiff competition. Radios and appliances lend themselves well to this all-store-display treatment, as more and more retailers take down the barriers between the merchandise inside and the potential customer outside. There's a striking illustration of this kind of merchandising action in Brooklyn, N. Y.

Invitation to Buy

Baim & Blank, progressive and sales-minded dealers at 4616 13th Ave., present a living example of this phase of store modernization. They have eliminated the traditional dividing line between exterior and interior, virtually converting their store into a gigantic display window.

Baim & Blank do business in a busy shopping district where they have been located for the past twenty years. A "typical" radio and appliance shop, the store has the added advantage of a large show-

room area. The showroom, however, was originally cut off from outside view by the conventional window backgrounds. The problem then was how to capitalize on this large showroom. Morris Baim and William Blank pondered the question while thinking of postwar planning and reconversion.

Store designers offered a choice of proposals. The one which caught



Extra large sales area on Baim & Blank main floor has extra shelving, center lighting, neatly departmentalized and indexed sections.

RADIO · RECORDS
REFRIGERATORS
ELEC. APPLIANCES
SPORTING GOODS

**BAIM
AND
BLANK**

**A Bang-Up Blend of Glass and
Lights Gets a Store and Its Mer-
chandise Extra Attention**



Visual-front glass panels of the Brooklyn store run all the way to the ceiling, arcade style.

while the side panels form an unbroken line towards the inside for a depth of 20 feet. The panels of glass starting near the ground run clear up to the ceiling.

On the right side of the arcade leading into the store are two hanging glass wall cases which are seven feet high, three feet wide, and six feet deep which are suspended several feet off the ground. With undisturbed vision on three sides, the first nearest the street features a colorful assortment of records and albums, the second an impressive array of sporting goods and toys.

The cases are constructed entirely of glass except for the bases. Lighting comes from without, as the glass tops permit penetration of light focused downward from the arcade overhead. Both display cases are easily accessible for periodic changes, with reliable doors and locks for protection of merchandise.

In addition to eye appeal, Baim

& Blank add a musical note to their store front. Mounted in the arcade overhead is a high-fidelity loud-speaker, directed downward and concealed behind a structural metal grille. Connected to an amplifier in a record-listening booth in the rear of the store, the speaker pours out tuneful rhythms whenever a record buyer is sampling one of the latest releases in the booth. A continuous musical program is provided by a sales clerk who takes over the phono turntable when the booth is unoccupied.

Main Floor Parade

Thus attracted by dramatic display and musical accompaniment the customer enters the store through two modernistic solid glass doors. On the left is a small enclosed section displaying the latest table radios, table combinations, and portables. Further back are compartments for small electrical

appliances, sporting goods, and cameras; each section indexed prominently with large cut-out letters.

In the left rear corner are two inviting record-listening booths offering complete privacy. The extreme back of the store and right rear corner are well occupied by a large record department. Here, Baim & Blank offer thousands of albums and records. Two additional turntables are operated by sales clerks on the record counters for quick demonstration and speedy sales. On the right side of the store is a popular toy department which is a magnet for children. Well selected supplementary merchandise is offered as sure-fire "take home" family enjoyment.

At the approach to the street doors, is an easel supported placard with an invitation to the second floor of the establishment. This newly added section of the store

(Continued on page 110)



Sales Goal \$300,000

Pacific Coast Dealer Aims for High Yearly Volume. Store Built to Merchandise Radio-Combinations. Big Ad Campaign Launched

An appliance and radio dealership "built for merchandising radio-phonograph combinations", and shooting for a goal of \$300,000 per year, is the new Pacific Appliance Stores building at 6032 Wilshire Boulevard, Los Angeles.

Spent \$24,500

Harry Coyne, formerly operator of the Sun Vacuum stores in Los Angeles, has spent \$24,500 in the buying of a lease and construction of this ultramodern outlet. Part of Los Angeles' famous "Miracle Mile", it has been built primarily to "stop traffic" on busy Wilshire Boulevard, with a 20-car parking lot behind,

huge display windows which make the entire store interior visible at a glance, and eye-catching exterior design to attract motorist's attention.

"Radio-phonograph combinations will be the spearhead of our advertising campaigns" Mr. Coyne stated "Since we are located close to Hollywood, Beverly Hills and other Los Angeles areas populated by higher-income residents. We feel that by specializing in four lines of combinations, including one custom-built line to appeal to decorator-minded homeowners, we can attract a type of traffic which likewise will involve deluxe radios and home appliances."

The store actually is built around the radio-phonograph combination department. As pictured, the front is brilliant architectural glass, with "bay windows" formed by angled vertical panes for ready visibility.

Interior Layout Striking

The interior is built on a circular plan, with "no corners anywhere" for collecting dirt or dust. Walls are done in pastel buff, blue and green, and all display platforms and fixtures are built of heavy, permanent tile in place of plywood or other temporary materials. Most important feature is the circular enclosure in the center which will be

◀ **Big-scale business needs a handsome setting; the main sales room of this California store gets the "luxury" effect with light colors, circular shelving, leather benches, and roominess.**

used exclusively for presentation of combination sets.

This section, likewise permanent, is an enclosure 18 feet in diameter, divided into two rooms by a central partition. Each room contains four radio-phonograph combinations, all in the upper price ranges, and a sample of the custom line which the store will furnish.

Walls are finished in washable wallpaper, which combined with a light leather bench running around the outside diameter of the room, provides a handsome, comfortable showroom. Outside, two tiers of shelving run all the way around the radio-phonograph demonstration room for small radios, appliances and lamps.

Luxurious Atmosphere

"With this setup giving us a luxurious atmosphere in which to display combinations, we're going to handle them just as we would fine jewelry" Mr. Coyne said. "All four lines will be in the upper price ranges, up to 24 records, and will be carefully chosen for matching up with furniture styles in the home. We will keep 8 to 12 sets only in the store, and make deliveries from the warehouse, to simplify handling. We're geared to do a business in excess of \$300,000 per year here, and expect radio-phonographs to amount to a large portion of that volume."

Gifts for "Hot Leads"

The merchandising program planned begins and ends with the novel enclosure. First, Mr. Coyne will use a weekly "custom ad" devoted entirely to combinations, and including a large amount of "white space" to attract more attention. "I'm a great believer in display advertising", he said. "Therefore each ad will show a cut drawn direct by an artist from the actual set on hand; one at a time.

"With all agency work on our advertising, slanted at the family 100 per cent interested in bettering their home, we'll pull plenty of prospects."

Second, Pacific Appliance Stores will give customers gifts or credit on purchases for "hot leads" on combination sales. This system has

proven effective, already, Mr. Coyne asserts. "What we have done here is to buy 1,000 handsome floor lamps at \$6.50 each", he said. "Each to be given to old customers or friends who furnish us with radio-phonograph customers."

Six-Man Outside Crew

Rich or poor, everyone likes a reward of that type, and since we're dealing with home types of customers, the lamp has proven our wisest choice. The lamp gift is suggested to all store visitors, as a means of creating immediate interest. It never fails to "make people talk" as Mr. Coyne put it.

Third, there will be a six-man outside sales crew who will specialize in two items—complete planned

already being built, but will not be ready for several months. With this asset we can sell radio-phonograph customers who cannot visit the store for any reason."

Incidentally, the higher-price combinations handled have resulted in an unusual policy at this Los Angeles store. "Experience has taught us to start at the lower price level when demonstrating" Mr. Coyne said. "When a woman comes in intending to spend \$150 for a combination, for example, we naturally want to grade her up. But this can be easily overdone, even in today's market."

Therefore, too much grading up will cause the customer to decide to wait until she can afford the better model, thus losing both sales. Instead, we instruct salesmen to

COYNE Plans to MAKE MONEY!

Los Angeles retailer built a traffic-stopping store in front of a 20-car parking lot.

His radio-combinations will all be in the upper-price brackets.

He'll advertise consistently to a high-income market.

Selling "Up" will be intelligently handled on a get-the-order-first-basis.

Has plan to interest customers in "selling" for him.

Outside sales crews will specialize in combinations and complete electric kitchens.

electric kitchens and radio phonograph combinations. "We'll be able to follow up any call or lead within 12 hours," Mr. Coyne said, "bringing the prospect into the combination display room by appointment, and demonstrating the set as a source of permanent enjoyment, and an asset of lasting beauty to the home. We'll never let a prospect get 'cold.'"

Trailer-Demonstrator

"Later on, when we can buy the equipment, we will install two combinations in a studio trailer, with 250 feet of plug-in cord, and take the set direct to the customer's home, plugging in at the curb in front of her home. Our trailer is

accept the lower price sale, get the cash, and once this transaction is closed, start grading up on the other, better priced set. Once we have the money signed up, we're sure of that sale, and can go ahead with grading up to another."

From this step, many sales of the "custom set" handled by Pacific are expected to originate. In addition to presenting combinations as fine musical instruments, Mr. Coyne carries one line which offers a variety of cabinets in any style, any type of wood, where the customer wants to fit the set in with her furniture motif. All these advantages mean plenty of volume for this unusual organization, now ready for a great new market.

Receivers Ready for

Lear RADIO

Model 563 table model receiver, 5 tubes, single-band standard broadcast. Alnico PM dynamic speaker. Built-in loop, with provision for outside aerial.



Full vision illuminated dial. \$25.20. Lear, Inc., 230 E. Ohio St., Chicago, Ill.—RADIO & Television RETAILING



Delco RADIO



Model R-1238 table model receiver, ac-dc, tunes 550 to 1700 kc. Six tubes, automatic tuning and volume control. Wood cabinet—walnut finish. Measures 13½" wide, 8¾" high, 7⅞" deep. Delco Radio Division, General Motors Corp., Kokomo, Ind.—RADIO & Television RETAILING

tilt panel dial, provision for outside aerial. Maximum power output of 1.7 w. Top and front panel of sliced walnut veneers, gum hardwood sides, contrasting light finish speaker grill. Air King Products Co., Inc., 1523-29 63rd St., Brooklyn 19, N. Y.—RADIO & Television RETAILING

Arvin COMBINATION

Model 665 low-boy radio phonograph combination, 5 tubes plus rectifier, 8" speaker. Automatic record changer with single-button control, playing ten 12"

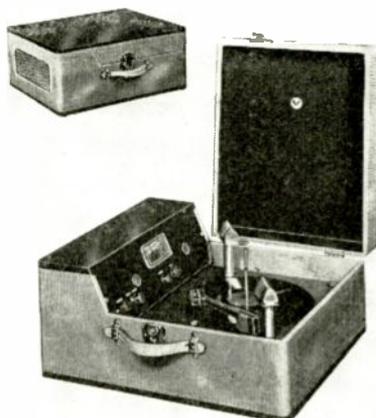


records or twelve 10" discs. Straight colonial design, emphasizing simplicity, mahogany finish. Approx. \$139.50. Noblitt-Sparks Industries, Inc., Columbus, Ind.—RADIO & Television RETAILING

Viewtone

PORTABLE COMBINATION

Model RRC-201 portable radio phonograph with 2-post automatic changer. Superhet with 5 tubes, tone control, beam power, enclosed "Airloop" antenna, automatic volume control. Inclined "easy-see" dial. Plays 10" or 12" discs. Luggage-designed leatherette-covered case, with plated lock and



hardware. OPA list \$32.35, Zone 1. Viewtone Television & Radio Co., 203 E. 18th St., New York, N. Y. Nationally distributed by Charles W. Robbins Co., 853 Broadway, New York 3, N. Y.—RADIO & Television RETAILING

Ansley COMBINATION

"The Plaza" model Dynaphone radio phonograph, available with Model 53, 54 or 63 chassis, with automatic record



changer. Matching record cabinets provide storage for about 500 records; overall size, 60½" wide, 16¾" deep, 35" high. Single unit Dynaphone has same height and depth, but measures 23" wide. Comes in variety of finishes. Ansley Radio Corp., 41 St. Joes Ave., Trenton 9, N. J.—RADIO & Television RETAILING

Air-King RADIO

Model 4603 table model receiver, 6-tube ac-dc superhet tuning, 535-1720 kc. Beam power output, 5" PM Alnico 5 speaker, automatic volume control. Built-in cylinder type loop, illuminated

New Selling Season

Telicon COMBINATION



Model 22-APR, automatic radio phonograph console combination, ac superhet with both broadcast and short wave bands. Push-pull beam power output, built-in loop antenna, variable tone control, 7 tubes including rectifier. Mahogany cabinet with slide drawer record changer compartment and record storage space. Telicon Corp., 851 Madison Ave., New York 21, N. Y.—RADIO & Television RETAILING

Freed-Eisemann COMBINATION

Model 37, the "Hepplewhite", AM-FM radio phonograph combination, 21 tubes, standard broadcast (530 to 1700 kc), two short wave bands, plus FM band 88 to 108 mc (all available FM channels from 201 to 300). Power output—20 w; "Dual-Panphonic" speaker system—Type 4; audio range 30 to 15,000 cycles. Garrard automatic record changer playing 10" or 12" discs intermixed. Mahog-



any finish, authentic Hepplewhite design, 39½" high, 26" wide, 19½" deep. Freed Radio Corp., 200 Hudson St., New York, N. Y.—RADIO & Television RETAILING

GE RADIO

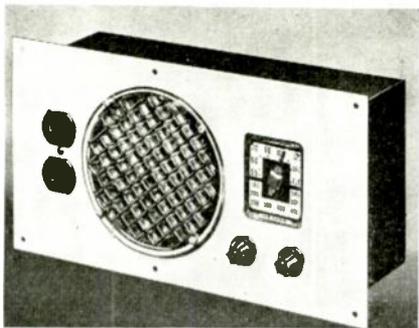
Model 110, a 5-tube ac-dc superhet, 450 to 1600 kc. Full vision dial, 4" Dynapower speaker of Alnico 5. Mod-



ern style molded one-piece brown plastic cabinet, 9⅞" wide, 6⅛" high, 5¾" deep. General Electric Co., Bridgeport, Conn.—RADIO & Television RETAILING

American WALL RADIO

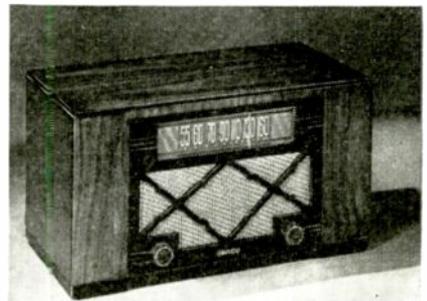
Model A6K, built-in wall-type radio receiver, ultra modern design. Duplex receptacle for plugging in kitchen or



other appliances. Designed to mount between studs, ample clearance from front to back partition. Louvres provided to clear interior heat. Available in harmonizing colors to match walls or kitchen tile; molded plastic grill. Interior box measures 4" deep, 5½" wide, 11½" long. Front panel is 7½" by 13½". \$42.65, including tax. American Communications Corp., 306 Broadway, New York, N. Y.—RADIO & Television RETAILING

Garod FARM RADIO

Model 6F-1, battery-ac-dc farm receiver, 6 tubes, PM dynamic speaker, 3-gang condenser with RF stage. Auto-



matic volume control, large slide-rule dial for glider tuning. Battery pack (1,000 hour) enclosed in cabinet. Walnut cabinet with stained trimmings and grille. Garod Radio Corp., 70 Washington St., Brooklyn 1, N. Y.—RADIO & Television RETAILING

Lewyt COMBINATION

Model 615-A table radio phonograph combination, AC, with Alnico 5 speaker. Uses one each of 12SAZ, 12SQ7, 35L6, 35Z5, and two 12SK7's. Tunes 550 to 1630 kc. Plastic slide-rule dial. Webster automatic record changer, playing ten 12" or twelve 10" discs. Crystal pick-up,



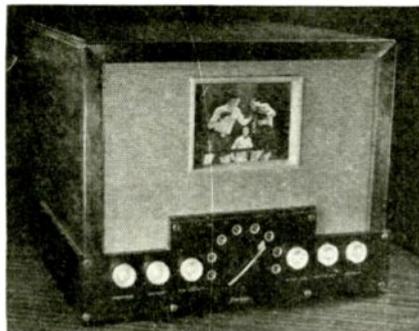
permanent sapphire needle. Walnut cabinet. Lewyt Corp., 60 Broadway, Brooklyn 11, N. Y.—RADIO & Television RETAILING

(Continued on page 38)

New Lines Coming

Emerson TELEVISION RECEIVER

Table model television set, one of two first post-war popular-priced models. Seven inch screen, 22 tubes, straight video and accompanying sound



receiver. Six control knobs, plus 8-position channel selector. Approx. \$150. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York 11, N. Y.—RADIO & Television RETAILING

Hushatone SPEAKER

Miniature under-pillow speaker, to "personalize" radio listening. Molded plastic with chrome trim. Comes with detachable extension cord. Washable and hermetically sealed. Measures 4 3/16" across and 1 1/16" thick. Brush Development Co., 3405 Perkins Ave., Cleveland 14, Ohio—RADIO & Television RETAILING

Brunswick COMBINATION

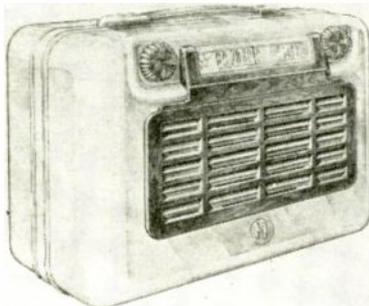
Model B-6866, the "Lorraine", radio phonograph combination with AM, two FM and short wave bands. Automatic volume expansion, 19 tubes, AC, separate bass and treble controls. De Luxe "Panatrop" record changer with permanent sapphire crystal cartridge, automatic stop. Cabinet in birch or beech, custom designed French Provincial wall console. Hand-rubber finish to harmonize with either walnut or mahogany.



Radio behind right front door; changer under left half top; right half top permanent; speaker behind two lower doors. Lower doors fold behind lower drawer fronts. Right top door front folds in. Two record storage departments. Measures 39" wide by 33 1/2" high by 18" deep. Radio & Television, Inc., 244 Madison Ave., New York 16, N. Y.—RADIO & Television RETAILING

Hoffman PORTABLE RADIO

Model A-700 portable battery receiver, with self-contained battery pack, tuned rf amplifier stage, PM dynamic speaker. Warning indicator for "on" position; slide rule dial with light-retaining paint visible at night. Features "Antenna Dor", a loop mechanically set on rear compartment door—using Litzendraht



wire to provide high "Q"—to be "opened" where signal strength is low. For areas of high field strength, "Dor" can be used in closed position—automatic compensating circuit then off-sets detuning effect of loop's proximity to chassis. Aluminum housing, collapsible leather carrying handle, rugged plastic grill, recessed controls. Hoffman Radio Corp., 3430 S. Hill St., Los Angeles, Calif.—RADIO & Television RETAILING

RME VHF CONVERTER

Model VHF-152 converter, for use with communications receiver, on the 28 to 29.7, 50 to 54, and 144 to 148 mc bands. Uses double conversion system. Four separate antenna connections—special input circuit for each. Miniature tubes, built-in power supply. Tuning mechanism with large knob, all-gear planetary construction—no string or pulleys; three bands calibrated to cover full sweep of 7" diameter scale. Image rejection ratio of approx. 54 db. Front panel change-over switch for switching associated receiver to regular low frequency antenna or to converter output. Shielded output cable to receiver. All metal parts plated or finished. Cabinet of furniture steel—two tone grey and black wrinkle finish. Measures 11" high, 12" wide, 11" deep. Radio Mfg. Engineers, Inc., Peoria 6, Ill.—RADIO & Television RETAILING

Bendix PORTABLE RADIO

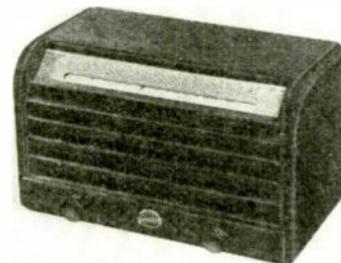
Model 686A portable receiver, ac-dc or battery. Superhet with 5 tubes and rectifier. Three-gang condenser tuning with stage of tuned rf amplification.



"Super Signal" antenna. Modern luggage style—brown leatherette and plastic with clear plastic grill. Bendix Radio Division, Bendix Aviation Corp., Baltimore, Md.—RADIO & Television RETAILING

Minerva RADIO

Model 702-W, ac-dc table model radio, 6 tubes. Tunes 540 to 1640 kc. Built-in loop antenna, 5" PM speaker—Alnico



magnet, acousti-grill speaker baffle, hand-rubbed solid walnut cabinet. Same as Model 702-CR except for cabinet. Minerva Corp. of America, 238 William St., New York 7, N. Y.—RADIO & Television RETAILING

V-M RECORD CHANGER

Model 400 automatic record changer playing ten 12" records or twelve 10" discs, or ten records intermixed. Single knob control for on, off or reject. Jam-proof construction—tone arm may be held, or control knob moved, while cycling without affecting adjustments. Rated at less than 4 sec. cycling time. Control knob automatically turns to "off" at finish of last record—switch to shut off amplifier is desired. All parts riveted or pinned together. Base mechanism of single die casting. Dimensions as small as 13 3/4" wide, 12 1/4" deep, by 7" overall height. Approx. \$40. V-M Corp., 309 W. Jackson Blvd., Chicago 6, Ill.—RADIO & Television RETAILING

(Continued on page 40)

N. Y. TIMES
June 21, 1946

EMERSON RADIO SPEEDS THE MARCH OF TELEVISION

First Postwar Models Acclaimed by the Press, Trade and Public

**EMERSON PREVIEW
IN TELEVISION GIVEN**

Table Model at \$150, Console at \$250 Shown — 8,000 to 10,000 Sets by Year-End Seen

The first two post-war television receivers to be produced by the Emerson Radio and Phonograph Corporation were shown yesterday at a press preview at the company's offices here. One, a table model with seven-inch screen, will retail at approximately \$150; the other, a "chair-side" console radio, will sell for approximately \$250.

Benjamin Abrams, president of the company, said production on the two models will get under way next week and will reach fairly substantial proportions by September. He estimated total production this year would range between 8,000 and 10,000 sets. He added that first distribution of receivers will be limited to the New York City area.

Pointing out that the new television receivers incorporate much that was learned during the war, Mr. Abrams remarked that the set priced at around \$250 is a better set for a little less than \$500. He described the sloping direct-view panel of the chair-side model as affording greater visibility for those sitting or standing, and as representing a distinct improvement over the direct and indirect receivers produced up to this time. The chair-side model, on which 70 to 75 per cent of production will center, is housed in a walnut console, and has thirty-two ray tube. It is designed to tune to all television frequencies. A specially designed selector switch lights a small green indicator as each station is tuned. The speaker is of nate circumference that was a fortunate circumstance that engineering and manufacturing facilities of the radio industry can be used for production of television receivers, for which there "will be an incalculable market for many years to come." He said that with an industry production capacity of 20,000,000 radio receivers per year, and with a normal demand of from 12,000,000 to 15,000,000 sets full utilization of the industry's facilities on regular radios could not help but result in overproduction within a few years.

He added evolution of television should be given every opportunity to stem from the use of black and white projection, instead of waiting for the development of color television which may require several years of further research.

**Now—
Full Vision!**
*All can see from
anywhere in the room*



The news item (at right) tells part of the story. The genius of Emerson engineers—the popular prices made possible by modern production methods—and Emerson's progressive efforts to speed the day when television will span all of America, are part of another and greater story that will unfold as time goes on. Keep your eyes on—

Emerson Radio and Television

EMERSON RADIO & PHONOGRAPH CORP., NEW YORK 11
World's Largest Maker of Small Radio



For Retailers' Stocks

Philco COMBINATION

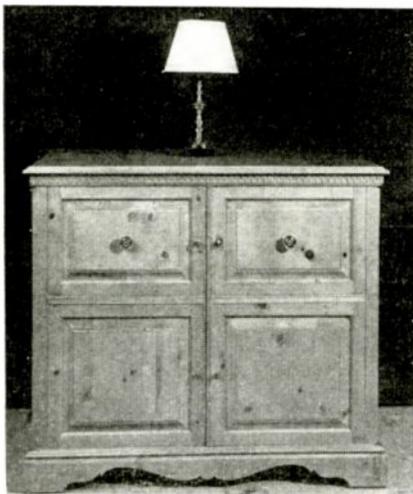
Model 1211 AM-FM radio phonograph combination with 11 tubes including rectifier. Ten push buttons. De luxe



automatic record changer, permanent needle. Philco Corp., Tioga & C Streets, Philadelphia, Pa.—RADIO & Television RETAILING

DuMont TELESET

"Plymouth" model direct-view television receiver with 13" disappearing screen. Incorporates FM, standard broadcast, short wave, phonograph and automatic record changer for 10" and



12" discs. "Home Teletheater" framing for television picture. Includes "Inductuner" feature. Colonial cabinet design of selected knotty pine. Allen B. Du Mont Laboratories, Inc., 515 Madison Ave., New York 22, N. Y.—RADIO & Television RETAILING

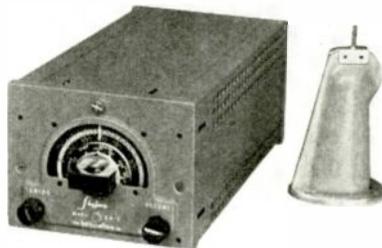
Workshop FM ANTENNA

Dual purpose FM receiving antenna supplied in two kits. No. 1 (for non-directional use) has four aluminum elements supported by plastic head; tubular steel mast—no guy wires necessary.

Adjustable mast mounting brackets adaptable to all types of roofs. No. 2 (for directional use) includes additional aluminum elements to convert the No. 1 unit into directional array of dipole-with-reflector-and-director type. Matched to RG-58/U low-loss coaxial transmission line, not included in kits. The Workshop Associates, 66 Needham St., Newton Highlands 61, Mass.—RADIO & Television RETAILING

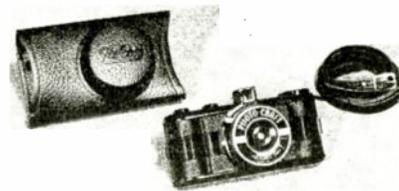
Hallicrafters SKYFONE

Model CA-2, lightweight receiver-transmitter radio telephone designed for personal aircraft use. Tunes broadcast band, plus all frequencies of radio ranges, control towers and beacons. Designed for use through wide ranges of temperature, humidity, vibration. Con-



trols limited to three; separate dial scales provided. Loudspeaker optional. Circuit designed to reject ignition interference. Feather-weight, anti-noise microphone, push-to-talk operation. Hallicrafters Co., 2611 S. Indiana Ave., Chicago, Ill.—RADIO & Television RETAILING

Arista CAMERA



Miniature type camera with fixed focus lens. Includes carrying case and strap. Suggested ceiling \$4.93. Arista Associates, 446 Dean St., Brooklyn, N. Y.—RADIO & Television RETAILING

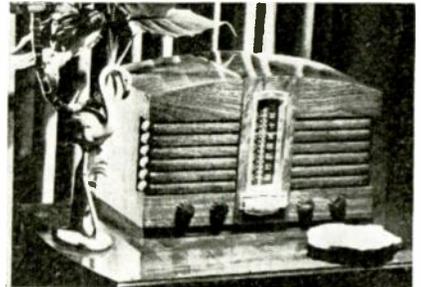
Easy Built CONSTRUCTION KIT

Kit No. 1X, radio construction outfit including complete parts, diagrams and instructions. Contains headphone & band, coil, hardware, special crystal, complete fittings—drilled and die cut—to build working radio receiver. Da-

Myco Products Co., 74 Cortlandt St., New York, N. Y.—RADIO & Television RETAILING

Stromberg-Carlson RADIO

Model 110HW, the "Stylist" table model, ac superhet with 6 push buttons. Tunes 540 to 1600 kc for standard broadcast; 8.7 to 15.7 mc on spread-band short wave. Tuned RF on both bands,



tone control, PM dynamic speaker. Automatic volume control, illuminated vertical slide-rule dial. Built-in loop antenna. Modern style louvred-front cabinet measuring 8 $\frac{3}{8}$ " high, 14" wide, 7" deep. Stromberg-Carlson Co., Rochester 3, N. Y.—RADIO & Television RETAILING

Meissner COMBINATION

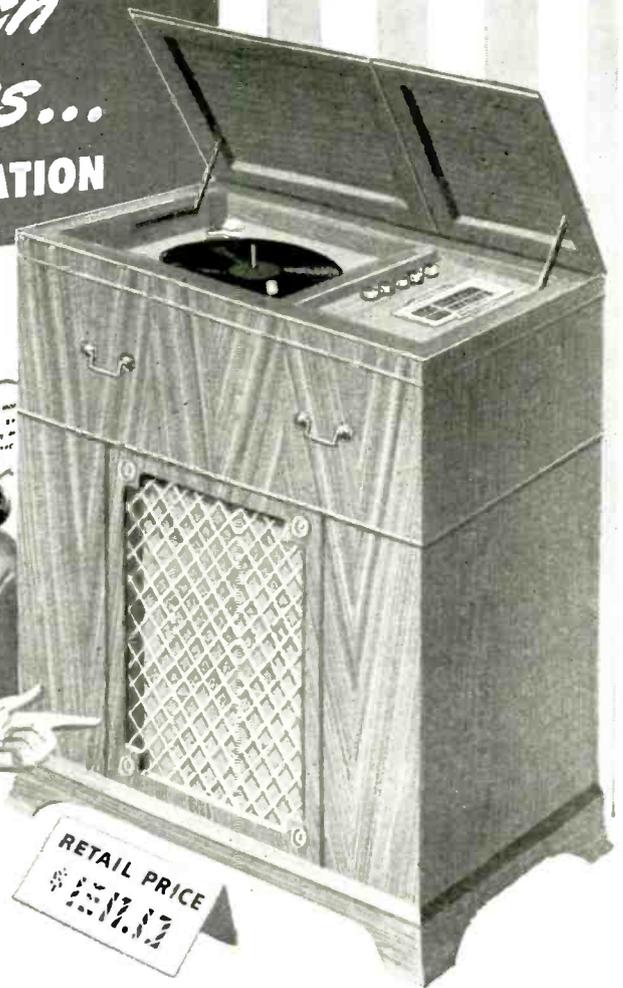
The "Sheraton"—one of a series of 6 authentic cabinet styles for Meissner FM-AM automatic radio phonograph. Figured mahogany veneers, with ma-



hogany crotch ovals in lower door panels. Top outlined by edging of boxwood. Hand-rubbed. Measures 33 $\frac{3}{8}$ " wide by 20 $\frac{1}{2}$ " deep by 38 $\frac{1}{2}$ " high. Meissner Mfg. Division, Maquire Industries, Inc., Mt. Carmel, Ill.—RADIO & Television RETAILING

NEW ELECTRICAL APPLIANCES
ON PAGES 78 TO 82.

*Mighty Monarch
of its Price Class...*
MAJESTIC'S 8S473 COMBINATION



RETAIL PRICE
\$27.95

The most revealing statement we can make about the Majestic 8S473 radio-phonograph combination is this:

Judged by the standards that distinguish an outstanding radio from an ordinary one, Majestic's Model 8S473 is, in our opinion, the finest radio-phonograph in or near its price class on the market today!

A strong statement? It's meant to be! And lest you, as a dealer exposed to many conflicting claims, conclude that we are unduly biased in favor of our product, we make this suggestion to you. *Call this a challenge, if you will!*

Call on your Majestic distributor. See Majestic Model 8S473. Examine it. Listen to it. Note particularly its true tone values at all volume levels. *See if you don't agree with us that this is the finest radio-phonograph combination in or near its price class on the market today!*

As a producer of sales, as a builder of goodwill, this outstanding combination typifies the advantages that give a sales and profit edge to dealers who hold the Majestic franchise!

Majestic
MIGHTY MONARCH OF THE AIR
RADIO • TELEVISION • ELECTRONICS

MAJESTIC RADIO & TELEVISION CORPORATION, ELGIN, ILLINOIS

SERVICE



Maintenance work is on the increase at Belmont Radio & Appliance Co.—on the job here are Walter Fitzgerald, left, and Bruno Paglia in the radio section.

New England Dealer Establishes a Connection Between the Soldering Iron and the Cash Register—Service & Selling

● The let's-get-action merchandising ideas being used at the Belmont Radio & Appliance Co., 440 Common St., Belmont, Mass., have been carefully worked out for the future long-range profits of the firm as well as the present volume.

This store has a flourishing service-and-sales business, run by Charles F. Salmaine in a manner specifically groomed for the New England town of 30,000.

For Future Business

Belmont Radio has its own brisk plan for netting extra sales from service jobs. And there's an appliance maintenance department with an important place in the community. Also, Mr. Salmaine is prepared for new horizons in the business.

Two years ago Mr. Salmaine chose Belmont as a site for his new business because it then had no

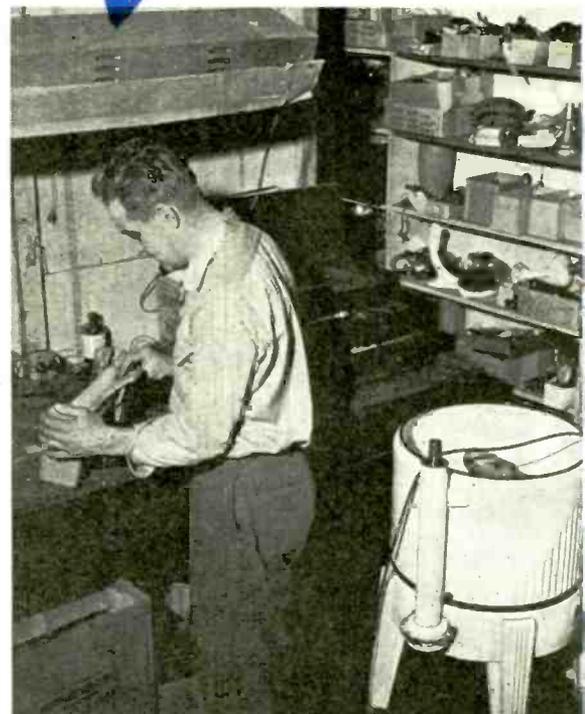
radio service establishment of its own. To-day, he and three employees service 20 to 35 radios a day and they are successfully swinging the service customers to appliances and new radios as merchandise becomes available.

Irons in the Fire

The service department is divided into two sections by an instrument and tool panel with a bench on each side, one toward the store for radio service, and one toward the rear for appliances. This arrangement leaves the walls of the service department free for the storage of sets and appliance parts.

Two service men work in the store and a third operates a truck for pickup and delivery in Belmont and surrounding towns. A service

Action in the appliance service section of the shop—where Belmont keeps its parts.



SPEARHEADS SALES

car is also available for rush jobs.

All the servicers can sell in the store or in homes. Mr. Salmaine points out it is much easier for a service man to gain entry to a home than a canvasser. In this way he makes direct and immediate use of the contacts made by his repairmen, with a minimum use of effort and time. It involves the doubling

experience with the "insides" of a radio. What he says to the prospect, with his technical terms and his talk about circuits, has a "different" and authentic angle.

Mr. Salmaine will, however, add an extra full-time outside salesman to his staff to handle the extra work when more merchandise is available.

copy counters and glass cases toward the rear end where tubes and the service counter are located.

The store is 75 feet long by 16 feet wide, and is always kept in a neat and trim condition.

Mr. Salmaine's interest in the technical aspects of radio and its developments, begins to serve him well as television becomes a sales



Owner Charles F. Salmaine is shown at the left, answering questions of Massachusetts housewives with the ease of a man who has personally put hundreds of household appliances in order. His position in the local servicing picture has given him both the acquaintances and ability to "sell" them.

up of sales and technical talents in a single employee, but with a sensible amount of instruction and help from the boss, the repairmen have reasonable success as salesmen.

Technical Merchandising

It is claimed that a radio technician has a pretty effective sales approach, whether or not he is trained as a salesman. Regardless of his "presentation" of a new set, the prospect naturally has a certain amount of respect for the words of a man who has had long

The front of the store is occupied by major appliances and cabinet radios. Mr. Salmaine has found that a large rug spread in the appliance section makes lady customers feel more at home when he is demonstrating appliances. This accessory also makes it natural to demonstrate a vacuum cleaner, one of his best selling items.

Shelf Salesmen

Portable and table radios are on shelves in the middle of the store. Traffic appliances and novelties oc-

factor in the community. Right now he is planning a video demonstration booth in the store.

The firm uses local newspaper advertising and direct mail to move Bendix, Easy and Philco appliances and RCA, Zenith and Emerson radios. A list of satisfied service customers Mr. Salmaine considers his chief asset.

It is not a case of a merchant who is content with the amount of business that walks in the front door. A hard-working service outfit naturally makes an increasing number of friends and makes sales, too.

NOW THERE'S A
CLOCK THAT'S
ORNAMENTAL!

LOOKS ARE OKAY—
BUT I WANT A CLOCK
I CAN RELY ON



It's a Split Decision!



GE HERALD
WITH
SELECT-A-LARM

Though much can be said about marital bliss
Everyone knows you can never say this—

That once people marry they always agree
On every selection, from neckties to tea.

So *General Electric* finds that it's smart,
To reach men *and* women—(now, please, don't depart),

For this operation can be economical
Your budget will clearly read, "unastronomical,"

'Cause the *American Magazine* double-exposes
Your ads to both sexes, it's under both noses.

Double exposure—the outstanding buy
Makes certain both sexes will give you the 

The
American
Magazine

**DOUBLE-EXPOSES
ELECTRICAL ADS
TO BOTH SEXES**

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

RECORDS

Published as a separate magazine, Vol. 1, No. 2, and
as a Section of RADIO & Television RETAILING

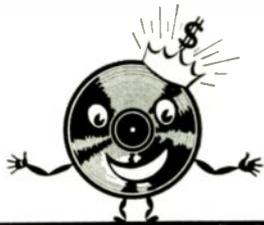
THAT'S GOLD IN THEM THAR DISCS! Just figure what a cubic foot of records is worth. For instance, 12" records run about 84 to the foot, at \$1 each are worth \$84.

"STANDARDS," WHICH ARE NOW SELLING RATHER SLOWLY, will soon become very popular. Influx of phonographs, which will take place in next two years, will create a multitude of new purchasers, who will in turn, buy "oldies" like Strauss waltzes, etc.

A **"HARD-TO-GET" RECORD** is a good number, a fast-seller and a popularity-poll leader. Dealers find it profitable (and often difficult) to go out and hunt for the top-flight pressings.

THE ATTITUDE OF THE MODERN MOTHER has a lot to do with the tremendous growth in the sale of children's records. With the same ease that she buys canned food, the 1946 mother can buy canned bed-time stories, told with highly dramatic quality, "illustrated" with music.

AVERAGE POPULAR SONG STAYS ON TOP approximately three to four months, a survey shows. Record dealers, therefore, cannot relax; must always be on the ball, and continually keyed up about the changing platter picture. Stocks on hand should always be timed right to break with national popularity.



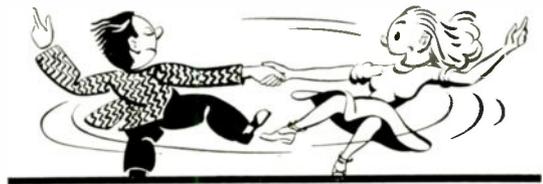
DISC JOCKEYS AND JUKEBOX OPERATORS "sell" tunes to the public—and how! When these disc-turners play a number, thousands hear it. Many record customers hear for the first time the platters they must buy via canned air shows and music machines.

INDEPENDENTS HAVE REPLACED COMPANY-OWNED DISTRIBUTION CENTERS for Ara, Inc. Shelby York, vice-president, attributes much of Ara's expansion to switch-over. "Change", he says, "enabled Ara to more than double the number of its record outlets in 30 days."

CLOSE COOPERATION BETWEEN RECORD MANUFACTURERS AND BOOK PUBLISHERS, marks a new merchandising trend in children's discs. Columbia classic albums are the basis for an educational music book just published by Dutton, in which the various symphonies are explained with specific references to the firm's discs. Columbia distributors are handling the book for their dealers.

"THE SWING DURING THE PAST FOUR YEARS has definitely been to popular records," says Gerald O. Kaye, merchandising manager, Bruno-New York, Victor distributors. "Dollar-wise, populars account for 60%-65%, with classical recordings only claiming 35%-40%, of the business." Percentages are based on Victor's production figures.

RECORDS ARE ONE OF THE FEW items on which dealers can still realize their forty percent mark-up. Cash in on the fact that discs are sellers, and that two-fifths of every sale is retail mark-up.



WATCH THAT DANCING by teen-agers in rumpus rooms and other similar set-ups, some dealers urge. They point out that dancing in stores may violate certain municipal ordinances. Also, merchandising authorities advise—use a careful chaperonage system so that the "rumpus" situation won't get out of hand.

SUCCESSFUL SONGS ARE MADE, NOT BORN—Expensive build-up by music publishers and record manufacturers start a song on its way. Thousands of dollars are spent to make the public BUY, and the dealer, as the intermediary, should capitalize on this.

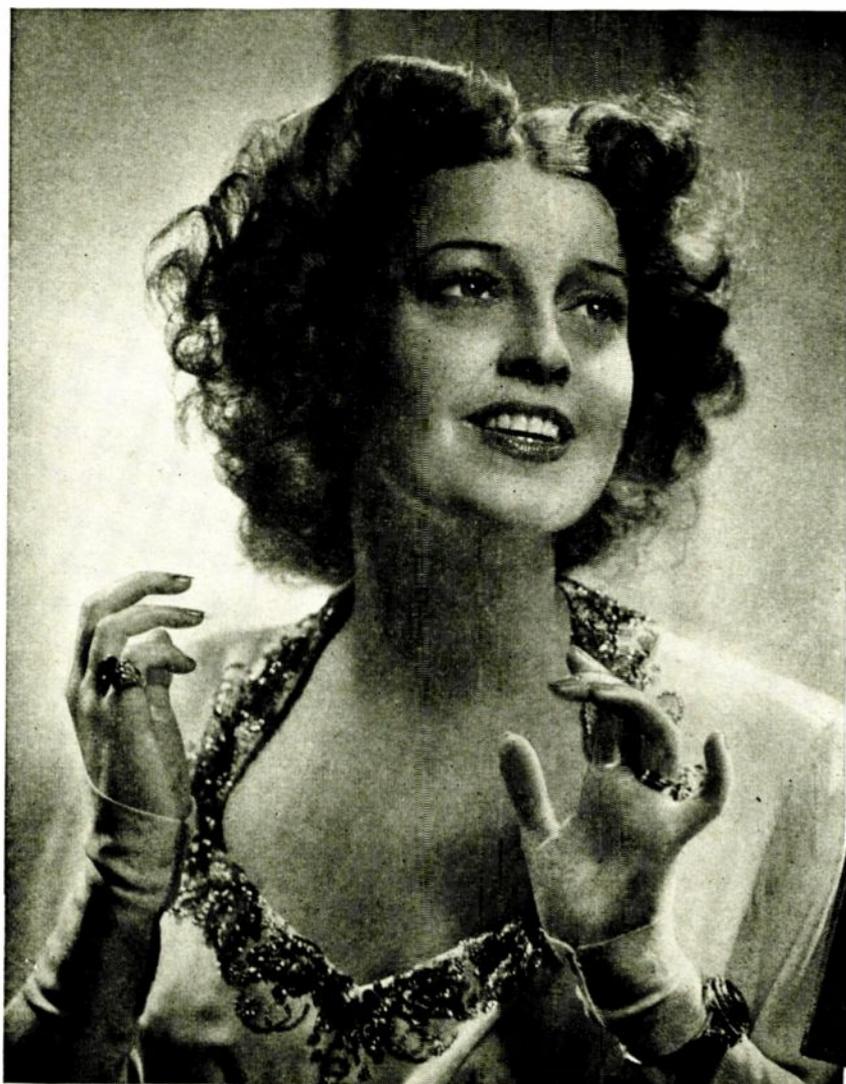
SMART DEALERS INSIST that their salespeople endeavor to sell records, needles and accessories to purchasers of radio-combinations and straight phono players at the time of purchase. It's the psychological time to offer records and "extras", since the customer is then thinking along "entertainment" lines, they point out.

FIFTY-SEVEN VARIETIES—Fast-stepping record merchandisers at Hudson-Ross, Chicago, at one time had 57 different labels in wax stock.

Jeanette MacDonald
sings

"OPERETTA FAVORITES"

advertised in "LIFE" Aug. 26



● Here is a new album your customers will clamor for... Jeanette MacDonald's radiant voice in romantic operetta favorites, including *Smoke Gets In Your Eyes*, *Sweetheart Waltz*, *Romany Life*, *Donkey Serenade*, *They Didn't Believe Me* and *Giannina Mia*. A striking full-page ad in the August 26 *LIFE* will announce this new money-maker. Tie in—and cash in! Order RCA Victor Red Seal Album M-1071. \$3.00, suggested list price exclusive of taxes.

Listen to The RCA Victor Show, Sundays, 2 p. m., EDT, over NBC Radio Corporation of America, RCA Victor Div., Camden, N. J.



ORDER FROM YOUR **RCA VICTOR** DISTRIBUTOR TODAY 

TRAIN to Sell Discs

Good Schooling in Record Department Brings Top Sales Volume. Staff Must Know Both Merchandise and Customer.

● In the operation of their record department many radio and appliance dealers consider the training of their salesmen of paramount importance. They have found that well trained salesmen can sell far greater numbers of discs than poorly trained ones.

This is because in a sense they are not selling a product at all. They are selling a highly complex thing—the education and entertainment which discs bring.

Filling such sophisticated needs calls for higher degree of knowledge than that required to sell neckties or shoes. Training salesmen for this task is correspondingly more difficult.

Breaking in Salesman

Most record dealers start breaking in a new salesman in this department by teaching a thorough knowledge of the stock on hand. They give him the manufacturers' catalogs and show how to use them. They teach him where to find each record in the store, thus preventing the employee from adopting the "hunt and guess" method.

Dealers teach a new salesman how to keep record stocks in order. They have found that nothing gets cluttered faster than a busy record department.

They encourage their staff to play the phonograph records so that they know about them firsthand. There is no quicker way to familiarity with the stock.

Some dealers go so far as to encourage their record staff to make collections themselves. To assist in this they give store discounts to their employees on phonograph records.

Other dealers take pains to call



Teaching a record salesperson how to find each disc asked for is the first step in training.

the attention of their record department employees to musical events in the community and encourage them to attend such events. Some dealers who have a large clientele in popular record customers urge their staff to listen to radio programs where popular records are featured.

Literature of all kinds from manufacturers are handed to employees by alert dealers. There is a great deal of this material available. It furnishes sales help for day-to-day training of the record department sales staff.

Classifying Customer

Such information about the records themselves is the basis of most sales talks that can be made by the salesman. They furnish the source of information which will build features of enjoyment in the customer's mind and increase his desire to own the record.

Knowledge of the customer is of equal importance with knowledge of the merchandise. Dealers often take great pains to teach the record salesman how to gain this knowledge.

As a first step these dealers show how to classify customers. Custom-

ers' wants become less complex to a salesman who has been trained to classify these wants.

Some customers ask for a record or album by name. For these customers the training of the salesman in knowledge of the stock is sufficient for that particular sale.

Tastes Furnish Clues

Nevertheless, if the salesman has also been taught how to classify his customer he is in a position to suggest other records similar to the record asked for.

If the record demanded is out of stock then this classification of the customer becomes highly important. The salesman needs to know something about how the customer selected this record.

Some customers buy records by artists. The power of the performer is evidenced in records as well as in the movies.

Other people purchase the work of one composer. Some of these are students.

Other people's taste in records runs to types of presentation. For example, among classical records some customers may want popular symphonies and others may prefer

(Continued on page 60)

Three Simple Rules That Sell Those Extras

1. Establish the Need for Accessories. 2. Use Short Sales Talks. 3. Vary Displays.

● Selling accessories is as simple as ABC. There are three rules that may be summarized by words which begin with these three letters.

Ask a question. When you or your record salesman have received money for the sale of one or more discs, ask some question which will open up the subject of a record accessory.

For example, to sell needles ask, "What kind of needle do you use?" When you get information on this subject you are then in a position to suggest that the customer buy a needle of the type which is suitable to his needs.

Facts Come First

Some sales people become unnecessarily discouraged in the attempt to sell needles because when they suggested needles a few times customers told them they did not need them. Obviously a customer already owning a precious jewel or chromium needle which has many hours of play left in it is not in the market for an additional needle for himself.

It is for this reason that a question designed to bring out the customer's present status is an ideal way to start any sale of a needle. When you first establish the possibility of a need you are in a position to make a suggestion to fill this need. Where you find there is absolutely no need you avoid making an unwelcome suggestion.

Paring the Way

Other questions concerning needles can revolve around the records themselves. For example, you can ask the customer who has just bought an expensive album how his records are wearing, or what kind of performance he is getting from his present needle. Such questions will help to arouse a dissatisfaction in the mind of the purchaser with his present needle and pave the way for a sale.

To sell carrying cases, storage albums, racks and cabinets, ask your record customers how they store

their records at the present time. Information on this point will enable you to determine which sales point is most powerful in selling these record storage facilities.

For example, if you learn that the customer has trouble with records scratching and breaking, this is your cue to suggest a complete set of storage record albums. If the customer has difficulty in finding records you may point out the advantages in the filing system which may be set up with the albums you have to sell.

You might ask a question concerning the relative number of popular discs owned as compared with classical records or you may learn whether the record player is in an expensively furnished living room or in an informal lounge or study. These clues will help you determine whether to suggest merely a record rack or to go after the sale of a complete set of storage albums which will enhance the appearance of the room.

Push the Right Button

By asking questions about the interests of the customer in a particular artist or type of music you may learn information which will enable you to suggest suitable books on music. There is a large potential volume of business in these books especially if they are suggested to serious students of classical music.

A second cardinal rule in selling accessories may be summed up in the words: *be brief*. Use sales talks in selling accessories sparingly.

The reason is simple. These are largely impulse items. You either "push the right button" or you miss. If you miss it is far better simply to lose the sale than it is to antagonize the customer by talking too much.

It is the consistency with which you learn people's needs and suggest these items that will pay off in the end. Be alert to mention accessories constantly whenever adroit questioning develops the

need. Around holiday times suggest needles and storage albums as gifts.

In all your advertising and publicity stress accessories in just a few lines somewhere. Let them be a constant accompaniment to your main advertising theme on records.

The third rule in selling accessories is: *change displays*. Some of these items are not in themselves conspicuous or dramatic. Therefore, some require constant change to attract attention.

Variety Attracts

If you take pains to change the display once a week and place various brands of needles in your counters and display cases you will build an important cumulative impression.

Each time the customer comes in he will notice a new brand and type of needle. Ultimately he will gain the cumulative impression that you carry a complete stock of needles to fill whatever need he has.

You may intensify this effect by placing periodically a complete mass display of a great variety of needles behind a counter or at some other suitable point in your store.

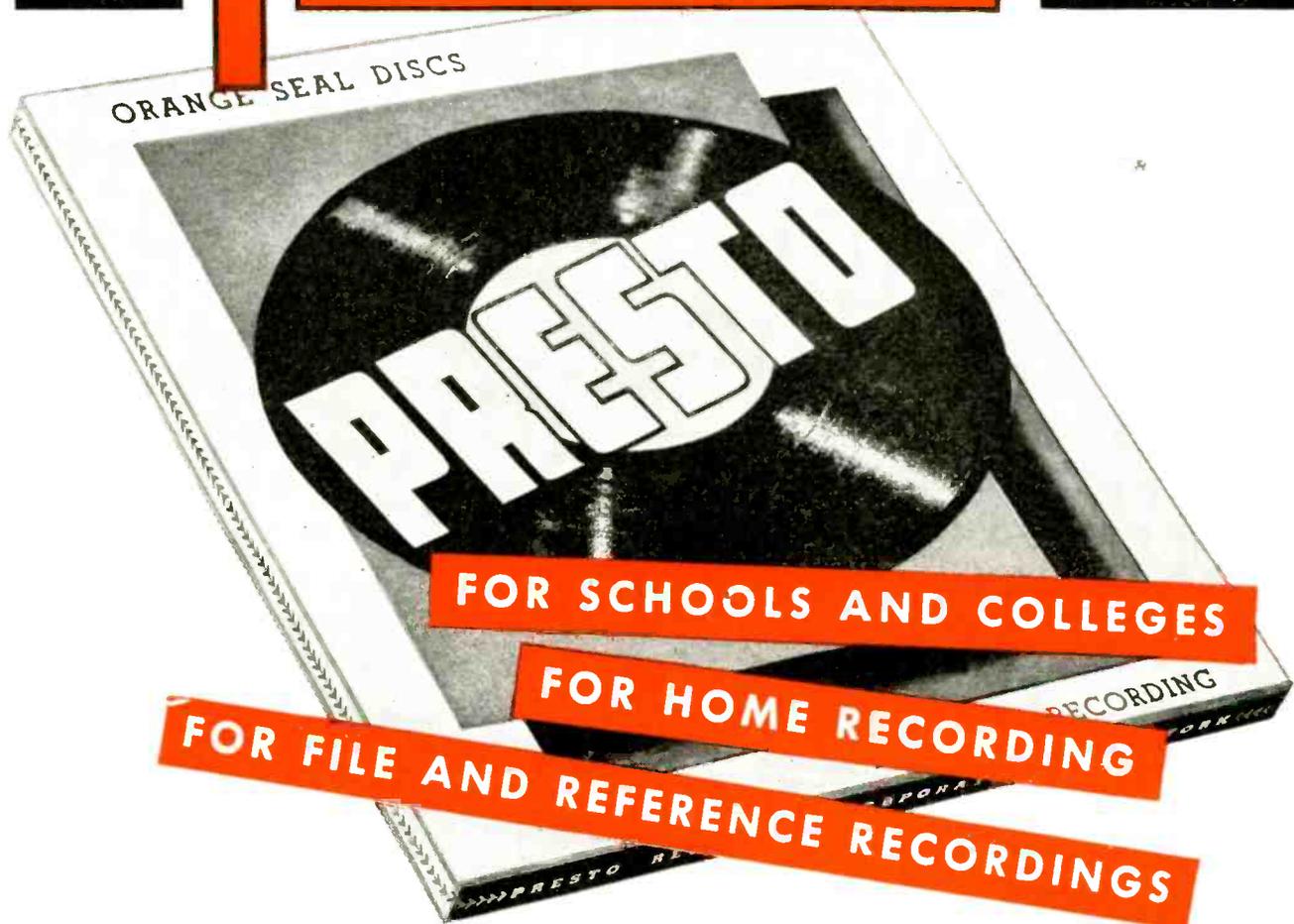
Use the same principle in displaying your other record accessories. Push carrying cases during the vacation periods when they are most likely to be used.

Timely Tie-Ins

Emphasize racks, cabinets around moving day in normal times when people are likely to be settling in new homes. Make up displays of books featuring artists who are prominent in movies and concerts in your area or on musical subjects which are being taught in schools and colleges nearby.

An old children's song goes "happy, happy we shall be when we learn our ABC." Follow these three simple rules in the sale of accessories and you shall indeed be happier at the resulting sales volume than many dealers who think they know the entire alphabet.

The **Preferred** Discs



PRESTO ORANGE SEAL DISC—with a medium aluminum base, is recommended for schools. In sizes 6½ to 12 inch.

PRESTO MONOGRAM DISC—with composition base, is used for test recordings of speech and music and for home recordings. In 6 to 12 inch sizes, plus a 16 inch size used mainly by broadcasting studios for file and reference recording.

Both the Presto Orange and Presto Monogram

Discs are made with the same high quality compound used on Presto green seal base discs. They cut as quietly and require no readjustment of the cutting needle angle or pressure.

Both are available for delivery *now*... the Orange Seal packed 10 to the box, the Monogram packed 50 to the box in 6 to 12 inch sizes, 25 to the box in the 16 inch size.

Order through your electronic equipment distributor.



RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
WALTER P. DOWNS, LTD., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT



List of Top Tunes

Variety of Guides to Aid Record Dealers in Purchasing

Eleven newcomers show up on the Peatman Radio Survey of song favorites, since the publication of last month's list. Cole Porter's NIGHT AND DAY, long a favorite standard, has become currently popular in anticipation of the release on August 6th in 32 cities of Warner Brothers' picture, "Night and Day," which depicts the life of Cole Porter.

DOIN' WHAT COMES NATUR'L-

LY, I'D BE LOST WITHOUT YOU, LOVE ON A GREYHOUND BUS, SURRENDER, and THERE'S NO ONE BUT YOU built up large radio audiences during the month. The other newcomers to the list are AS IF I DIDN'T HAVE ENOUGH ON MY MIND, ASHBY DE LA ZOOCH, TO EACH HIS OWN, WHATTA YA GONNA DO, WITHOUT YOU, and YOU MAY NOT LOVE ME.

The historical guide to most-played tunes on the air is a simple tally of the number of times each song is played. This tally reveals the number of times each song is "plugged" regardless of the size of the listening audience.

Some record dealers report that such a listing is a helpful guide to them in the selection of phonograph records. They claim that certain tunes appear on this type of listing which are not featured prominently on other lists, but which none the less become important "best sellers".

Dealers also report that they wish to see tunes listed in the order in which they are most frequently played. They feel this ranking helps them to spot tunes which are on the wane, and thus cut down on orders of records for these numbers.

As a service to its readers, RADIO & Television RETAILING has completed a survey of the compositions most performed on the national radio networks. These are listed in the order of the total number of performances of each composition.

This is a factual tally based on radio logging for the preceding month. No attempt is made to separate popular tunes from "standard" numbers, nor to edit the findings.

RADIO SONG FAVORITES

Alphabetical list of top 35 songs with largest air audiences

SONG TITLE	PUBLISHER	SONG TITLE	PUBLISHER
All Through The Day	Williamson	Laughing On The Outside	Broadcast Music
As If I Didn't Have Enough On My Mind	Melrose	Love On A Greyhound Bus	Robbins
Ashby De La Zooch	Manhattan	More Than You Know	Miller
Cement Mixer	Mills	Night And Day	Harms
Come Rain Come Shine	Crawford	One More Tomorrow	Remick
Cynthia's In Love	A B C	Prisoner Of Love	Mayfair
Do You Love Me	Bregman-Vocco-Conn	Should I Tell You I Love You	T. B. Harms
Doin' What Comes Natur'lly	Berlin	Sioux City Sue	E. H. Morris
Don't Be A Baby, Baby	Triangle	Strange Love	Famous
Full Moon And Empty Arms	Barton	Surrender	Santly-Joy
Gypsy (The)	Leeds	There's No One But You	Shapiro-Bernstein
I Don't Know Enough About You	Campbell-Porgie	They Say It's Wonderful	Berlin
I Don't Know Why	Feist	To Each His Own	Paramount
I Got The Sun In The Morning	Berlin	We'll Gather Lilacs	Chappell
I'd Be Lost Without You	Advanced	Whatta Ya Gonna Do	Broadcast Music
I'll Be With You In Apple Blossom Time	Broadway	Without You	Southern
In Love In Vain	T. B. Harms	You Are Too Beautiful	Harms
		You May Not Love Me	Burke and Van Heusen



"YOUR HIT PARADE"

Presented here are the top tunes as they were played on Lucky Strike's latest radio program prior to publication of this issue of RADIO & Television RETAILING.

- 1 They Say It's Wonderful
- 2 Gypsy (The)
- 3 All Through The Day
- 4 Sioux City Sue
- 5 Prisoner Of Love
- 6 Laughing On The Outside
- 7 I Don't Know Enough About You
- 8 In Love In Vain
- 9 I Got The Sun In The Morning



The Peatman Survey of the favorite "standards" of the year lists the top 25 of the old-timers still currently in favor over the networks.

PEATMAN ANNUAL SURVEY OF FAVORITE "STANDARDS"

25 "Standards" with the largest radio audiences (July 1, 1945—July 1, 1946)

Rank	Number of Weeks in ACI Survey	Song Title
1	41	Blue Skies
2	34	Begin The Beguine
3	32	All The Things You Are
4	31	Star Dust
5	30	Embraceable You
6	27	Somebody Loves Me
7	23	On The Sunny Side Of The Street
8	24	Night And Day
9	23	Tea For Two
10	19	Smoke Gets In Your Eyes
11	17	Man I Love
12	21	It Had To Be You
13	15	Great Day
14	16	Summertime
15	16	Where Or When
16	10	Anchors Aweigh
17	14	Temptation
18	15	Make Believe
19	10	Hallelujah
20	13	Dancing In The Dark
21	11	Just One Of Those Things
22	10	St. Louis Blues
23	8	Why Do I Love You
24	10	I Got Rhythm
25	13	Always

MOST PERFORMED TUNES ON THE NATION'S NETWORKS

- 1 They Say It's Wonderful
- 2 I Got The Sun In The Morning
- 3 There's No One But You
- 4 The Gypsy
- 5 Sometimes I'm Happy
- 6 Full Moon And Empty Arms
- 7 I Don't Know Why
- 8 I Don't Know Enough About You
- 9 Come Rain Come Shine
- 10 All Through The Day
- 11 In Love In Vain
- 12 Surrender
- 13 You Are Too Beautiful
- 14 Blue Champagne
- 15 More Than You Know
- 16 Don't Be A Baby, Baby
- 17 Cement Mixer
- 18 One More Tomorrow
- 19 Laughing On The Outside
- 20 In The Blue Of Evening
- 21 Strange Love
- 22 Seems Like Old Times
- 23 Along With Me
- 24 Cynthia's In Love
- 25 Smoke Dreams
- 26 Do You Love Me
- 27 I'll Be With You In Apple Blossom Time
- 28 I'd Be Lost Without You
- 29 Night And Day
- 30 You May Not Love Me
- 31 Prisoner Of Love
- 32 Penthouse Serenade
- 33 Sioux City Sue
- 34 Without You
- 35 My Sentimental Heart



Platter Patter Pays

Indiana Recording Studio Sends Out Ad Messages on Records

● Next to a personal talk with the customer, perhaps the next best thing is speaking to him by way of a recording. This may be one way of reaching those customers who cannot be contacted personally.

Recording your sales talk is indeed a new and novel idea in advertising, and is one that is heartily recommended by the American Recording Studio, 136 North Delaware St., Indianapolis. To prove their point, they issue a recording of their own sales talk in the form of a six inch record that is mailed to their list of customers or prospects. The business is owned and operated by Mrs. Frances Beane, whose business associate is Tade Dolen.

Novel Sales Approach

It is the voice of Mr. Dolen that is recorded and, as he is also a song writer, as well as a business man, one of his own songs is reproduced on the record, as an introduction to

the sales talk. This song is entitled "Gee! Isn't It Great To Be An American." The following is the brief sales talk that is recorded:

"Yes! It really is great to be an American and it is great to be able to make records down at the American Recording Studio. If you sing or play any musical instruments, trot down to our studio and see how you sound to other people. That barber shop quartette might sound better than you think. It's a lot of fun and is often a big help in improving your technique.

Unusual Sales Letters

"The address and telephone number are on the label of this record, so pay us a visit real soon. You'll be mighty glad you did."

A recording is an effective advertising medium, but it is also important, in some instances, to supplement this type of advertising with the printed word.

There is advertising appeal con-

tained in the following sales letter written by Mrs. Beane, with regard to recording proceedings of conventions. It is addressed to the secretary of Indiana County and township officials. It is quoted as follows:

"It has been called to our attention that you have charge of the arrangements for the Convention of the Indiana County and Township Officials from December 4 to 7.

Prospects Are Everywhere

"It is a big undertaking and, no doubt, you have your hands full, attending to the million and one details involved.

"I am writing to suggest one more detail which probably has never occurred to you, and that is to have the proceedings recorded on phonograph records.

"It is quite usual to have the important speeches and discussions taken down by a stenotypist and a

(Continued on page 62)

Phonola

ALL-STAR HITS
of the 1946 NATIONAL
MUSIC MERCHANTS
CONVENTION . . .

the complete line of ACOUSTIC and ELECTRONIC PORTABLE PHONOGRAPHS



The New
Dynacoustic Model
(5-85)

A Phonola First—the new Dynacoustic—top perfection in a mechanical phonograph. Reproduces more bass notes, reduces needle pressure, and introduces a brilliantly modern design. We're proud to add this new model to our famous line of standard Acoustic Phonolas.

HERE ARE TWO OF THE HEADLINERS:

The New
Amplified Model
(K-404)

Never before such performance in a Phonola—all the full-toned beauty of the record is reproduced, without distortion, by the new K-404. 4 tubes, with inverse feedback for extra power, automatic on-off switch, new floating turntable . . . these are just a few of the features that make this the finest amplified portable we have ever built.



Eastern and Export Sales Office
17 East 42nd Street, New York 17—VA. 6-2079

Midwestern and Western Sales Office
224 South Michigan Avenue, Chicago 4—HAR. 1880

Factory and Engineering Laboratory
Rochester, Minnesota

WATERS CONLEY COMPANY
ROCHESTER, MINNESOTA

GENIAL COMPANION OF  HAPPY HOURS...

Recordio SELLS ITSELF!



The Neo-Classic

RECORDIO, with its triple arrangement of radio, recorder and phonograph, possesses a versatility of performance seldom found today in other fine instruments. Simplicity of operation . . . recording is simple as 1 . . . 2 . . . 3, combines with tonal perfection and crystal-clear reproduction to glorify RECORDIO beyond other comparable instruments.

For eye appeal . . . rare woods fashioned into distinctive cabinets bestow RECORDIO with rare beauty . . . in harmony with both modern and traditional settings.



**Recordio
Discs**
and
Recordioints



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

RECORDING INSTRUMENTS FOR HOME, PROFESSIONAL AND COMMERCIAL USE

MADE BY WILCOX-GAY CORPORATION, CHARLOTTE, MICHIGAN

130-20

Lines for Phono Dealers

Bell & Howell WIRE RECORDER

Peirce Model 55A magnetic wire recorder and reproducer, providing 66 minutes of continuous recording. Simplified controls, 5" PM speaker, operates on any 115-v ac line (or on dc



via converter). Wire lasts indefinitely; "erasure" of previous recording is automatic. Can be used as PA system—with high impedance microphone or phono turntable and auxiliary speaker. Welded steel case construction, silver grey wrinkle lacquer finish, rubber feet, carrying handle. \$595, including desk-stand microphone (plus \$40.16 Federal tax). Bell & Howell Co., 7100 McCormick Rd., Chicago 45, Ill.—RADIO & Television RETAILING

Miles PORTABLE RECORDER

Filmgraph Model FR, continuous film recorder for recording and play-back up to 3 hours—for conferences, proceedings, etc. Uses endless loop of film, with 100 tracks, recording stylus moves from track-to-track automatically; track position indicated on dial; no re-winding necessary or possible; no processing required. Will record meetings with single microphone up to radius of



40 ft. Three-position control for recording, play-back and public address. Both speed and volume control for play-back. Permanent type sapphire stylus in dual purpose head for both recording and play-back. Manufacturer states Filmgraph is designed for authorized telephone recording. Luggage type cabinet, 11½" deep, 9½" high, 13" wide. Weighs

24 lbs. net. Miles Reproduces Co., Inc., 812 Broadway, New York, N. Y.—RADIO & Television RETAILING

Zenith RECORD DEMONSTRATOR

Record player for demonstrating purposes only, with simplified controls, 10-15 w output, 8" speaker. Feature Cobra tone arm—drop-proof, scrape-proof, no needles to change (5,000 or more playings); contact with record made by spring-like filament. Spring-floated motor, short spindle. Vinylite-covered turntable. Sturdy leatherette-covered cabinet. Measures 10½" high, 16" wide, 14" deep. Not for resale. Zenith Radio Corp., 6001 Dickens Ave., Chicago, Ill.—RADIO & Television RETAILING

Autocrat PHONOGRAPH

Electric phonograph with 3 tubes, 5" speaker. Manually operated. Leather-



ette-covered cabinet, 5¾" by 14¼" by 12¾". Ohio Electronics, Inc., 1156 Dorr St., Toledo 7, Ohio—RADIO & Television RETAILING

Duotone DISPLAY

Three-color counter stand for displaying ruby-tipped phonograph needle.



Shows the \$3.50 needle in individual lucite package. Duotone Co., 799 Broadway, New York, N. Y.—RADIO & Television RETAILING

Burkaw PHONOGRAPH

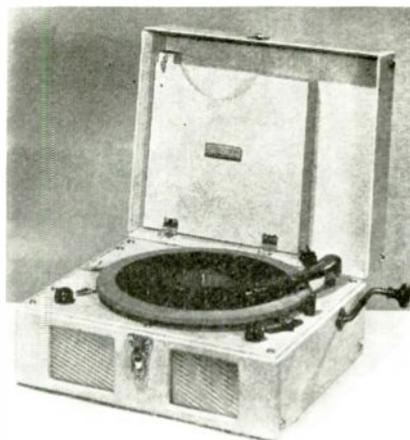
Lightweight portable type automatic record changer and player. Four tubes, push-pull, 6" speaker. Pilot light. Plays both 10" and 12" discs; two-post charger. Two-tone finish, available in several color combinations. Retail at



\$68.92. Burkaw Electric Co., 105 E. 29th St., New York 16, N. Y.—RADIO & Television RETAILING

Musitron PHONOGRAPH

Model 103, the "Piccolo" hand-wound portable phonograph, featuring a self-contained 3-tube amplifier operating on battery, ac or dc. Constant speed governor type motor with dual spring, lever



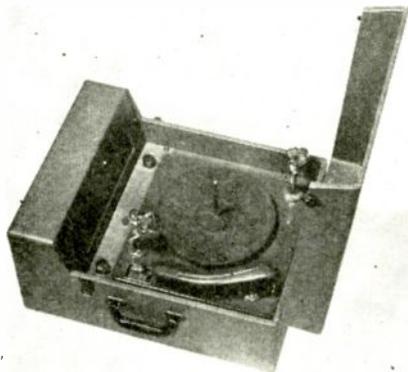
operated speed indicator, 12" flock turntable playing two 12" records on both sides. Four-inch dynamic type speaker. Astatic crystal pick-up. Luggage style case, covered with simulated leather in variety of colors; brass hardware, new type post handle. Record-carrying compartment in lid. Musitron Co., 223 W. Erie St., Chicago 10, Ill.—RADIO & Television RETAILING

(Continued on page 58)

New Phono Products

Espey RECORD PLAYER

Model 641 automatic portable phonograph, with 6" PM dynamic speaker. Tone control, 4-tube amplifier, push-pull output supplying 3 w to speaker. Crystal pick-up on tangential arm, rim-driven turntable, semi-permanent float-



ing tip needle. Seeburg changer; power to motor controlled by 3-position control for manual operation, off, and automatic operation. Fourth momentary position for rejecting any record during operation. Luggage-style case measures 15½" wide, 20" long, 9½" deep. Weighs 21¾ lbs. Espey Sales Corp., 528 E. 72nd St., New York 21, N. Y.—RADIO & Television RETAILING

Admiral RECORD CHANGER

Replacement record changer, "Child-proof" design, playing ten 12" or twelve 10" discs automatically. Tone arm may be moved at any time without damage.



Only 3 moving parts during the change cycle. Five-second record-changing time. Spring mounted on 4 bolts. Fits any cabinet, with changer area measuring 12½" by 16¼" by 5¼". Admiral Corp., 3800 Cortland St., Chicago 47, Ill.—RADIO & Television RETAILING

Electrotone PHONOGRAPH

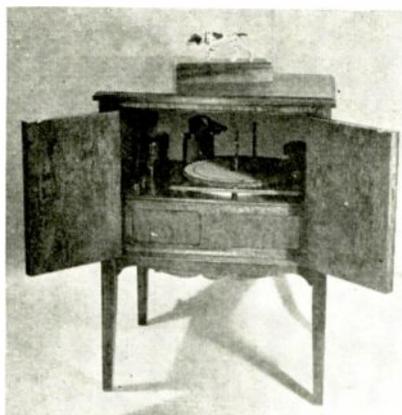
Model 444 automatic phonograph with Seeburg changer. Four tubes, with



matched PM speaker. Two-tone leatherette-covered cabinet. \$69.95 in Zone 1. Monarch Sales Co., Inc., 13 E. 16th St., New York, N. Y.—RADIO & Television RETAILING

Western RECORD PLAYER

Model WE-100AW, "Low Boy" automatic record player, 3 tubes, handling 10" or 12" discs. Acoustical loading principle using 8" PM speaker projecting sound horizontally through cabinet



base. Compartment lamp. Mahogany veneer cabinet—28" high, 20" wide, 16" deep. \$86.50. Western Sound & Electric Laboratories, Inc., 3512 W. St. Paul Ave., Milwaukee 8, Wis.—RADIO & Television RETAILING

Radiart RECORD PLAYER

Model RD-10 high fidelity record player designed specifically to provide tone response suitable for record demonstrations—in dealers' record booths. Push-pull design, 8" dynamic speaker, designed to maintain quality at low

volume level. Volume control, and combined on-off switch and tone control, of front of unit. Separate on-off motor switch next to turntable. Lightweight pick-up, special cartridge. The Radiart Corp., Barberton Ave. at W. 62nd St., Cleveland 2, Ohio.—RADIO & Television RETAILING

Lincoln RECORD CHANGER

Model 315, the "Nomad" portable automatic record changer, playing twelve 10" discs or ten 12" records with cover closed. Tone and volume control, PM speaker with Alnico 5 magnet, 3



tubes. Light-weight crystal pick-up. Leather handle, brass fittings, 3-ply veneer cabinet with heavy leatherette covering. Measures 16" wide, 21½" deep, 9" high. Lincoln Electronics Corp., 653 Eleventh Ave., New York 19, N. Y.—RADIO & Television RETAILING

Apex PHONOGRAPH

Model 192, manual ac portable record player, 3 tubes, 6" PM Alnico 5 speaker. Output of 5 w, tone control, jewel light



indicator. Brass hardware, leather handle, leatherette-covered cabinet. Apex Radio & Television Corp., 192 Lexington Ave., New York, N. Y.—RADIO & Television RETAILING

HERE IT IS , THE GREATEST RECORD — MAKING HISTORY

100% RETURN PRIVILEGE

SELL RECORDS WITH A GUARANTEED PROFIT

- TO ALL DISTRIBUTORS—TO ALL DEALERS
- YOU ONLY KEEP WHAT YOU CAN SELL
- ELIMINATE OWNING "DEAD STOCK"
- WE TAKE ALL THE CHANCES —
YOU TAKE NONE

DIAMOND offers 100% RETURN PRIVILEGE on all merchandise purchased, replacing any slow-movers with current releases. The complete plan may be had on request.

EXCLUSIVE FRANCHISES AVAILABLE TO AGGRESSIVE DISTRIBUTORS

DIAMOND will announce within the next 30 days its additional array of BIG-NAME ARTISTS for immediate release. These names will take DIAMOND out of the category of an independent label—putting it into the MAJORS immediately.



DIAMOND RECORD CORPORATION

1650 BROADWAY, NEW YORK 19, N. Y.

Sales Training

(Continued from page 47)

operas. Some may like chamber music and others piano works.

Similarly in the popular field some customers' tastes run to songs, others to dance orchestras, others to piano or hot jazz.

Successful dealers in the record business take great pains to teach their staff how to identify these tastes in customers. This is because it is almost impossible to carry every record that may be asked for. Therefore by classification a salesman can suggest substitutes and in

that way make many sales that would otherwise be lost.

Dealers train their sales force to remember customers' preferences from one visit to the next in order to help build repeat business. Some dealers have found it a great aid in this training to set up a card index system which shows the musical preferences of each customer and each purchase of records he makes.

The third step in training salesmen consists of showing them proper behavior in the process of selling the merchandise. This is not taught later than the training on

merchandise and customers. Rather it is a part of the training that starts at the breaking-in period and continues almost indefinitely.

Training in sales methods impresses first on the sales person's mind the importance of an enthusiastic and friendly greeting. Instead of having their help say "May I serve you?" many record dealers teach their staff to say something interesting about some phonograph or album if the customer is looking at one. This leads more directly and immediately into a sales talk.

The salesman is taught to learn exactly which record or type of record the customer wants and to supply that if possible. This is the shortest road to a sale. Training a salesman to accomplish this cheerfully and quickly enhances the pleasure of the customers dealing.

YOU CAN DEPEND ON STEELMAN TO BE FIRST WITH THE FINEST!

Model 355A, 6½" "Alnico" speaker. Dual Channel circuit. Electronic tone control. 5 watt output. Minimum AC hum. 3 tubes energized by power transformer. \$69.95 incl. Fed. tax*.

Other STEELMAN Models
#301—Portable . . . 39.95
#302—Table model. 43.95
#350—Portable . . . 47.85
#351—Table model 51.95



scooped the Phonograph Industry with the first DUAL CHANNEL INPUT

A feature of all STEELMAN Phonographs . . . two separate amplifiers—one for high frequencies, one for low frequencies—skillfully blended by *Electronic Tone Control* for perfect record reproduction.

And Now . . .

Another First for STEELMAN

New Streamlined "Portable" with *Inclined Sounding Board* . . . a revolutionary new design that makes a portable look less bulky, more compact, easier to carry . . . its ultra-

modern, sloping sounding board actually provides *greater listening pleasure*. On the old style portable, high frequency notes flow in a straight line from the vertical speaker, reaching the listener approximately at waist level. On the new STEELMAN streamlined portable, the inclined speaker sends the high frequency notes on an upward angle *right to the listener's ear*, resulting in fuller, richer tone! Your customers will want the new streamlined STEELMAN with its amazing *inclined sounding board*. Write today for the name of your nearest distributor.

*Original OPA prices, allowing you highest discounts.

STEELMAN RADIO CORP. 742 E. Tremont Ave.
Bronx 57, New York

Discs Can Be "Sold"

If the customer does not know what he wants or if the store does not have the particular record being requested, then the salesmanship of the clerk is brought to bear. It is here that training in the method of sales presentation becomes highly important.

Of course the task of sales talks in this field is made easier because records do much of their own selling through being played by the customer. However, demonstration is not the whole story.

Moving "Slow Movers"

Good training also includes instructing the help in the department in a concerted effort to push out stock which is still good but may become dubious. Just as it is necessary for a grocer to teach his clerks to "front" old stock, it is even more important to teach record salesmen to suggest phonograph records that may later become dead items. Most dealers agree that no return policy by record companies can be sufficiently elastic to take all records that become unsaleable if clerks have not been taught to push out aging numbers.

Training of the record employee also includes instruction in arranging and handling displays so that the appearance of the department may be kept at its most attractive level at all times.

Throughout their training program for record employees, successful dealers emphasize tact.

DISC NEWS

Record Makers Offer Galaxy of Stars on Current Platters

•Victor's August Red Seal list is extensive. It includes an album of Brahms' Hungarian Dances, Nos. 1, 5, 6, 7, 8, and 17; Erica Morini, violinist, with Artur Balsam at the piano.

Singles include "Village Swallows Waltzes" (Josef Strauss, arranged by Sereby), played by the Boston "Pops" Orchestra, with Arthur Fiedler conducting. "The Rosary", backed by "A Perfect Day" is sung by Thomas L. Thomas, accompanied by Gustave Haenschen and his all-string Orchestra and Chorus. "Song of the Black Swan" (Villa-Lobos) with "Perpetual Motion" on the other side, are played by Ricardo Odnoposoff, violinist, Otto Herz at the piano. Another Red Seal single is "The Abduction from the Seraglio", Overture (Mozart), rendered by Sir Thomas Beecham and the London Philharmonic Orchestra.

Cole Porter Tie-In

Victor's big popular promotion will be a 2-album tie-in with the Warners' picture "Night and Day", keynote film for 20th Anniversary of Sound Motion Pictures, scheduled to open in 32 key cities on August 6th.

"Night and Day" depicts the life of Cole Porter, and Victor's tie-in albums are a Cole Porter Album by David Rose, and another titled "Night and Day" by Allan Jones.

Other Victor disc releases for extra tie-in sales are Russ Case and Orchestra's "Night and Day", flip-over "Begin the Beguine"; Betty Rhodes' "What Is This Thing Called Love" and "I've Got You Under My Skin"; Tommy Dorsey's "Night and Day" backed by "Smoke Gets In Your Eyes"; and Blanka, Russian Kretchma singer, "Just One Of Those Things" and "Easy to Love".

One of the top promotions will be RCA Victor's radio show on Sunday, Aug. 4, which will be entirely devoted to "Night and Day" music, over NBC.

Twice monthly from September through December, Victor's record program, "Music You Want", will feature Porter tunes selected from the two albums.

Display material from Anniversary streamers to full color portraits of Rose and Jones are available. See your distributor for a "Night and Day" promotional kit.

Two new artists for Victor are the recently signed famous violinist

Jascha Heifetz of concert fame, and Dennis Day, singing star of the Jack Benny radio show.

Heifetz' first for Victor is Louis Gruenberg's "Concerto for Violin and Orchestra".

Columbia's August Masterworks list consists of Brahms' Symphony No. 1 in C Minor, Op.68, and Wagner's "Die Walkure" Duet (Act 1, Scene 3), both played by the Philharmonic-Symphony Orchestra, Artur Rodzinski conducting. Others are "Russian Fair", performed by the Don Cossack Chorus; Prokofiev's Sonata in D Major for Violin and Piano, Op.94, with violinist Jo-

seph Szigeti and Leonid Hambro at the piano; "Six Dances" with the Philadelphia Orchestra "Pops" conducted by Eugene Ormandy and Saul Caston; Mahler's "Songs of a Wayfarer", Carol Brice with the Pittsburgh Symphony Orchestra, Fritz Reiner conducting; Igor Stravinsky conducting his "Four Norwegian Moods" with the Philharmonic-Symphony Orchestra; and Weinberger's "Schwanda—Polka and Fugue", with Eugene Ormandy conducting the Philadelphia Orchestra. First shipments began July 15.

Columbia's September Master-

(Continued on page 63)

"A definite increase in record sales . . . thanks to MAJESTIC FEATURE-PAKS"

—reports Herman Forst, Vice-President HUDSON-ROSS . . . CHICAGO one of the nation's most important record retailers.



★ Jane Froman

- You, So It's You and Linger In My Arms A Little Longer, Baby
Record No. 1048
- Millionaires Don't Whistle and I Got Lost In His Arms
Record No. 1049



★ Morton Downey

- Blue Skies and • All By Myself
Record No. 1046
- More Than You Know and • My Romance
Record No. 1047

★ The Jones Brothers

- (Oooh, Look-A There) Ain't She Pretty? and • A Hundred Years From Today
Record No. 1038
- Them There Eyes and • I Wanna Be Loved Like A Baby
Record No. 1039

Yes, these new Majestic Feature-Paks pack a lot of sales wallop! Those great favorite: JANE FROMAN . . . MORTON DOWNEY . . . THE JONES BROTHERS . . . in some mighty tantalizing "double-headers." Give the colorful, eye-appealing Majestic Feature-Paks space in your windows and on counters—they're double-barreled selling tools for helping you sell two records instead of one! And don't forget—this sales idea is just further proof that *Majestic means business . . . and lots of it!*

2 TERRIFIC MAJESTIC ALBUMS

LOUIS PRIMA, America's No. 1 Showman of Jazz, in six brilliant recordings: *The Lip* and *I'll Be With You In Apple Blossom Time*; *Boogie In Chicago* and *Porgy*; *Angelina* and *Little Boy Blew His Top*: (Majestic Album M-3)

THE THREE SUNS, America's favorite trio, in their twilight-soft, starlight-bright recordings: *Stardust* and *Twilight Time*; *Barcarolle* and *Girl Of My Dreams*; *Once In A While* and *Who's Sorry Now*. (Majestic Album M-2)

Majestic

RECORDS

Studio: New York City Sales: Elgin, Illinois
(Subsidiary of Majestic Radio & Television Corp.)

DUOTONE

THE GREATEST NEEDLE LINE IN THE WORLD

THESE world-beating Duotone needles are examples of the painstaking research and technical skill of Duotone engineers. They characterize the superiority of the entire Duotone line of record accessories.

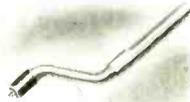
When you sell Duotone, you're sure of enthusiastic customer approval and higher profit margins.

Stock Duotone and watch it pull! There's a Duotone product for every customer.

OTHER WELL-KNOWN DUOTONE PRODUCTS

Miropoint Needles
Transcription Needles
Cactus Needles
Chromium Needles
Coin Machine Needles

Recording Heads
Steel Cutting Needles
Sapphire Cutting Needles
Duodiscs
Record Preserver



The Duotone Diamond

The world's finest needle for the world's finest phonographs. A jeweler's masterpiece. \$50.00 retail.



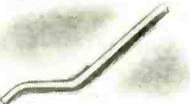
The "Star" Sapphire

Completely handmade with a sapphire point. Cherished by record collectors. \$5.00 retail.



The Duotone Ruby

Brilliant achievement of the jeweler's art. A ruby tipped needle that's really new. \$3.50 retail.



The Regent Sapphire

Outstrips competition in any demonstration. Affords the kind of profit margin you like. \$2.00 retail.



The Filter Point

Filters surface noise and reproduces with high fidelity. Plays longer. Package of 35—25¢ retail.



The Durpoint

Fast-moving, high-profit needle with excellent tonal reproduction. Attractively packaged. \$1.00 retail.



The New Lifetone

This superb osmium tip needle surpasses any other needle in its immediate price range. \$1.50 retail.

Platter Patter

(Continued from page 54)

good idea it is at that! However, there are always chances of errors, due to the misunderstanding of the one writing.

"Now it is possible to have continuous recordings made, which preserve not only what is said, but *how* it is said. The spoken word can convey shades of meanings that can never be put into writing.

"Two turntables are used which makes it possible to switch from one to the other without the loss of a single word. The records are cut on standard ten inch discs at the regulation 78 RPM and can be played on any good phonograph, and they can be played back as soon as they are cut.

"Think what an advantage it would be to have the records available for such members or groups who were unable to attend the convention! We are equipped to make copies of the original records if you find you have need of them."

In the next paragraph eight different companies are listed, those who have used the services of the American Recording Studio. The cost of the services are included in another paragraph. The last line reads:

"Let us know where and when and leave the rest to us."

It is easy to realize the great future possibilities in selling the idea of recording sales talks for all kinds of business establishments. Also, the combined sales letter and record type of advertising as quoted herein, may produce great volumes of business for recording studios, for people are always interested in ideas that are new and different.

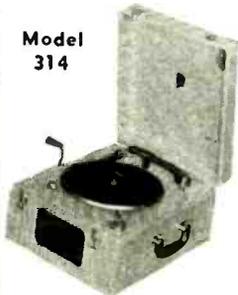
Bouquet Tossed to Decca

A Decca national ad focusing attention on Decca's "Oklahoma!" album, brought a compliment from the Honorable Robert S. Kerr, Governor of Oklahoma. Gov. Kerr wrote to say that he wished to "thank you for the prominence 'Oklahoma!' receives in this ad. I hope it may be even more profitable to you than pleasing to us."

Horn's Record Manager

Ray B. Cox, general manager of the Herbert H. Horn Co., Inc. of Los Angeles, Musicraft distributor for southern California, announced the appointment of Roy A. Kertson as manager of the record department.

Model 314



Designed for YOU

BEACHCOMBER

A portable phonograph with a Garrard spring wind motor. Battery operated amplifier with 3 tube push-pull output. Crystal phono pickup 5" permanent magnetic speaker. Lightweight solid plywood cabinet with leatherette cover in choice of colors. Plays 10" or 12" records with cover closed.

List Price
\$49.95

FED. TAX INCLUDED
LESS BATTERIES

LINCOLN ELECTRONICS CORP.
653 11TH AVENUE, NEW YORK 19, N. Y.

List Price

\$38.95

FED. TAX
INCLUDED



Model 311

VAGABOND

AC operated phonograph containing a 5" permanent magnetic speaker and a 3 tube amplifier, crystal pickup and heavy duty turntable. Solid plywood cabinet with leatherette cover in choice of colors. Equalizer for new improved tone control.

(Continued from page 61)

works releases are Franck's Symphony in D Minor, Philadelphia Orchestra; Schumann's Symphony No. 1 in B-Flat Major, and Brahms' Chorale Prelude No. 8, Cleveland Orchestra; Beethoven's Quintet in C Major, Budapest String Quartet; Bach's Concerto No. 1 in D Minor for Clavier and Orchestra, Eugene Istomin (piano) and the Busch Chamber Players; Songs of Rachmaninoff, Jennie Tourel; Piano Music of Chopin, Maryla Jonas; "Deep River" and "Thunderin' Wonderin'", Ezio Pinza. First shipments to begin August 15th.

Columbia has awarded 22 prizes, totaling \$700 in bonds and 19 albums of Columbia Masterworks records in recent contests in connection with its Lily Pons campaign. 9 prizes were awarded to winners of the window contests. Others were given to winners of the complete-the-sentence contest, "Why I like side _____ best in Lily Pons Album _____".

Columbia's new artist Elliot Lawrence is a new young bandleader. His first is Columbia 36999, "In Apple Blossom Time" and "Strange Love".

Old Favorites Popular

Decca's new album "Lombardoland" features the ever-famous Guy and his Royal Canadians. This Decca album No. A-436 includes the old time favorites: "I'm Always Chasing Rainbows", "Make Believe", "Smoke Gets in Your Eyes", "The Very Thought of You", "Time On My Hands", "Dancing in the Dark", "At Dawning", "When Day Is Done", "Missouri Waltz", and "That Naughty Waltz".

In addition, Hazel Scott does a single, "I'm Glad There Is You", and "Take Me In Your Arms", both with vocals and with orchestra directed by Camarata.

Another Decca answer to current popular demand is a single by Eddie Condon and his orchestra, "I Got A Woman Crazy For Me", and "Improvisation for the March of Time". Well known to American jazz lovers, Condon's inimitable style is waxed at its best.

Others are Rene Cabel, Latin-American favorite, singing "Nada Tiene Nada Vale" and "Para Que Sufras". The latter is a bolero, the former a guaracha (bolero-type music in faster tempo); Lionel Hampton does "Tempo's Boogie" and "The Lamplighter"; and the Delta Rhythm Boys sing "But She's

(Continued on page 64)

Sonora's "Song Shop"



Newest in a series of albums recorded for Sonora by Uncle Don is the "Song Shop". Other two are the "Land O' Song", and "Playland" albums.

Ups Disc Production

A specialist in children's records and manufacturer of Merry-Go-Sound, an electrically operated, amplified phonograph, Tone Products Corporation of America, New York City, has stepped up disc production and now has volume ready for production.

There are three Merry-Go-Sound albums of two ten-inch records each; Rumpelstiltskin, Seven at a Blow, and Mother Goose Party. Each album starts off with a request for the children's attention: "Sit and Listen while the Record goes Round—for here's a Story on the Merry-Go-Sound." Album covers are colorfully attractive. Two more are being readied for release soon, and the firm expects to have put out 12 in all by the end of the year.

New Asch Novelties

Under the Asch International label, distributed by Stinson Trading Co., New York City, an album by Mary Lou Williams has been issued, titled "Signs of the Zodiac", consisting of three 10-inch platters.

Another specialty released by Stinson-Asch is an album by the "20th Century Minstrel", American folksinger, which includes such numbers as "The Three Ra'ens" (Ravens), "John Henry" and "Gently, Johnny My Jingly".

Current Mercury Platters

New Mercury releases waxed by Mercury Radio & Television Corp., Chicago, feature Tony Martin, 3022, rendering "To Each His Own", and "I'll See You In My Dreams"; and Buddy Morrow, and his trombone, 3029, "I've Got the Sun in the Morning", and "When the Moon is Gone". Discs are 50c each.

Suritz, Majestic Official

The appointment of Lionel L. Suritz as record sales manager for Majestic Records, Inc., St. Charles, was announced by James J. Walker, president.

Mr. Suritz, who joined Majestic a year ago, has spent the last several months analyzing record markets and studying distributors' problems as they relate to record merchandising. While his headquarters will be in New York Mr. Suritz will spend much of his time in the field, assisting distributors.

Crown's "D-Day" Albums Featured in Display



In a promotional tie-up with the second anniversary of D-Day, Rabson's, New York City, featured the Crown Record Company's albums of George Hicks' D-Day broadcast. Frederick Hart Co., makers of the Hart film recorder on which the original transcription was made, cooperated.

MERCURY



Presents
The Living Symbol
OF A
Great Name in Music



THE MERCURY MAN

The "Living Trademark"

Just a little fellow 3 feet 7 inches tall—
but what a personality!

NOW TOURING THE COUNTRY

Arrange for his appearance with your
nearest Mercury distributor.



Remember these great artists who record
exclusively for

MERCURY

TONY MARTIN • FRANCES LANGFORD
BUDDY RICH • TINY HILL
CONNIE HAINES • ROSE MARIE
TITO GUIZAR • VINCENT LOPEZ
KEN CURTIS • REX ALLEN
CHUCK FOSTER • BILL SAMUELS
EDDIE VINSON • JAYNE WALTON

ON ALBUMS

JACK CARSON • JOHN GARFIELD
FRANK PARKER • JOSE MELIS
TWO TON BAKER • PETER LORRE
Many others

(Continued from page 63)

My Buddy's Chick" and "Walk It Off".

Decca's promotion pieces for its "Annie Get Your Gun" album are extensive and colorful. Colors are bright and promotion pieces varied in size for repeated use throughout the store.

Capitol's recent album BD-29 is "King Cole Trio—Volume II" and includes "What Can I Say After I Say I'm Sorry", "Look What You've Done to Me", among others.

Singles are "My Sugar Is So Refined" and "Ugly Chile" with Johnny Mercer; "Along With Me" and "When You Make Love to Me", Margaret Whiting; "Dreamland Rendezvous" and "Why Does It Get So Late So Early?", Skitch Henderson and orchestra; and "Pretending" and "Who Do You Love, I Hope", Andy Russell.

"Dance-Lesson" Albums

Musicraft's latest include Slam Stewart Quartet with "Dr. Foo" and "Oh Me, Oh My, Oh Gosh"; Maurice Rocco, "In the Shade of the Old Apple Tree" and "Tunke Blues"; Phil Brito, "Surrender" and "Who Told That Lie"; Teddy Walters, "Adventure" and "Which Way Did My Heart Go"; Kitty Kallen, "Just My Luck" and "Why Does It Get So Late So Early?"; and Phil Moore Four, "Romance Without Finance" and "She's A Rank Chick".

Musicraft will release Arthur Murray dance instruction albums, one a month, beginning with September. In January, 1947, albums will be released on a bi-monthly basis.

Designed to teach the album purchaser all basic and advanced steps of any particular dance, these four-record albums will be backed by a cooperative advertising campaign directed to the public by the Murray studios and Musicraft. An added feature will be a gift certificate entitling the purchaser to one free dance lesson at any Arthur Murray studio, included with each album sale.

Classics and Juveniles

ARA enters the classical field in recording with the signing of Jacques Rachmilovich and his Santa Monica Symphony. He will record the less frequently played works of the great composers and the best works of contemporary composers.

Two other additions to the ARA talent list are Parkyakarkus, of

radio success, and the B & O Choir (Baltimore & Ohio Railroad), well known to radio audiences for its appearances on the Ford Concert air series, and constituted of a hundred male voices.

Parkyakarkus' comedy album will be slanted to the kiddie market.

More in the children's field is Sonora's newest album for August release, "Tick-Tock-Tale" from Storyland Theatre. Written and directed by Jules Werner, with music by Paul Creston.

Hill Billies and "Flowers"

Other recent albums by Sonora are Jesse Rogers' "Cowboy Saddle Serenade"; "Musical Bouquet Album" (selections named for a different flower, such as: "Lilacs in the Rain", "In Apple Blossom Time", "Orchids in the Moonlight", etc.); "American Spirituals Album", featuring Kenneth Spencer; and "Faith of Our Fathers" with Eugene Mott directing the Sonora Chapel Choir in familiar hymns.

Singles by Sonora include Mark Warnow and Vera Barton, "I'll Be Yours" and "Starlite Reverie"; Bob Chester and his Orchestra, "Azusa" and "I Didn't Mean A Word I Said"; Jerry Wald and his Orchestra, "Laughing On the Outside" and "They Say It's Wonderful"; and Raymond Scott and his Orchestra, "Enchanted Forest" and "Toonerville Trolley".

Specialty and Film Tie-In

Disc Co. of America offers its usual wide variety of material in "Overture on Hebrew Themes" by Prokofieff; "Walk in the Sun", music from the film of the same name; Joe Sullivan Quartet (with Sidney Bechet, George Wettling, Pops Foster) and Drum Solos by Baby Dodds; and Carlos Montoya-Argentinita (guitar solos), traditional gypsy guitar.

DeLuxe has announced several new artists: Denver Darling, "Twilight on the Trail" (album); Jean Hersholt, "Jean Hersholt's (Dr. Christian) Favorite Fairy Tales"; Erskine Butterfield, swing pianist, singer and composer, to be backed by a three-piece rhythm combo; Joe Howard, "Joe Howard's Gay Nineties Revue"; Emil Coleman, "Rhumba at the Waldorf", among others.

DeLuxe's "A Child's Garden of Manners" is something novel in musical albums devised for teaching manners to the "kindergarten set" through appropriate songs and

lyrics. It includes such songs as "Play Nice With Your Playmates", "Wash Your Hands and Face", "Brush Your Teeth", etc.

Cosmo has several new releases: Hal McIntyre, "The House of Blue Lights", flipover "I Got the Blue Lights On"; Tony Pastor, "Under the Willow Tree" backed by "Willow Road"; Kaye Connor, "Derry Dum" and "How High the Moon".

Cosmo has signed Shirley Booth of the radio show "Duffy's Tavern" fame. She will record a series of novelty records. Bobby Byrne has recorded "Whatta Ya Gonna Do" and "Ridin' on a Summer Afternoon".

Mercury Records reports its waxing of the Jack Benny Show's "Mr. Kitzel" (Artie Auerbach) singing "Pickle in the Middle" backed with Milton De Lugg and the Swing Wing Orchestra "I May Be Wrong".

Kern Album

Gotham Record Corp. presents Earl Bostic, Harlem alto-saxophonist, composer and maestro who has signed for 2-year exclusive recording. His first: "That's the Groovy Thing". Another release is its "Jerome Kern Showpieces" album by Charlie Sherrill, pianist, with rhythm accompaniment; also "Erlington Moods" album featuring "Ram" Ramirez at the piano.

Scheduled for early August release is an album, "Innovations" by Boyd Raeburn, to include "Dalvitore Sally".

Hamp-Tone Records signed Canada Lee, currently starring on New York's Broadway in "The House on Whitman Avenue". His platters will feature readings from Shakespeare and excerpts from outstanding plays and works of Negro poets.

Tone Products Corp. of America has brought out several children's albums for use on its "Merry-Go-Sound" record playing instrument for the little ones. Among them: Album TP-1, "Rumpelstiltskin"; TP-2, "Seven at a Blow"; and TP-3, "Mother Goose Party". All are musical fantasies with song and sound effects, and are directed by Ted Cott. The album covers and insides are colorfully illustrated, to appeal to the tots.

Kayes Named by Victor

Appointment of Alan Kayes as publicity manager for the record department of RCA Victor was announced by J. W. Murray, vice-president in charge of RCA Victor record activities.



*They Stay
in adjustment*

... because of
TWO TIER BONDED CONSTRUCTION



WEBSTER

Automatic Record Changers

MODEL 56

Two-Tier Bonded Construction, exclusive with Webster Record Changers, places the entire changer mechanism between two formed steel plates, where it is held rigidly in place by five bonded steel posts. This construction keeps the moving parts of the mechanism in proper relationship at all times, eliminating service troubles which stem from warpage. Webster's Two-Tier design assures dependable operation and flawless enjoyment of records.

*other
important
features*

- * Velocity trip — changes more kinds of standard records than the usual "fixed radius" or "oscillating groove" type of trip action *
- * Fool-proof operation—pickup arm can be moved without damage while machine is in change cycle *
- * Protects finest records, yet will change many old, badly worn records.

THE CHOICE OF MUSIC LOVERS EVERYWHERE

WEBSTER CHICAGO

5610 Bloomingdale Avenue, CHICAGO 39, ILLINOIS
32 years of Continuous Successful Manufacturing

*Progress
with*
TOP TALENT



**ON
HIGH FIDELITY RECORDINGS**

TOMORROW'S REPERTORY TODAY!

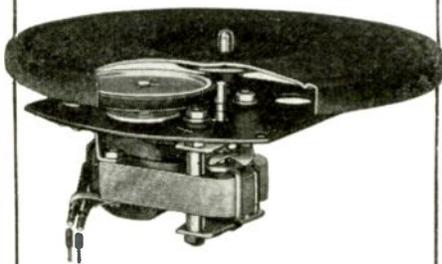
*Authentic Folk Music--Jazz
Rare Classics--Children's Songs*

DISC COMPANY OF AMERICA

117 WEST 46th STREET • NEW YORK 19, N. Y.
Alpha-Latin American records . . . Official representatives for
French-American Cultural Exchange and for U. S. S. R. in U. S. A.

Mary Lou Williams
John Kirby
Meade Lux Lewis
Sidney Bechet
Josh White
Woody Guthrie
Lead Belly
Dyer Bennet
Lord Invader
Erno Balogh
Elie Siegmeister
Prokofiev

SMOOTH YOUR
SELLING ROAD WITH
Smooth Power



When you equip your new phonographs and record-changers with Smooth Power motors, you're adding a definite asset to your line. That's because every motor in the wide GI line has built into it that quick pick-up, quietness and smooth-as-velvet performance that users demand.

Then too, their modern design and accurate manufacture gives them long, trouble-free life . . . to add reliability to your products.

You can smooth your selling road if you *standardize on Smooth Power motors.*

THE GENERAL INDUSTRIES CO.

DEPT. MV • ELYRIA • OHIO

Music Convention Sets Record

Capacity crowds, and a lively interest in exhibits of new products, were features of the big Annual Trade Show & Convention of the Music Industry, held at the Palmer House, Chicago, July 15-18.

In addition to the hundreds of members of the National Association of Music Merchants, the event drew many wholesalers, manufacturers and importers, for the 4-day affair which included four floors of merchandise exhibits in the Palmer House.

The NAMM keynote luncheon, music industry banquet, convention dance, merchandising clinics and sales training conference were high points. Tickets to several events were sold out, local hotels were jammed, and exhibit space was all taken.

In commenting on the record attendance, NAMM said that "we have outgrown the facilities . . . it was impossible to anticipate in advance this unexpected interest . . . next year we will know better."

New DeLuxe Distributors

The DeLuxe Record Co., Linden, N. J., announces the appointment of the following additional distributors for its line of phonograph records:

The Music Suppliers of New England, 561 Warren St., Roxbury, Mass., for the states of Massachusetts, Maine, Rhode Island, Vermont, and New Hampshire; Sterling Record Co., 209 Barbeau St., Pittsburgh, Pa., for Pittsburgh and immediate surrounding areas; Taran Distributing Co., 90 Riverside

Ave., Jacksonville, Fla., and 170 N. W. 23rd St., Miami Fla., for the states of Florida and Georgia; Fort Orange Radio Distributing Co., Inc., 356 Broadway, Albany, N. Y., for the states of Vermont and northern New York.

Victor Promotion Tie-Ins Featured by Rosen & Co.

Raymond Rosen & Co., Philadelphia, distributors for RCA Victor, used the local opening of MGM's "Two Sisters from Boston" as the peg for an effective city-wide promotion of Victor recordings.

With Met Tenor Lauritz Melchior, leading Red Seal artists, and live facsimile "Nipper," (RCA Victor trademark dog) both appearing in the picture, Rosen promotion staff prepared large posters and blow-ups for dealer windows. They backed up the record promotion angle with city-wide distribution of 80,000 handbills linking Melchior's movie stint with pressings he has made for Red Seal.

The Rosen staff scored again by capitalizing on the Philadelphia Music Festival as the basis for a tie-in on promotion of records of James Melton, Met and Victor tenor, who was making personal appearances in Philadelphia.

Cosmo Appoints Nicoll

Oliver W. Nicoll has been engaged by Cosmopolitan Records, Inc., New York City, producers and distributors of Cosmo records, as director of program development. Nicoll will inaugurate a classical music department at Cosmo, which will include symphony orchestras, concert and opera artists in albums of classic works and popular classics.

Key Record Men at Connecticut Meeting



Record artist, distributor and manufacturer are shown at a get-together at the Ritz Ballroom, Bridgeport, Conn. Seated are Woody Herman, left, and Paul Southard of Columbia Recording Corp. Standing, left to right, Ken McAllister, Columbia; J. Donald Cohon, Stern & Co., Connecticut distributors; Al Farl, Columbia; and Stanley Kavan of the Stern company.

Diamond to Give Dealers 100% Return Privileges

Irving Gwartz, president, Diamond Record Mfg. Co., New York City, has announced a new policy for his firm, granting distributors, and through them, dealers, a full 100 per cent return privilege on all merchandise. To avail themselves of this privilege, distributors must make payment promptly on or before the discount date. They will then be permitted a return up to 100 per cent of purchases of a specific month for current releases, if the return is made prior to the end of the month following payment date.

The 100 per cent return privilege is also extended for albums. Sets may be returned for replacement by current releases any time up to one year from purchase date. All merchandise to be accepted, must be in salable condition. Mr. Gwartz was formerly president of Musicraft.

Reeves Soundcraft in Disc Field

Formation of Reeves Soundcraft Corp., manufacturers of instantaneous recording discs, has been announced by Hazard E. Reeves, president. Mr. Reeves is founder and former president of Audio Devices, former president of Reeves-Ely Laboratories, and is now president of Reeves Sound Studios and Reeves International. He is a director of Claude Neon Lights.

The company will produce a complete line of blank records for national distribution. Other officials are A. C. Travis, Jr., former sales manager of Audio Devices prior to entering the Army Air Corps, vice-president in charge of sales; Ray S. Dech, vice-president in charge of manufacturing, and R. C. Marshall 3rd, secretary and treasurer.

Sales offices are in the Reeves International Building, 10 E 52nd St., New York.

Musicraft Aid Campaign

Peter Hilton, president, Musicraft Records, Inc., New York City, has announced an extensive consumer advertising campaign for Musicraft records, to appear in ten national magazines.

The consumer advertising program, Mr. Hilton pointed out, will be augmented with an intensive merchandising and promotional program at the retail level. Special promotions will be prepared regularly on behalf of Musicraft's lines of classical recordings, children's albums and popular artists.

Music at its Best WITH

BURKAW PHONOGRAPHS AND RECORDERS



PE 30
PLAYER
(PORTABLE)



SE 30
PLAYER
(TABLE MODEL)

Buy and sell only music at its best—that means only Burkaw instruments.

Unsurpassed for quality, beauty and value.

Reproduction that is balanced and true, the result of the exclusive Burkaw dynabox.

Kept under strict supervision from start to finish of manufacture, each Burkaw phonograph and recorder-playback is a precision instrument.

Automatic record changers that are the best that money can buy—that “engineering brains” can perfect.

Well built and beautifully styled portable and table model cabinets insure lasting enjoyment.



PC 40
TWO-POST
RECORD CHANGER
AND PLAYER



PR 40
RECORDER,
RECORD PLAYER
AND PUBLIC ADDRESS
AMPLIFIER

- Production in the new Burkaw plant has been stepped up . . . Burkaw instruments in ever-increasing numbers are going to our growing dealer list.
- Burkaw “Just-for-kids” phonograph, designed and built especially for “Tots to Teens,” have already reached heights of amazing popularity.
- Place your order NOW for prompt delivery. Write Department B-2.
- For true tone recording specify Burkaw recording discs.

BURKAW



ELECTRIC CO.

General Sales

Executive Offices

105 EAST 29TH STREET

NEW YORK 16, N. Y.

Permo Points Starred in Movie for the Trade



Ready for coast-to-coast showing this Fall to jobbers, dealers and clerks, is the 25-minute movie "Points of Distinction" from which the above scene is taken. Presented by Permo, Inc., as a lively blend of entertainment and instruction on manufacture and merchandising of Fidelitone and Permo needles, it was produced with professional talent by Burton Holmes studios at a cost of \$30,000. The film had a preview at the N.A.M.M. Music Show in Chicago, where it was applauded for its human interest, action and educational qualities, as well as practical sales instruction.

Songbird Jane Froman Signs with Majestic

James J. Walker, president of Majestic Records, Inc., subsidiary of Majestic Radio & Television Corp., announced the signing of an exclusive recording contract with Jane Froman, songstress.

Two records by Jane Froman have already been released in a

special Feature-Pak form developed by Majestic.

Discs for Local Talent

Arvid Records, Inc., New York, a subsidiary of Historical Recordings Co., has been organized for the purpose of supplying retailers and other organizations with pressings of local talent at reasonable prices.

Tips on Recording

Audio Devices, Inc., 444 Madison Ave., New York, N. Y., has released an elaborate 24-page booklet in color, presenting the 5 types of recording blanks made by the firm. Of reference value is a section of recording styli and playback points. Tested suggestions on recording and playing are included.

Buck, Hilton, Directors

Richard J. Buck, senior partner of Richard J. Buck & Co., and Peter Hilton, president of Musicraft Records Inc., have been elected directors of the Jefferson Travis Corporation, manufacturers of communications and sound recorder equipment, president Irving M. Felt announced today.

Columbia Production Exec

James Flora, advertising manager of Columbia Recording Corp., Bridgeport, Conn., announces the appointment of William C. Neu as production manager. Mr. Neu is responsible for the production and distribution of all Columbia advertising material.

NEW SENSATIONAL RELEASE!!

Here Is the Record That Is Breaking All Records!

Dick Stabile

The Master Saxophonist and His Orchestra

Recently with Frank Sinatra at the Waldorf, New York Copacabana and Hotel Biltmore. Scheduled to appear at the N. Y. Paramount Theatre.

IN HIS GREATEST TRIUMPH!

COR—20A

IT'LL TAKE A LITTLE TIME

Vocal by Russ Emeri

COR—20B

IT'S DAWN AGAIN

Fox-Trot—Instrumental

LIST PRICE, 79c
DEALERS' COST,
49c Tax Inc.



CORONET RECORDS, INC.

1450 Broadway PEnn. 6-4436 New York 18, N. Y.

for the Better Dealers-

"AMPLIPHONE"

Portable Record Player



MODEL 10

THE FINEST PLAYER on the market today . . . Sold by better dealers in United States and Canada . . . Ideally suited for home use or for any occasion where really fine reproduction is desired.

Full transformer operated, it delivers 5.5 watts of undisturbed power to the speaker. May be used with microphone and external speakers for public address system.

Write for information today

Eastern Electronics Corp.

41 CHESTNUT STREET, NEW HAVEN, CONNECTICUT, U.S.A.

Souvenir Heralds Album

The world premiere of the release of the first Souvenir album, a digest of Tom Breneman's "Breakfast in Hollywood," was held on the West Coast. Taking part in the ceremonies were network officials, stage, screen, and radio stars. C. P. (Pete) Jaeger is managing director of Souvenir Co., New York City.

Souvenir has also made arrangements to record Don McNeill's "Breakfast Club," and "Bride and Groom."

Disc Offers Dealer Helps

Disc Co. of America, New York City, is supplying the dealer with attractive binders for keeping releases; dealers will also be provided each month with a clip sheet montage of current reviews of Disc albums. The promotion department maintains contact with the dealer with regard to special window displays for holidays and special events. Disc has also announced its willingness to engage in cooperative advertising with any dealer who is interested.

New Record Monthly

"Disc", a monthly magazine devoted exclusively to records, made its initial appearance on the newsstands in July. Departments featured included: a music appreciation section devoted to classical music; a directory of popular artists; record and movie reviews; a history of jazz; and pictorial spreads of recording stars. "Disc" is published monthly by Triad Magazines, Inc., New York City, and sells for 25¢.

DeLuxe "Sleep" Publicity

DeLuxe Records, Inc., Linden, N. J., makers of the "Time to Sleep" record featuring Ralph Slater, has issued a catalog containing pre-tested ads, publicity releases, display material, radio spots, store promotions and exploitation stunts to help dealers sell the "sleep" record.

New Electrovox Address

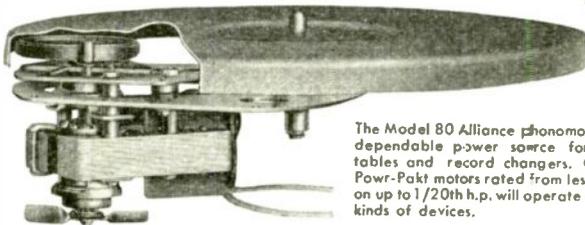
Electrovox Company, Inc.—manufacturers of Walco sapphire, ruby and alloy tipped phono needles, announce the removal of their factory and general offices to 31 Fulton St., Newark 2, New Jersey.

DRIVE

YOUR PRODUCTS TO MARKET WITH alliance MOTORS

When you drive your turntables, record changers and tuning mechanisms with Alliance Motors, you are using power sources long regarded as No. 1 by the radio-phonograph industry.

Alliance phonomotors have the greatest number of advantages — MASS PRODUCTION, LONG LIFE, LOW COST, QUIET OPERATION, SAFETY.



The Model 80 Alliance phonomotor is a smooth, dependable power source for driving turntables and record changers. Other Alliance Powr-Pak motors rated from less than 1/400th on up to 1/20th h.p. will operate many different kinds of devices.

WHEN YOU DESIGN ... KEEP

alliance

MOTORS IN MIND

ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO

Manufacturers —
Distributors —

"DISTRIBUTION Areas and Quotas" can help you!

Here is the first comprehensive marketing study designed to help you apply sound, realistic methods to your sales planning for radio, electrical appliances, television. The nation has been divided into seventy basic wholesaling areas, each of which is assigned a potential of the national total. Individual territories are outlined on a two-color map supplement. Population shifts, a complete list of 3,072 counties of the U.S. and their radio homes, plus text on modern distribution methods are included. Limited edition available at \$10. per copy from

CALDWELL-CLEMENTS, INC.
480 Lexington Ave. New York 17

IMMEDIATE DELIVERY!

Automatic Players



Record changer with Crescent Model No. 100, completely assembled with amplifier, ready to play. Cabinet of brown leatherette with 3/8" seasoned pine, rubber bumpers on base. Cabinet dimensions: 16" long, 12 3/4" wide, 6 1/2" high; height with changer 12". AC amplifier with heavy duty power transformer complete with tubes 6V6, 6C5, and 6X5, tone and volume controls, cord and plug, separate AC line switch, 6" speaker. Well constructed, excellent tone

\$31.50

20% Deposit required on all orders
Department C

UNION Radio Corporation

328 S. Paulina • Chicago 12, Ill.



... a vital part of progressive retailing ... a specialized job in which Graybar can give you expert help

Highly important to your success is proper training of the men you pay to sell your merchandise. Such training should include (a) fundamentals of retail selling; (b) specialized methods of capitalizing the specific features which have been built into your merchandise.

Graybar Merchandising Men can help you plan and conduct an adequate training program. They know appliances and radios inside and out. Many of them are former dealers. The Graybar men in your area know your local sales conditions and can apply the merchandising know-how of an alert, national sales organization.

Graybar dealers get lots of good ideas from Graybar Merchandising Men—ideas for store layout, local promotion, and every other aspect of modern merchandising. And they get local delivery of leading lines of major appliances, traffic appliances, and home radio—from a solidly established, independent distributing organization which is free to select merchandise and to make recommendations in your best interest. 4678



FREE TO DEALERS! — The "Profit-Flasher" — a handy device for rapid, accurate calculation of selling prices, profit percentages, etc. To receive one of these time savers *free*, just ask your Graybar representative — or phone or write our nearest office. *Graybar Electric Company ... in over 90 principal cities. Executive Offices: Graybar Building, New York 17, N. Y.*

★ **Fast-selling lines ...**

★ **profit-building ideas ...**

★ **time-saving deliveries ...**



Merchandising Department

HOME RADIO • MAJOR APPLIANCES • TRAFFIC APPLIANCES

SHINE—and RISE in Appliance Service

More Money in "Like New" Repair Jobs — and More Pleased Customers

● Almost every woman customer will say, "it looks new" about a properly serviced electrical home appliance before she says anything concerning its performance.

This is because of the fact that the woman mentally associates the product with the attractive surroundings of her home. Then, too, women are more critical than most men where appearance is concerned.

Appearance Is Important

To the man of the house, that shiny electric toaster may be just some sort of gimmick which provides something tasty to eat, but to the woman it is a combined thing of beauty and labor-saving utility. It looks nice on the table and it goes well with the other chromium appliances in the kitchen.

Because most of the appliances coming into his store for service are brought there by women, and be-



cause most of the servicer's contact in the home is with them, it is vitally important for the dealer to offer a two-way job on each and every piece of equipment. He should do a first-rate repair job. And he should clean, brighten and polish the appliance as well.

This is what is meant by a properly serviced job. Whether the repair service is rendered in the store or in the home, appearance of the product should always be an important service function.

Naturally, the wise dealer insists that his servicers do a top-flight repair job, but some overlook the

importance of the "shine 'em up" angle.

The woman of the house—and a great many men too—will cast a dubious and questioning eye at the "repaired" vacuum cleaner whose bag is filled with dirt, its cord twisted and carelessly looped and its bright-work covered with greasy fingermarks.

And you can't blame them. Such slipshod appearance performs several disservices to the business, among them: 1) It cries, "Sloppy mechanics" to the customer; 2) It affronts the fastidious customer's pride of ownership complex; 3)



(and this is important) It beats down the value of the price asked; 4) It may create an "unsafe" impression in customer's mind. (explanation of this later on in article).

It costs very little to put repair jobs in proper shape to be returned to customers. True, there are numbers of appliances too battered,

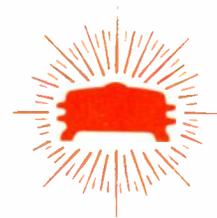


chipped and worn to do much of anything with, but most lend themselves well to "spruce-up" formulas.

In addition to the priceless goodwill he builds via the "shine 'em up" process, the dealer may well make himself more money because he is perfectly justified in charging extra for the extra time put in

on repair jobs. Such extra charges are entirely legitimate.

The refrigerator and all of the "table appliances" are used in the preparation of food for the family and hence should be maintained in spotless condition. Mechanics who leave greasy fingermarks all over



the inside and outside of a refrigerator leave behind them a sort of store trademark no smart dealer desires—and no efficient housekeeper cares to remember favorably.

They Fear Sloppy Work

It isn't enough that a retailer put into immaculate condition only those radios and appliances on which a thorough overhaul job has been authorized. He should make



each serviced product sing his praises as a thorough-going, efficient organization.

A buffing wheel and some jeweler's rouge, plus a few minutes time, will do wonders to chrome finishes and to aluminum work. Various preparations are available with which to clean and polish plastic materials.

Sloppy work on electrical feed wires, plugs, etc., not only detract from the worth of the serviced job, but will more often than not, create a fear-angle in the customer's

(Continued on page 133)

Keeping Morale UP Cost of Selling DOWN

Best Method of Paying Appliance Salesmen Combines Security With Incentive. Meets Pressure for Higher Wages

● The newspapers have been full of the wage cost problem of manufacturers. Strikes and negotiations have made dramatic news.

Few people realize that wage costs for the radio and electrical appliance dealers have gone up as well. These wages have always been the largest item of expense. They will take a larger proportion of the dealer's profits during the next year than ever.

The wages of inside clerks who handle such merchandise of various types is not the primary problem. These people have always been paid on a straight salary basis with perhaps premiums for some items which are "stickers" and which need to be moved out.

Straight Commission

It is in the major electrical appliance end of the business that sales costs will rise most rapidly. The danger of losing money is greatest there.

Many dealers were able to hire major appliance salesmen on a commission basis before the war. This enabled a dealer to get his money's worth easily.

But the dealer cannot get good men on a commission basis today. They are simply not available.

At some future time it may again be possible to hire good salesmen on a straight commission basis. The advisability of doing so will at that time depend upon circumstances.

At its best, the commission system can bring pure joy to the field of outside specialty selling. This is when conditions are fairly stable and men are developing a good volume of business. The commission plan stimulates them to ever higher levels of achievement.

At its worst, the commission plan

brings fear. Under adverse conditions men worry instead of work. They become over-eager in their sales effort.

In the past, a drawing account was used to tide men over dull periods, and may be revived in the future. However, when times are bad the drawing account may be-

It is always difficult to control a commission crew. Retailing is more than selling—it is keeping stock, servicing and display among other things.

The commission salesmen soon get the idea that they have no obligations to cooperate in these phases of the operation or even to keep any regular hours of work. Disruption of morale may be the outcome.

It is doubtful that commission methods will return to most radio

METHODS OF PAYING APPLIANCE SALESMEN

STRAIGHT COMMISSION

**Good only under stable conditions.
May cause worry instead of work.
Difficult to control commission men.**

STRAIGHT SALARY

**Good only when sales are "rolling in."
Provides no stimulus to develop sales.
Makes cost rise when sales volume falls off.**

SALARY-AND-COMMISSION

**The base salary provides security.
The commission feature adds incentive.
Can be adapted to fit any dealer's need.**

come an added millstone around the salesman's neck and a source of loss to the dealer.

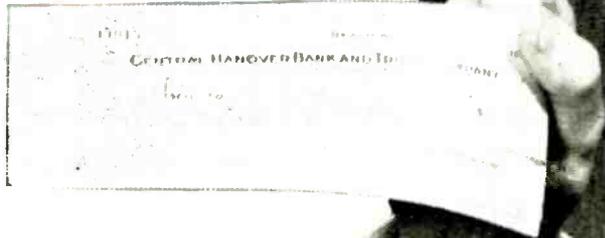
The effect of a commission basis of pay on the men themselves is often disastrous, but even the dealer does not go scot free. He may suffer through bad feeling and friction developed among commission salesmen. Some antagonize customers by high pressure methods. Others concentrate only on the "juicy" business and neglect the bread and butter deals which pay the overhead.

and electrical appliance stores in the near future. The entire trend of methods of paying labor in this country seems to be in the other direction.

People are more and more concerned with security. By the same token unemployment compensation will tend to cushion them between job changes and make them less willing to accept commission jobs in a moment of desperation.

Most dealers today, therefore, seem to be swinging in the opposite direction. Interviews with many

and



A salary-and-commission plan is the best way in the long run to make an appliance salesman greet each pay check with a real smile.

hundreds of dealers by our staff during the past six months indicate that many have adopted a straight salary basis for paying salesmen.

Nevertheless, this likewise has dangers as a method of payment for appliance salesmen which should be considered carefully. The greatest of these is inflexibility.

As major appliances become more plentiful during the next few months the salary basis of payment may continue to be the ideal one. This is because when dollar volume goes up and dollar payments are constant the percentage of sales cost goes down.

Salary Inflexible

Beyond the next few months, however, a straight salary method for major appliance salesmen does not look too promising. For when salesmen are on a straight salary, as soon as the dollar volume of electrical appliance business begins to subside, the percent of cost rises rapidly. The straight salary

method provides no incentive for the salesmen to keep the volume of major appliances up when once it begins to drop.

Some time during the next year production problems on major appliances will be solved and these products will be available in quantity. At the same time there is evidence that buyers will soon begin to shop around more for these products.

This adds up to the fact that it will be necessary to put real selling speed behind at least some types of major appliances. Then the straight salary method of paying may not provide sufficient sales incentive.

Now is the time, therefore, to prepare for this next phase of retailing by drawing up a combination method of pay. This will be a part salary and part commission basis.

There is another advantage in developing such a plan now. It seems likely that the pressure of appliance salesmen for higher

wages will outstrip any rise in appliance prices themselves.

Competition is keen in the appliance field and will tend to make any further price rises moderate in extent and temporary in nature. In contrast, rises in other elements of cost of living such as food, clothing and rent may be considerable. Hence retail employees will demand greater wages. The dealer will again be in the middle of this "squeeze".

Combination Methods

Development now of a definite salary and commission plan will provide the opportunity to make more money by better selling efforts.

One plan might be to make the present salary a base salary and then pay an additional one or two percent on all sales. This, however, may not stimulate future sales efforts sufficiently.

Another plan that might work better would be to establish a quota

(Continued on page 118)

Meets



miral. The store, situated at 608 W. Forsythe Street, is set up to service both home and auto radios.

Appliances include Bendix, Norge and Deep Freeze. Complete service is done on all these lines, according to Leavitt.

◀Lester W. Leavitt knows the inside of radios and electrical appliances as well as the outside. This knowledge, he figures, gives him an even break with any other dealer in town.

• Service is more than a motto with Les Leavitt of Jacksonville. It is a way of life.

Since 1921 when he started building radio sets, Les has been doing service work on radios and electrical appliances continuously. No matter in what direction his business expands he expects to continue to feature his service work as

long as he stays in business.

"There are more than 300 dealers handling electrical appliances in Jacksonville today", said Leavitt. "To meet this competition we have a complete line of products and complete service for every product we sell."

Lines of radios handled include Zenith, Arvin, Sonora, and Ad-

"We are going to take a commercial service on freezers, store refrigerators, air conditioning and drink boxes. Later on we will undertake the sale of these products", said Leavitt. "Every store, filling station, tourist camp and restaurant uses some kind of commercial equipment.

"No matter how much it hurts us

◀Harry K. Tedder is the outside salesman of major appliances. His leads come from a file of more than 4,000 satisfied repair customers of this firm.



we are conducting our service on the same high plane we always did", said Leavitt. "All of our work is done on a flat rate basis. So it costs the housewife no more even though our costs of service are higher.

"For instance, all these tickets are service jobs waiting on parts. We patch an appliance up the best we can, but we must often make two or three calls to do the same job we previously accomplished in a single call.

Service Pays Off

"We charge no more, however, than as if we had the needed parts the first time. Also, we don't count all the time I spend on the phone explaining our inability to complete service jobs.

"We consider all this an investment in good-will. It is our firm belief that it will pay us in the long run.

"During the past two years we

Competition with Service

Florida Dealer Sees Many New Appliance Outlets Opening. Expects to Hold His Own by Having Complete Facilities. Repairs Many Types of Electrical Products.

have made about 8,000 service calls. These represent calls on about 4,000 different customers.

"Of those 4,000 we can depend on perhaps three-fourths who would rather give us the business when they buy a new appliance or radio than someone they don't know. The other 1,000 may not be unhappy with our service but they will buy whenever and whatever they can obtain during this period of merchandise shortage.

"We figure we've got at least an even break. That is, 50-50 with anybody in town if we have the product to sell.

"During the past few months service costs have risen sharply. For instance, we get a service call on a broken-down piece of refrigerating equipment. We replace the seal and the refrigerator works all right. Then in a week or so something else goes wrong.

"On one job just completed we found that it cost us \$48.00 in time and material to make a series of repairs. We charged \$18.50. When the customer complained the fourth time we felt it was cheaper to refund the \$18.50 than to have to spend another \$25.00 to make further repairs.

Invests in Good Will

"Had we known what would happen we would not have touched the job and would have been \$50.00 better off. But our policy we feel will pay because no one can say we ever took a dime for service work without giving a dime's worth.

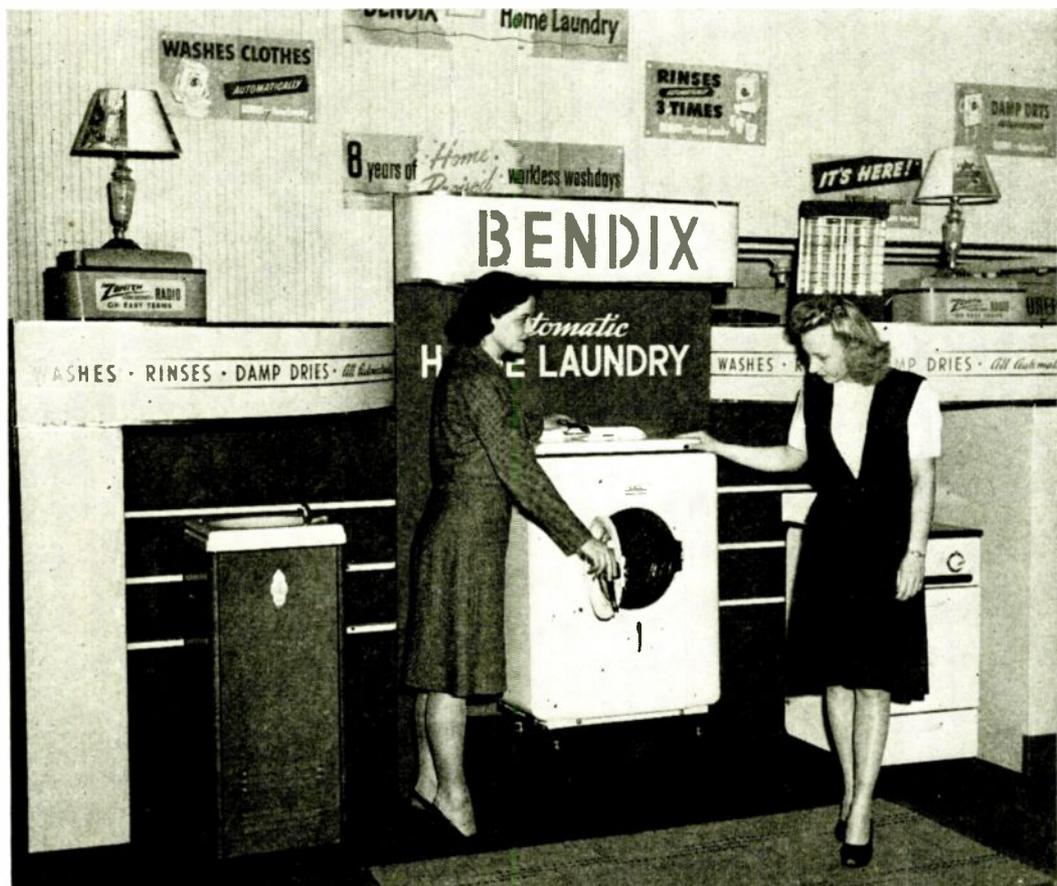
"For the last year we have spent practically all the money we made for good will and advertising to develop merchandise sales on business 'just around the corner'.

"We expect people now to do business with us. They are happy with the service we have provided and we feel confident that we can sell them new refrigerators or other electrical appliances.

"With our reputation buildup,

with good will created and with the top lines of products we sell, we figure we have as good a chance to stay in business as anybody," Leavitt said. "Most every householder has

"In installing appliances where there are no nearby outlets the electrician must hook up the products to the electrical work. The plumber must hook an appliance



▲ Mrs. Harry K. Tedder (left) handles floor socks and does the office work as well.

service problems at one time or another. These arise on ranges, water heaters and refrigerators.

"I am working toward a plan whereby I can be even more centrally situated on service than at present. I hope to complete a tieup with a plumber and with an electrician.

"If I can do so one telephone call will repair anything in the house. The three businesses are closer together today than ever before. These men can cut my overhead.

requiring water or gas to the plumbing.

"But these men will not adjust the water heater, for example, for the proper temperature of the water or see that it is operating properly. According to the city laws of Jacksonville, therefore, it is necessary to have three men to install some electrical appliances.

"It is the same way on gas ranges. We must adjust the range after the plumber hooks it up. But according to law it is the plumber that should

(Continued on page 114)

Refrigerators ★

★ Washers

★ Ironers

★ Ranges

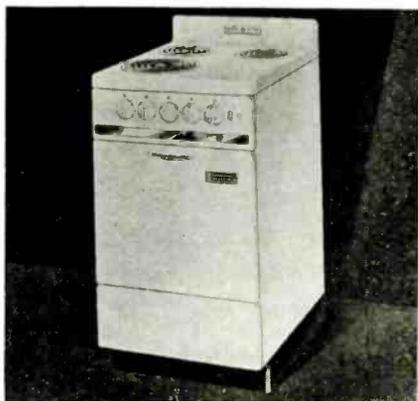
★ Vacuum Cleaners

★ Food Freezers

New Electrical

General Electric RANGE

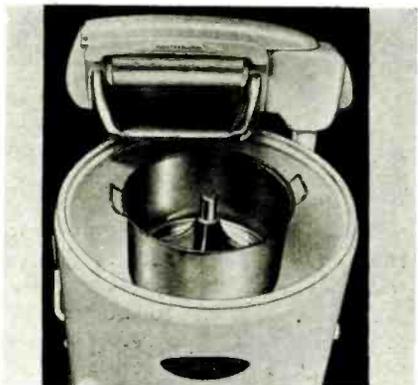
"Studio" range, designed for apartment house use, where space is at a premium, or as an auxiliary cooking unit. 36 in. high, 19½ in. wide, 25 in. deep; full oven capacity, three 5-heat



Calrod heating units. Switches, oven temperature control, appliance receptacle and pilot light are arranged on panel. General Electric Co., 1285 Boston Ave., Bridgeport, Conn.—RADIO & Television RETAILING

Horton KLEENETTE

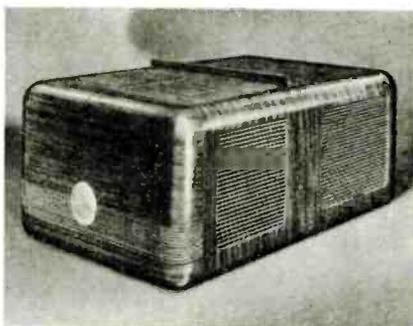
Small-sized washer that replaces regular agitator in washing small batch of



clothes. Uses less hot water and power. Can also be used for dry cleaning, dyeing and sterilizing. Horton Manufacturing Co., Fort Wayne, Ind.—RADIO & Television RETAILING

Pacific AIR CONDITIONING UNIT

Window-type summer air conditioning unit, cools, filters, dehumidifies and



ventilates air in the room. Pacific Manufacturing Corp., 5308 Blanche Ave., Cleveland, O.—RADIO & Television RETAILING

Thermac ELECTRIC IRON

Electric iron with "cantilever" balance, for increased pressure at toe. Even distribution of direct heat by new, enlarged heating element. "Fit-the-hand" plastic handle; cast iron sole plate. Weighs 3¾ lbs. MacArthur Products Inc., Indian Orchard Mills, Springfield, Mass.—RADIO & Television RETAILING

Vaculator TABLE STOVE

Model E2D. 6-heat 2-burner electric table stove, constructed of heavy-gauge

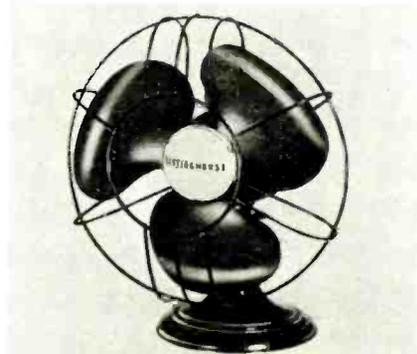


steel. Rubber bumpers on legs prevent marring or scratching table surfaces. Finished in "hammered-effect" enamel. Each burner has two individually con-

trolled switches. Complete with 5 ft. attached cord. Weight, 13 lbs. List price, \$15.75. Hill Shaw Co., 311 No. Desplaines St., Chicago 6, Ill.—RADIO & Television RETAILING

Westinghouse FAN

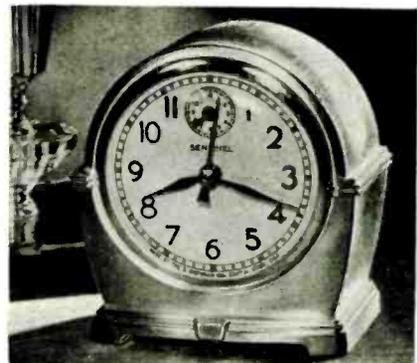
Model 8 PMN, 8 in. non-oscillating desk bracket Pacemaker fan features three wide-area type blades of one piece steel construction, welded steel guard, and brushless, two-pole induc-



tion-type motor. Finished in black with polo green trim. "Moldarta" plastic base has felt pad for furniture protection. Dimensions: 10½ in. high, 9¾ in. wide, 6¾ in. deep. Westinghouse Electric Corp., Electric Appliance Div., Springfield, Mass.—RADIO & Television RETAILING

Sentinel ELECTRIC CLOCK

Model SA-14, electric alarm clock, with "1-2-3 alarm" which rings one,



Appliance Sellers

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

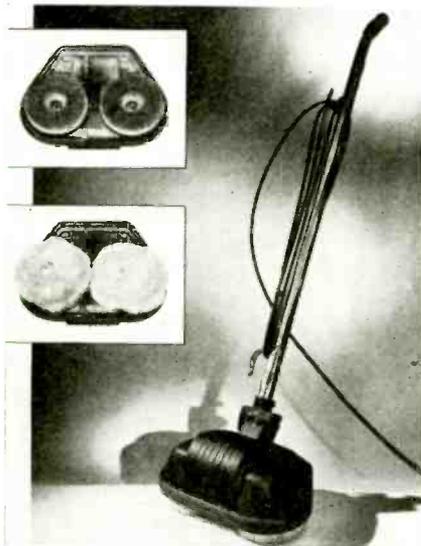
two and three soft-toned bell sequences until shut off. 4½ in. high. Die-cast silver plated case; silver finished dial; self-starting. E. Ingraham Co., Bristol, Conn.—RADIO & Television RETAILING

Automestic IRON

Model 10. Features: new type sole plate with extra large ironing surface; "grip-formed" plastic handle; adjustable heat control; improved heating element. Weight: 4 lbs. 8 oz. ac only. Domestic Appliance Div., Industrial Tool & Die Works, Inc., Minneapolis 14, Minn.—RADIO & Television RETAILING

Burkaw FLOOR POLISHER

Model DGI. includes 1 set of waxing brushes, polishing buffers, and steel-wool pads. 1/5 hp. motor, ac-dc current. Finished in brown wrinkle finish, chro-

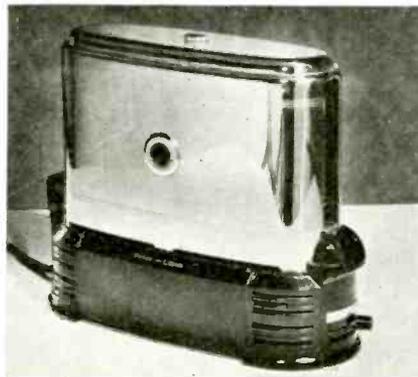


mium handle. Weighs approximately 18 lbs. Complete with 25 ft. cord, priced at \$69.50. Burkaw Electric Co., 105 E. 29th St., New York 16, N. Y.—RADIO & Television RETAILING

Toast-O-Lator TOASTER

Insert toast one end, bread moved up, down, and forward while being toasted, and ejected at opposite end.

Light and dark toast timing device. Plastic base, chromium top. 8 ft. cord.



Price, \$18.50 (\$19.40 in zone 2). Toast-O-Lator Co., Inc., 10023 Jackson Ave., Long Island City 1, N. Y.—RADIO & Television RETAILING

Lasko HOT PLATE

"Junior" hot plate, round shaped, 8 in. diameter, weighs 3 lbs. ac and dc. Complete with 6 ft. cord. List price, \$4.50. Lasko Metal Products, West Chester, Pa.—RADIO & Television RETAILING

Knapp-Monarch COMBINATION

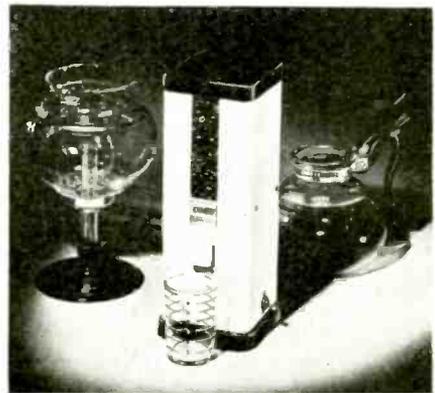
Waffle baker and sandwich toaster, comes complete with set of aluminum waffle grids. Heat indicator in top. Expansion hinge allows for proper rising and opens to make double grill surface



possible. Knapp-Monarch Co., 3501 Bart Ave., St. Louis, Mo.—RADIO & Television RETAILING

Cory COFFEE GRINDER

Electrical coffee grinder. All-metal; finished in white enamel; top and bottom in high luster black finish. Ac or



dc current. Measures 4 in. in width and depth, and 11 in. in height. Priced to sell at \$15.85. Cory Corp., 221 N. La Salle St., Chicago, Ill.—RADIO & Television RETAILING

Carrier AIR CONDITIONER

Deluxe model, air conditioner. 34 in. high, 34 in. wide, 17½ in. deep. Powered by ¾ hp. modern air conditioning compressor and 1/30 hp. fan motor.



Controlled ventilation. Replacement-type air filter. 3-position switch, for operating unit as a complete air conditioner, ventilator and circulator. Thermostat optional. Carrier Corp., 300 S. Geddes St., Syracuse, N. Y.—RADIO & Television RETAILING

(Continued on page 80)

Appliance Sales-Makers

Princess ELECTRIC BROILER

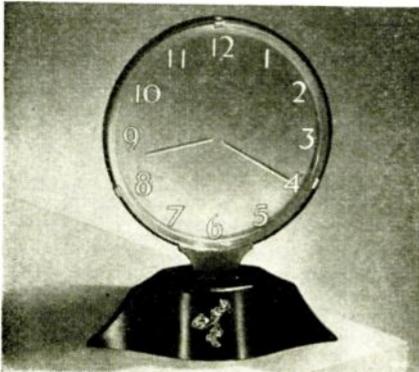
All-chrome electric broiler; rapid-heat broiling unit. Heat resistant plastic handles; built-in heat dial; shockproof



insulating inserts. Overall size: 15¼ x 9¾ x 6¾ in. The Newark Appliance Corp., Inc., 92 So. Sixth St., Newark 7, N. J.—RADIO & Television RETAILING

Monitor ELECTRIC CLOCK

Transparent electric clock, with "floating" hands, glass discs, chrome trim.



Starts automatically. 7½ in. high. Monitor Equipment Corp., 110 E. 42nd St., New York 17, N. Y.—RADIO & Television RETAILING

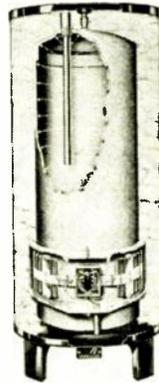
Oster MASSAGETT

Massagett delivers several thousand rotary, patting Swedish massage type movements to hand each minute. Slips on back of hand. Universal motor has drawn steel housing; finished in black crackle enamel. Base is die cast polished aluminum. Toggle type switch in base. 9 ft. rubber covered cord. Weighs 22 oz. Priced at \$19.50. John Oster Mfg. Co., Racine, Wis.—RADIO & Television RETAILING

McGraw WATER HEATER

Electric water heater features "ionodic" system installed in head of the

tank. Electrolytic device protects heater from corrosion. Operates by setting up counter-forces to electrolytically neu-



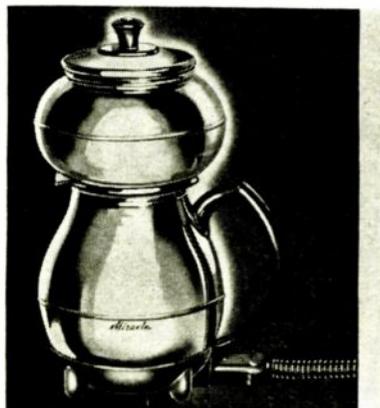
tralize forces which cause tank to be corroded. McGraw Electric Co., Clark Water Heater Div., 5201 W. 65th St., Chicago 38, Ill.—RADIO & Television RETAILING

Vornadofan WINDOW INTAKE

Models 12XB1, 16XB1, features patented plastic blades using aircraft air-foil principles. Flanges completely enclose the blade, creating vortex-tornado action. Strip spinning for sound proofing and cushioned motor mounting to absorb motor noises and vibration. Window can be raised and lowered without interfering with action of fan. O. A. Sutton Corp., Wichita 2, Kans.—RADIO & Television RETAILING

Miracle COFFEE MAKER

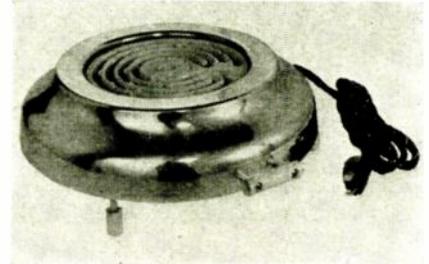
All-metal, automatic coffee maker. Thermostat automatically turns off when coffee is properly brewed; scientifically timed; "tell-tale" light shuts off when



current shuts off; 6-8 cup capacity. Available in drip and vacuum model. Height 12 in.; width 7½ in. Miracle Electric Co., Chicago 3, Ill.—RADIO & Television RETAILING

Astor ELECTRIC STOVE

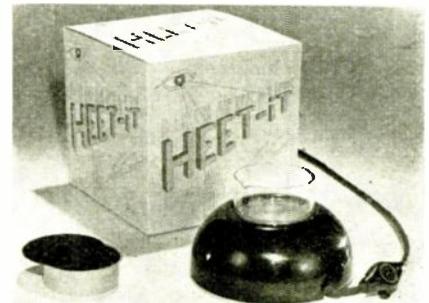
Model 200, spun glass insulated to prevent charring and burning of cord. ac and dc; 10 in. diameter. Priced at



\$4.45. Union Products Mfg. Co., 35 Park Place, New York 7, N. Y.—RADIO & Television RETAILING

Ambidex HEET-IT

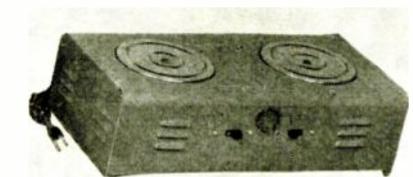
Heating appliance, designed primarily for heating baby bottles and food. Plastic case; attached cord and



3-heat switch; heat resistant glass cup; aluminum bowl. Priced at \$5.95. Ambidex, 475 Fifth Ave., New York 17, N. Y.—RADIO & Television RETAILING

Fayson ELECTRIC STOVE

Model 103, 2-switch elements; round corners; ventilators on all four sides. Extra bottom steel plate for table protection. ac and dc. Baked, wrinkled.



neutral tan finish. Size: 9 x 19¾ x 5½ in. Complete with 4½ ft. cord. \$7.70. Fayson Appliance Co., Inc., 1875 Broadway, New York 23, N. Y.—RADIO & Television RETAILING

(Continued on page 82)

"Priceless Satisfaction"

Pennsylvania Equipment
dealer has high regard for
Commercial Credit service

After many years of friendly and
co-operative service from Commercial Credit,
I am happy to say that it has been most
advantageous to me and, I hope, to you also.

"To be assured that there is such a fine
company at one's command, ready and willing
to assist, is a **PRICELESS SATISFACTION.**"



ON THE AIR

TUNE IN ON THE NEW AND EXCITING SHOW

"SPECIAL INVESTIGATOR"

EVERY SUNDAY NIGHT AT 9:30 EASTERN DAYLIGHT TIME
MUTUAL NETWORK . . . COAST TO COAST

Harry Jacoby Owner

Automatic Stroker Company
Harrisburg, Penna.

Iron Fireman Automatic Heating
Equipment.

COMMERCIAL CREDIT COMPANY

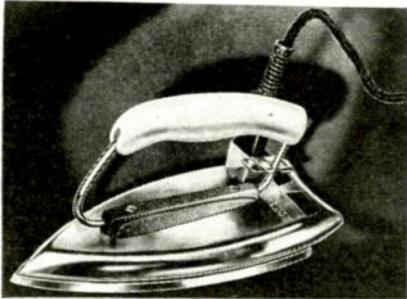
BALTIMORE 2, MARYLAND

Capital and Surplus \$80,000,000

New Home Appliances

Samson TRAVEL IRON

Model 5027-N fold-away travel iron; weighs 2½ lbs. Handle folds flat for packing; ac and dc. Styled in chro-



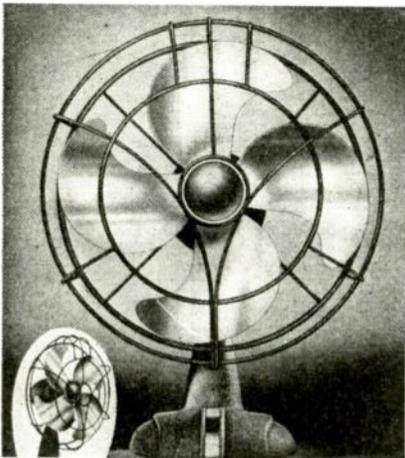
mium plate, with cream enamel-finished hardwood handle. Complete with special container. Samson United Corp., Rochester, N. Y.—RADIO & Television RETAILING

Bordeaux VENTILATOR

Ventilator for removal of odors, smoke and steam. Outside wall frame and one-door louvre constructed of heavy steel. Wall sleeve is welded steel, finished in black paint. Can be supplied for walls of any thickness from 5¾ in. up. Standard model, \$25.50; deluxe model, \$38.50. Bordeaux Engineering Co., 7th and Olive St., Los Angeles 14, Calif.—RADIO & Television RETAILING

ArcticAire FAN

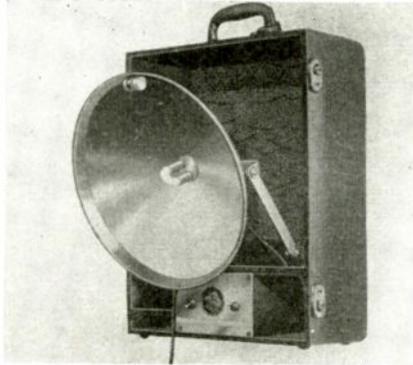
Model 129S, 12 in. oscillating fan. Equipped with 4-pole motor; quiet running clipper blades; streamlined motor case with oscillating gears enclosed.



Control knob permits use as oscillating or stationary fan. 2 speeds. Green crystalline finish. F. A. Smith Manufacturing Co., Inc., Rochester, N. Y.—RADIO & Television RETAILING

Hanovia ULTRAVIOLET LAMP

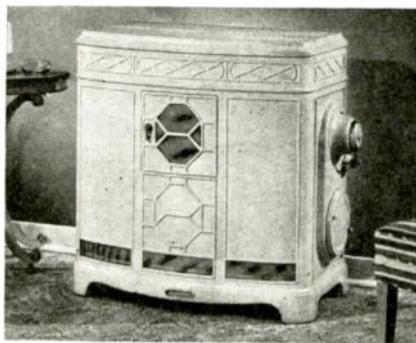
Model S-315 A, portable, travel model ultraviolet lamp. Fits into suitcase. Has quartz mercury arc tube; reflector hood attached to extension arm, permitting



any desired angle. Priced at \$64.50. Hanovia Chemical & Manufacturing Co., Newark 5, N. J.—RADIO & Television RETAILING

Duo-Therm OIL HEATER

Chippendale model, fuel oil heater; blond furniture finish. Equipped with patented Duo-Therm dual chamber



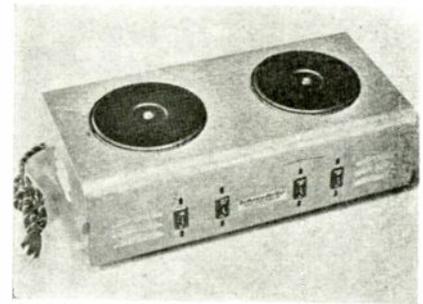
burner. Power-air blower is optional. Duo-Therm Div., Motor Wheel Corp., Lansing, Mich.—RADIO & Television RETAILING

Lowell ELECTRIC PAINT SPRAYER

Special adjustable brass and chromium-plated spray head designed to use paint, enamel, lacquer, varnish, or stain. 24 oz. glass jar; 4 ft. of braided air hose; fingertip switch conveniently located; 10 ft. rubber insulated cord; strap and handle for ease of carrying; universal motor. Priced at \$26.25. Lowell Mfg. Co., 589 E. Illinois St., Chicago 11, Ill.—RADIO & Television RETAILING

American HOT PLATE

Model 24; 4 heats available, from simmering low to extra high. Brass legs, safety plate under range for table protection. Size: 8 x 9 x 5¼ in. Weight:



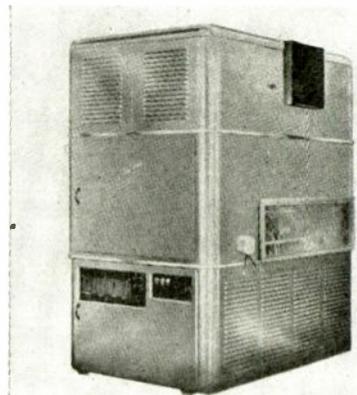
10 lbs. Finished in hammertone enamel colors, or special chrome or marbelized enamel. American Electrical Appliances Corp., 5014 Fort Hamilton Parkway, B'klyn. 19, N. Y.—RADIO & Television RETAILING

Hauk FROZEN FOOD CABINET

"Dew Freeze" frozen food cabinet, 20 cu. ft. capacity. Streamlined, sturdy, metal construction. 75 in. long, 34 in. high, 27½ in. wide. Cabinets also available in 6.2 cu. ft., and 15 cu. ft. capacities. G. I. Hauk & Co., 2651 Washington Ave., St. Louis 3, Mo.—RADIO & Television RETAILING

Drayer-Hanson AIRTOPIA

Heats without fuel or heating elements, by utilizing energy commonly dissipated in refrigeration. Changes from heating to cooling, or cooling to



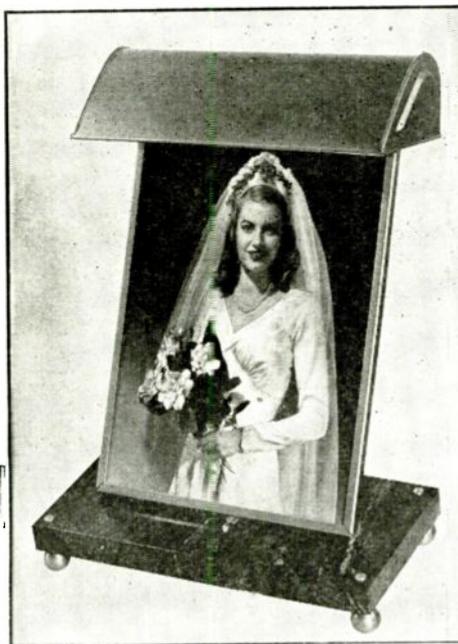
heating automatically as indicated by self-contained thermostat. Also humidifies, dehumidifies, purifies and circulates air. Drayer-Hanson, 767 East Pico St., Los Angeles 21, Calif.—RADIO & Television RETAILING

FOR LATEST RADIO MERCHANDISE SEE PAGES 36 TO 40.

PHOTO-VISION

Clicks!

Those dealers in the United States who were able to get Photo-Vision, since we launched it last month are reaping phenomenal rewards. Production is increasing weekly, enabling us to serve additional accounts.



WHAT IS PHOTO-VISION? Well, first of all, forget you've ever seen a picture in a frame before. Then imagine a photograph enhanced as by a heavenly halo that brings out in bright, warm tones all the fine detail and character a photograph has . . . and that at the same time enriches, adds beauty and a "certain something" to the subject. *That's* Photo-Vision — a fluorescent illuminated photo frame, fashioned with the Art and Science of Light.

AVAILABLE in several attractive models, there's a Photo-Vision unit for every room

in the house. Wherever Photo-Vision is placed — whether on the piano, mantel, dresser, table, etc., it charmingly spot-lights the photograph of a dearly loved one. It becomes the dramatic focal point of the room. You'll be amazed how much tone and atmosphere it gives to the room!

THE FIRST announcement on Photo-Vision has brought an enthusiastic verification that "30,000,000 Homes Await Photo-Vision." Get your share of the profits, prestige and satisfaction that comes with being a Photo-Vision Dealer.

Available in several attractive models, each	5 x 7
	8 x 10
	11 x 14

WRITE OR WIRE FOR THE FACTS TODAY!

Patents Pending (In U.S. & foreign countries)

PHOTO-VISION

TRADE-MARK

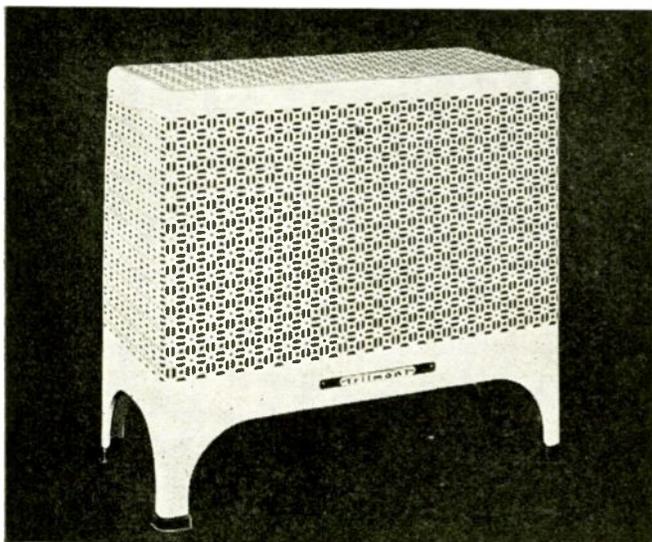
INC.

35 West 43rd Street, Dept. EI.

New York 18, N. Y.

**HAVE YOU PLACED
YOUR ORDER?**

your TRILMONT distributor
is ready NOW...
immediate deliveries



THE manufacturers of Trilmont Safety* Electric Heaters anticipated "trouble ahead"—ordered their materials early and got into production immediately... with the result that Trilmont distributors now have their full quota.

To make sure that *you* will be ready for the early fall buying period, put your order in now for America's best-known, fastest-selling heater in its price class—a price that assures you more profit per unit than the total retail price of conventional heaters!

*NOTE: The Trilmont Model 'A,' which won The National Safety Award has been augmented by a new model 'AA' which answers the problem of how to get sufficient heat on low voltage lines.

Don't leave your customers "out in the cold"... be sure to get your Trilmonts NOW. Write today for name of nearest distributor.

MODEL A—1200 WATTS—10 AMPS @ 120 VOLTS
MODEL AA—1320 WATTS—12 AMPS @ 110 VOLTS

\$33⁰⁰ including Excise Tax and Heavy Cord Set
95c extra in Western Zone

TRILMONT PRODUCTS COMPANY
24TH & WALNUT STREETS • PHILADELPHIA 3, PA.



THE WINNER

of every agency-sponsored or manufacturer-sponsored reader interest survey among dealers in this trade since 1925 —

RADIO & Television RETAILING

THE "BIG FOUR" MAGAZINE

Further,
**WE HAVE NEVER MADE NOR
PUBLISHED ANY SELF-MADE
READER-INTEREST SURVEYS**



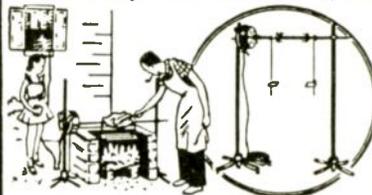
CALDWELL-CLEMENTS, INC.
480 LEXINGTON AVENUE, NEW YORK 17
Publishers also of ELECTRONIC INDUSTRIES

NO TEDIOUS HAND TURNING!

**That's
What
SELLS
It**

**KASSON
Electric Bar-B-Q
MEAT TURNER**

NEW ELECTRIC Meat Turner revolves three times a minute without drudgery of hand turning. Meats barbecued evenly, effortlessly. Equipped with 50 feet of cord, ELECTRIC BAR-B-Q is sturdy, all-metal—won't tip over. Operates on house current (110 Volts AC). Height and width adjustable. Extra, short set of uprights included for use in indoor fireplaces. Holders for drip pan permit basting with natural juices. Distributors, Dealers: Write or wire for literature and discounts on this tested, fast-selling product. Immediate Delivery.



List Price \$89.50 F.O.B. New York
GENERAL DIE & STAMPING CO., 263 Mott St., New York 12, N. Y.

Clary in New Norge Post



Appointment of Howard L. Clary as general sales manager of the Norge division of Borg-Warner Corp., was announced by M. G. O'Harra, vice-president and director of sales. Clary was formerly assistant sales manager.

Eureka Appoints Switzer White Cross Official

H. M. Switzer has been named vice-president and general manager of the National Stamping and Electric Works, recently acquired subsidiary of the Eureka Williams Corp., Detroit 2, H. W. Burritt, president, announced. Switzer will continue as assistant treasurer of Eureka Williams Corp.

Burritt also announced that the National Stamping and Electric Works, makers of White Cross appliances, will be operated under the direction of George T. Stevens, vice-president and manager of the Eureka division of Eureka Williams Corp.

"We contemplate no change in the present method of distributing White Cross appliances," Switzer said. "However, we plan to expand production and increase shipments as rapidly as more materials become available, and initiate increased advertising and merchandising promotion."

Philco Freezer Plans Set

Orders for 100,000 Philco freezers have already been placed by distributors and dealers. Prices, as announced by Thomas A. Kennally, vice-president, Philco Corp., Philadelphia, are approximately \$149.50, for the 2½ ft. freezer, and \$199.50 for the 5 ft. freezer.

"Volume production of these new Philco freezers is well under way," Mr. Kennally stated. "Within the next two months, many thousands will be delivered throughout the country. At the same time, we are expanding our manufacturing facilities to take care of the accelerating demand for this new home appliance."

Westinghouse Names Two

Sales manager, Edgar G. Hermann of the Westinghouse home radio division, has announced the appointments of Arthur P. L'Hommedieu as manager of the division for New York State and New England, and of Donald Redmond as head of the Northwestern Pacific district with headquarters in Seattle.

Mr. L'Hommedieu will maintain headquarters in New York City and serve all of Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island and New York state, except the New York City metropolitan area; Mr. Redmond's territory includes the states of Montana, Oregon, and Washington.

Pacific Mfg. Enters Home Cooling Field

Summer air conditioning and cooling will become as commonplace for the home of tomorrow as ice-less refrigeration, Hugh C. Troth, president of Pacific Manufacturing Corp., Cleveland, O., declared in announcing the organization of that

company to manufacture air conditioning and cooling units.

The new company has purchased a factory at 5308 Blanche Ave., and is tooled up for an immediate start in production of a room-size cooling unit for homes and offices.

"Mass production methods can bring summer air conditioning equipment within the reach of home owners in the low income brackets", Troth asserted. . . . "We are concentrating our efforts on this home market."

Officers of the new company are: Hugh C. Troth, president; S. C. May, vice-president and general sales manager; Edward Watson, treasurer; and E. J. Prisbe, secretary.



THE NEW *Vaculator*
TRADE MARK REG.

Styled for the future . . . available today. Vaculator is nationally advertised to millions. Protected profits with National Fair-Trading. "Pyrex" branded glass is your assurance of highest quality . . . equipped with the Dutch clothless filter, the greatest sales feature in modern coffee makers . . . exclusive with Vaculator.

the only coffee maker with the famous DUTCH CLOTHLESS FILTER

Sparkling China
No cloth • No paper
Snaps in easily
Cannot pop-up or fall out
Fits all standard makes



DON'T MISS THESE

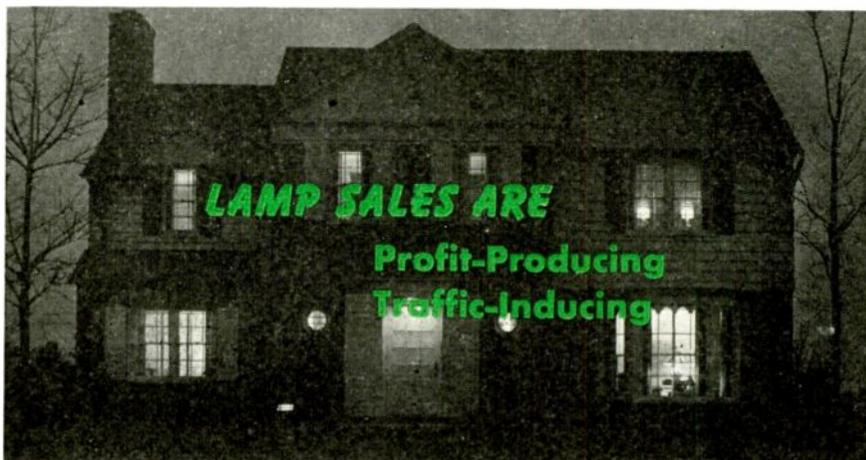
Vaculator
PROFIT SALES BUILDERS

<p>4 HEAT-2 BURNER ELECTRIC TABLE STOVE Designed by Vaculator with many advanced features . . . heavy duty construction . . . full generous size . . . "hammered-effect" finish . . . it's "tops" in quality and performance. List price \$15.75</p>	<p>DE LUXE 2 HEAT HOT PLATE An electric coffee maker stove that incorporates quality design and performance. Top is chrome plated . . . base is black plastic with two-heat brew and warm switch. List price \$5.25</p>
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V A C U L A T O R • C H I C A G O 6

The lights are on again, and from here on commercial and home bulb buying will spurt to new heights.

Electric Light Bulbs Bring 'Em in the Store — Make Colorful Displays



Sell Light RIGHT!

• Incandescent, fluorescent and special purpose lamps, called "bulbs", by most customers offer, as we all know, additional dealer profits, convenience to customers and limitless store and window display possibilities.

In addition to the many advantages of lamp merchandising, the price-maintenance angle of well-known makes is one of great appeal to the retailer. These items are sold for the same price in all outlets, and customers in increasing numbers are commencing to realize this. The large lamp manufacturers have been very smart in advertising prices to the consumer, and have been extremely successful in holding the list prices all along the line.

Incandescent and fluorescent lamps are splendid traffic builders. The alert merchant who carries a complete line and studies merchandising techniques finds that he can sell lamps to his non-competitive fellow merchants as well as to the householder.

Sell Assortments

The independent retailers who are successful in the lamp business are always those who are out-and-out active in it. Such merchants keep bulb displays on constant exhibit in their show windows and in various parts of their stores. In selling, they are never willing to permit a customer to go out with the purchase of a single lamp if they can possibly prevent it.

Because the unit sale is relatively small, some dealers do not exert much effort in merchandis-

ing lamps, but those who succeed in selling are always the ones who are interested in selling more lamps to each and every customer.

The multiple selling technique, since it does not involve a large expenditure on the customer's part, is easy to execute and it pyramids sales volume surprisingly. It is a fact that almost every customer can be sold more than he originally intended to purchase in lamps if skilful and helpful sales suggestions are offered.

Complete Stock Pays

Lamps are first-rate "wrap-up" sales and the service on them is practically nil.

One of the best ways to insure success in the retail lamp business and to set yourself up to anticipate a steady flow of customers is to carry a large and varied stock of sizes, colors and shapes. Shoppers—most of them women, frequently carry on extended searches for certain special bulbs which they want for perfume lamps, bathroom or other type fixtures, as well as for various colors available in normal times.

The dealer who can supply the shopper with a hard-to-find lamp item has often made a good customer for his business.

Despite the fact that some of the special types are slow movers it is good business to include them in the inventory because they never get out of style, and because they can build such a lot of good will for the store when a customer calls for one of them, and is agreeably surprised to get it.

Foremost among the nation's advertised products are electric light bulbs. The manufacturers spend millions in urging the consumers to buy plenty of "spares" and to preserve their precious eyesight through using adequate numbers and sizes of bulbs, and to discard and replace those blackened through use.

The smart dealer who truly merchandises bulbs can participate in the benefits of the manufacturer advertising being carried out on such a huge scale. The utility companies too spend plenty of money and expend considerable energy in helping to build up their current loads via a more-light campaign to the public.

Health and Other Specials

The sale of fluorescent lamps is climbing and will continue growing in public acceptance as will the therapeutic types, such as sun-lamps and baking lamps. In certain localities, commercial sorts of lamps sell well. These include drying lamps, projector and reflector types; aviation service, floods, spots, stereoptican, miniatures and a wide range of bayonet-base kinds.

In addition to the household and commercial utility types, some dealers do a big business with photofloods and photoflash lamps.

All in all, the lamp business can be made to pay and to pay well. No matter how many lamp dealers are in his vicinity, the aggressive and intelligent merchant can do an outstanding job with them if he will use display, effective selling methods, multiple-selling techniques.

SERVICE & SOUND

Section of **RADIO & Television RETAILING**

Phonos—Least Trouble, Most Profit

Standardized Treatment Boosts Your Troubleshooting Income

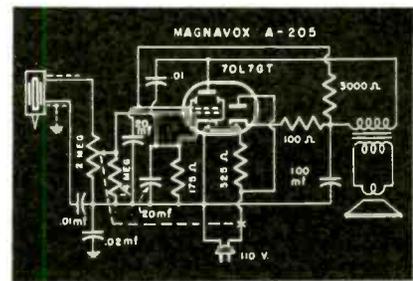
• Making repairs on small phono players has never been considered a very difficult affair. However, these units are being sold by the millions, and a money-making approach to their troubleshooting should make the most of the highly standardized circuits employed.

Small phono players are divided into two main groups. Those illustrated by the Emerson and Philco types use wireless connections to the radio . . . are not amplifiers but oscillators; while the others are either 1- or 2-stage amplifiers.

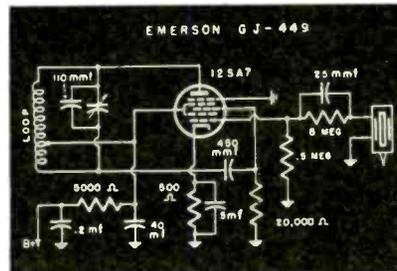
The power supplies are not shown, except in the Magnavox which exemplifies the popular type having a single dual-purpose rectifier and

amplifier tube. Deletion in this article does not indicate any lack of trouble there. On the contrary, while tubes are by far the main cause of difficulty (especially high-filament-voltage rectifiers), the second greatest source is electrolytic filters.

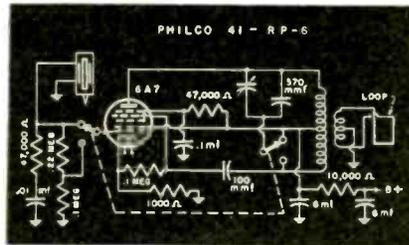
For efficient work, servicers should study each major circuit type, and be aware of the trouble-



High value of capacity is required for single filter capacitor. Simplicity of this type of circuit is reflected in infrequent servicing.



Common practice of wireless players is to use grid #1 for modulation. Oscillator circuit inductance is used here as a radiating loop.

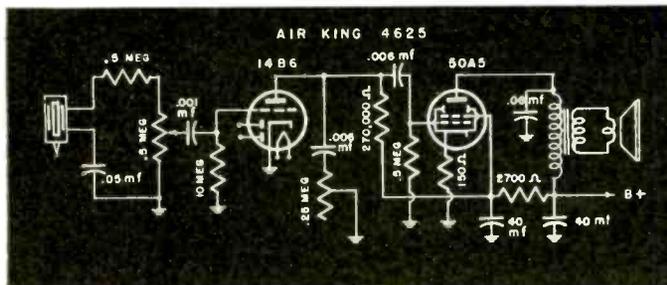


Switch varies modulation and radiated signal strength. Check audio and B+ circuits with earphones across 1M ohm resistor during operation.

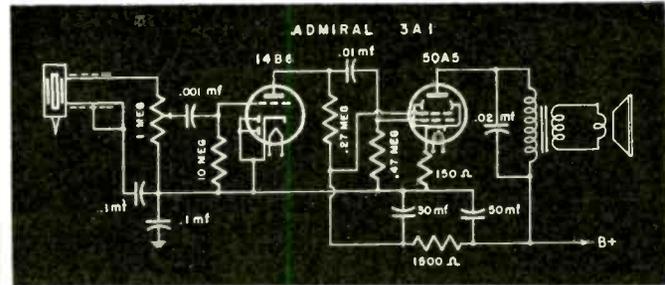
Following an immediate check of the tubes and electrolytics, the pickups (generally crystal) and tone arm shielded connections should be given a visual inspection. The next step depends on the circuit category.

Amplifier types should be started up on a test record, and the signal traced with a pair of earphones attached to test prods. Check the output transformer and input connections first. With wireless types, tuning capacitor and r-f switch contacts are weak spots. Check oscillator rectified grid voltages for comparison of strength of oscillation.

some spots without being detracted by slight variations such as illustrated by the Air King and Admiral units.



Essentially the same circuit is employed in most 2-stage phone amplifiers. Differences above are for tone control in Air King, and use of radio or



floating ground in Admiral. Some of these 3-tube jobs use artificial bass boost, inverse feedback, often use automatic players, warrant high fees.

**DID YOU
GET YOURS?**

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

- ✓ Beautifully lithographed in 9 warm colors to catch the eye.
- ✓ Easel-mounted for easy setup in window or on counter.
- ✓ Measures 25½" x 29" to give it dominance.

YOU GET THE MOST WHEN YOU HANDLE RCA BECAUSE . . .

1. You're associated with the best known name in Radio.
2. You have the benefits of engineering leadership.
3. You get the best in time-tested sales and business aids.
4. You have the advantage of expert merchandising and technical counsel.
5. You are supported with sales-getting displays tied in with RCA.



THE FOUNTAINHEAD OF
MODERN TUBE DEVELOPMENT
IS RCA



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

**RCA PREFERRED TYPES
ELECTRON TUBES**

for
**RADIO, FM and
TELEVISION**



*The Fountainhead of Modern
Tube Development is RCA*

EXPERT · GUARANTEED · RADIO SERVICE

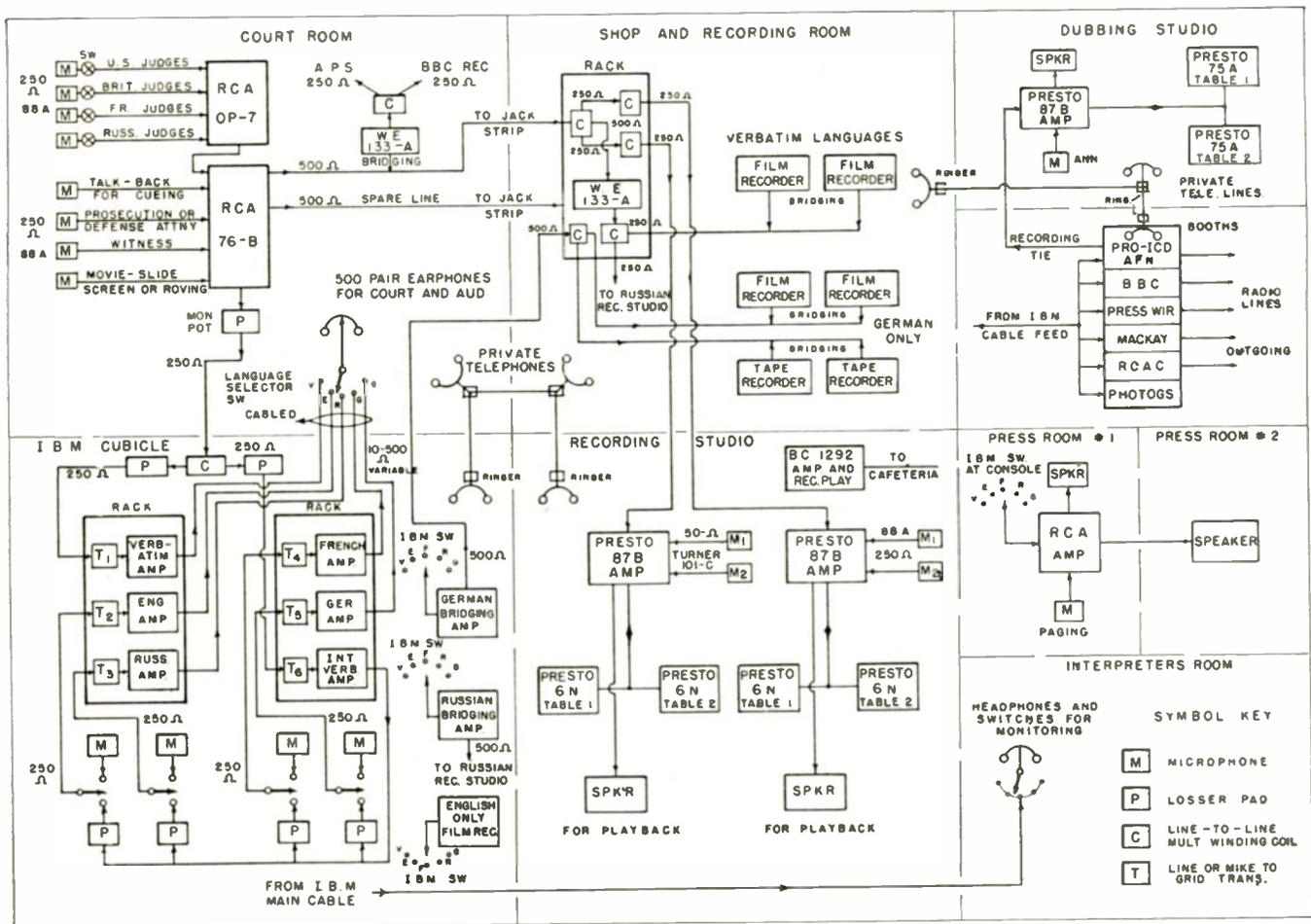
Past performance has proved that, above all other sales aids, RCA "Preferred Type Displays" lead the way to greater tube sales.

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

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

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

Listen to "THE RCA SHOW," Sundays, 2:00 P. M., EDT, NBC Network



Block diagram of complete installation. The phono amplifier and speaker system is used to pipe popular music to cafeteria, during meals.

Ideas for Big-Time PA

Court Room Sound Setup Shows Uses for Tie-in Equipment

• The intercom-recording installation at the war-criminal trials in Nuernberg, Germany, was one of the most complex sound jobs using low power amplifiers, in history. While not entirely the kind of work that the PA dealer can solicit, many features of the audio system will interest sound technicians and dealers who bid for larger jobs.

As diagrammed above, four groups of equipment took care of the court room, the film and tape recorders, the disc recorders and the translating equipment. The court room setup could be utilized for any sound job requiring the mixing of many inputs into a common channel.

The four judges' dynamic mikes were run to a portable-type mixer ordinarily used for remote broadcast pickups. The output of this

mixer fed into a studio-type audio console, which also had controls for four other mikes. Two attendants rode gain on all eight inputs and the overall "program" amplifier.

The 500 ohm output lines were run to the two recording groups, while a monitoring amplifier, also in the console, was used separately to amplify the mixer output and feed it into a 250 ohm line for transmission to the translating section.

Novel Translation System

The purpose of the translating group was to make a running translation of the entire proceedings, including all speeches and remarks. Since the participants spoke either French, English, Russian or German, all four of those languages

had to be instantly translated for the benefit of all other persons involved.

Five hundred 5-position outlet boxes with associated sets of earphones tied into a 5-channel translation setup previously used for international conferences. A branch line from the console fed transformer T6, then through an amplifier to earphones worn by the four translator teams. One microphone for each language team fed separate low-power amplifiers which piped a continuous program in that particular language to the proper post of the 500 outlet boxes.

Many recorders, of varied types, were used to make permanent records of the verbatim proceedings and the running translations. Separate tie-in facilities were provided for press and radio coverage.

Need Special Technique

**Be Careful with These Popular Summer Radios.
Reasons for Blow-Outs, Distortion and Fading**

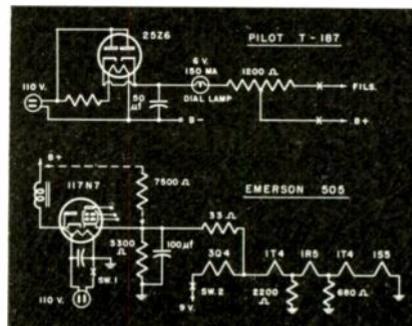
● Many of the troubles met with in servicing portable radios are peculiar to this type of set. Radio technicians who are quite competent in repairing other receivers, but whose experience with portables has been limited, may have considerable difficulty in servicing 3-way sets.

The major difference between the portable set and the conventional electric receiver lies in the filament circuit. Tubes used by portables must have low-voltage, direct

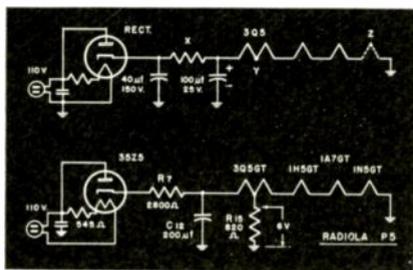
is working. A charge of 140 volts builds up on the 40 mf 150-volt filter capacitor between the cathode of the unloaded rectifier and ground. The 140-volt charge is also imposed on the 100 mf 25-volt capacitor, possibly damaging it. If it is not damaged, a relatively huge current from the discharging condensers flows through the filaments when the withdrawn tube is replaced in socket Z, and burns out one or more tubes.

Purpose of Shunts

In most sets, a resistor of 750 to 1500 ohms is placed between point Y and ground. Although its principle purpose is to by-pass the additional plate current flowing through the filament circuits, it acts also to minimize the possibility of the above occurrence. If it is burned out or open, and if the in-



Less frequent arrangements. Adding 7500 Ω resistor boosts filament voltages in bottom circuit.



In old sets, removing tube Z damaged 25-v filter. Z, replaced, killed other tubes.

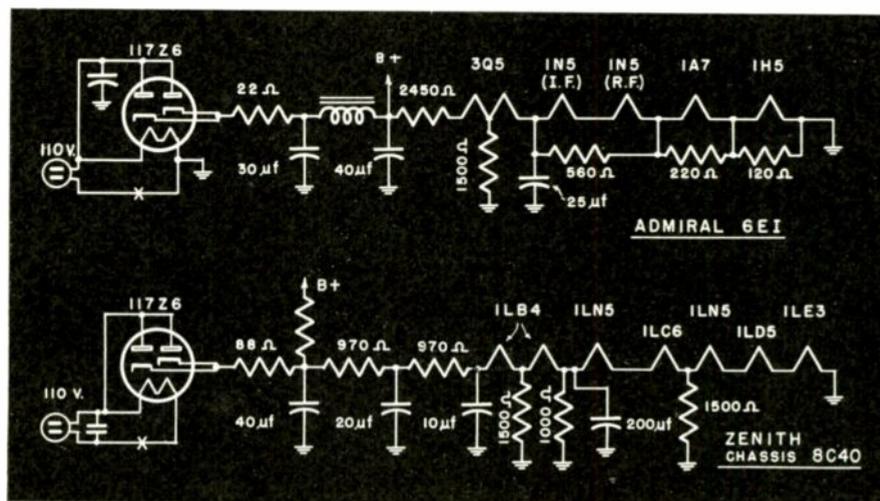
heater filaments, if they are to be operated on batteries. These low-voltage filaments are very easily burnt out, and great care must be used to avoid damaging them.

The unfortunate part of the matter is that when one tube blows, several of its colleagues frequently accompany it, and the careless technician may thus become chief mourner at quite a large funeral. Since tube-types used in portables are still scarce, and considerably more expensive than the ordinary kinds, the radioman with insufficient experience on portables had better proceed very cautiously.

Service Precautions

Tubes should never be withdrawn while the set is being operated from the electric line. Burn-outs of one or more tubes sometimes result when the withdrawn tube is subsequently replaced. The sketch at the left, above, may help us understand why.

Let us assume that the tube in socket Z is withdrawn while the set



Two typical filament circuits. Purpose of many resistors is to keep filament current to 50 milliamperes by by-passing the significantly extra current added by plate circuit.

interval between the withdrawal and replacement of the tube is not long enough to allow the capacitor's charge to leak off completely, tube damage may result. See the Radiola P5 circuit.

Sometimes a loose tube that does not make proper contact in its socket may bring catastrophe to the other tubes, and cause a notation in red ink to be sadly inscribed on

the tubes through a proper dropping resistor, as in the circuits above. In the second way, the tube filaments are fed from the cathode of the power amplifier, as in the Emerson 505. Because of the feed systems used, changes in filament voltages frequently occur, causing improper operation of the set.

It is more usual for the filament voltage to decrease, than to in-

on 3-Way Portable Sets

crease. A decrease of as little as two-tenths of a volt may cause greatly reduced volume, fading, operation over only part of the band, or total inoperation.

The source of this decreased voltage may be a decrease in capacity of the filter capacitor; decreased emission in the rectifier tube; low power line voltage; or an increase in resistance between rectifier cathode and the filaments.

Useful Repair Kink

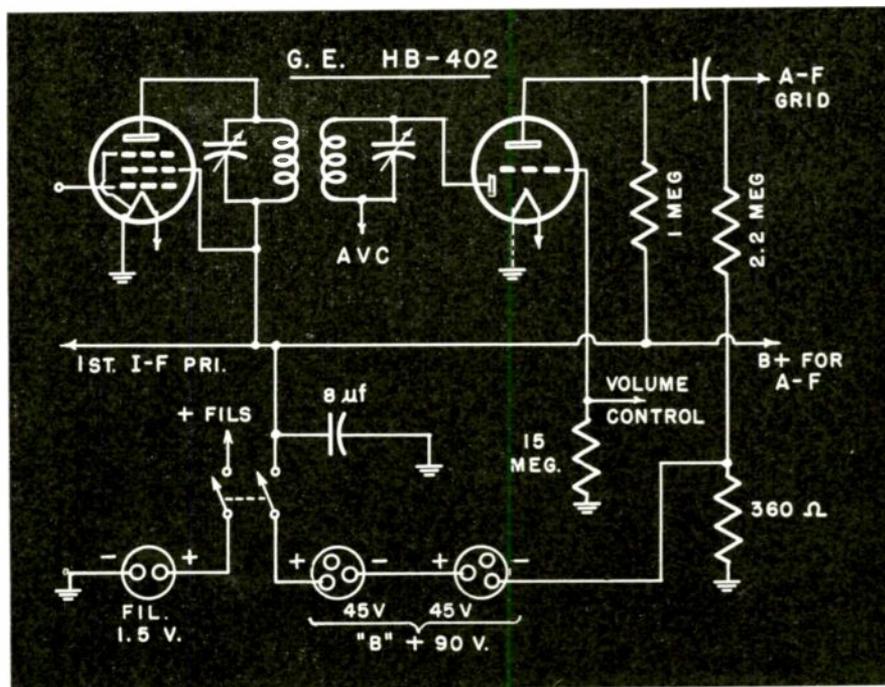
If the rectifier tube, filter condensers and line voltage check o.k. in a circuit of the Radiola P5 type, the resistor between rectifier cathode and filaments may be shunted by another resistor to bring the filament voltages up. Start with a resistor about four times as high as the original one, to avoid too great an increase in voltage, then go on to smaller resistors until the correct size is found. An unequal distribution of voltages may indicate that R15 rather than R7 is at fault, and a replacement for R15 may be tried instead.

When Tubes Are Scarce

When filaments that are fed by the cathode of the power amplifier tube register insufficient voltage, the tube itself is generally at fault. It is more economical, however, to boost the voltage in some way, than to replace the tube, which is an expensive dual-purpose type. Placing a resistance from screen grid to cathode of the power amplifier, as shown in the Emerson 505 diagram, will increase the cathode current, and raise the filament voltages. A resistor of about 7500 ohms may be tried first, and greater or lesser values used subsequently, as the case requires.

Converter tubes like the 1A7, 1LA6, 1LE3, etc., react most sensitively to decreases in filament voltage. Slightly reduced filament voltage may stop or impede oscillation in these tubes, causing fading or inoperation. When these symptoms are present and filament as well as other voltages are found to be correct, a new converter tube should be substituted.

Detector tubes like the 1H5 are



Straight battery portables use parallel filaments; main troubles are in tubes, battery leads.

sometimes responsible for whistles. Microphonic noises may often be traced to power amplifier tubes like the 1Q5, or 3Q5. These tubes are frequently sources of distortion, although they may check perfect in the tube tester.

Sometimes an inexperienced radioman substitutes a 1Q5 for a 3Q5. The resultant distortion may prove very tough to track down, if the servicer who next gets the set doesn't know what to look for.

How to Check Creeping

"Creeping"—i.e., slowly developing—distortions are often caused by a defective power amplifier in high-voltage dual-purpose tubes like the 117L7, 117P7, or 70L7. Gradually increasing cathode to filament leakage is sometimes responsible. In some cases, shunting the grid return resistor of the tube with a much smaller unit will decrease the distortion considerably.

Pilot lights are sometimes connected in series with the B+ line, notably in Pilot portables (see sketch at left, above). Burn-out of the pilot light will result in set inoperation. The radioman will avoid wasting a good deal of time in unnecessary testing, if he checks the

pilot lamp first when one of these sets come in. It is assumed, of course, that the symptom is inoperation, and none of the 1.4 v. filaments light up.

Straight battery portables are generally easier to service than the battery-electric types. One condition, however, should be discussed. When the filter condenser in a set like the GE HB-402 opens (see diagram above) the symptoms heard may be very deceptive to the inexperienced ear.

There will generally be no hum, as in the electric portables, since there is comparatively little ac being by-passed. Distortion likewise is customarily slight or absent. Reduced volume and oscillation, however, are the likeliest symptoms, since the 8 mfd capacitor shown in the diagram may serve to by-pass as many as 4 stages. When this capacitor opens, feedback is apt to occur.

Caution is the watchword in servicing portables. Even the most experienced technician must continually exert great care in his troubleshooting, since the possibility of extensive tube damage is always present. Voltmeter test prods must be applied with care when measuring tube plate and screen voltages.

Servicing Newest Sets

Complete Parts Listing, Circuit Changes and Alignment Procedures for Three Nationally-Known ac-dc Receivers

LEAR MODEL 661 has all r-f adjustments on front and rear of the chassis. At the front, with the tone and volume controls to the left, the b-c oscillator trimmer C13 is to upper left, and the b-c oscillator padder C14 to lower left of tuning shaft. To lower right appears the oscillator trimmer for s-w band #1, C15, while above it is the oscillator trimmer for s-w band #2, C16.

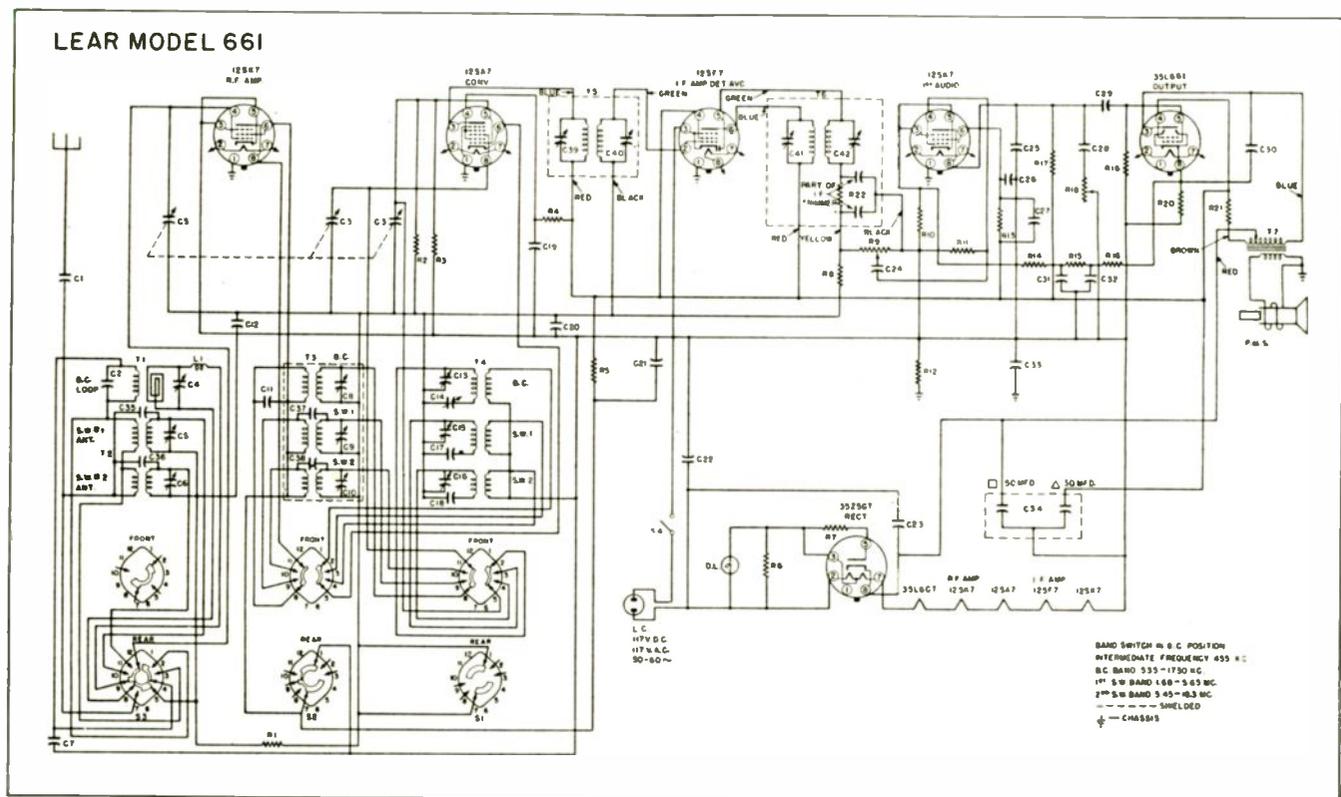
At right front, reading down, appears s-w #2 r-f trimmer C10, s-w

#1 r-f trimmer C9, and b-c r-f trimmer C8. On back of the chassis mount antenna trimmer C5 on top, for s-w band #1, and C6 below for s-w band #2. The b-c antenna trimmer C4 mounts on the loop.

To align, peak the i-f trimmers at 455 kc. With the signal generator connected to B— and through a 200 mmf dummy antenna to the antenna lead, vary C13, C8 and C4 for maximum signal at 1500 kc. With the generator at 600 kc, and

the receiver dial roughly corresponding, rock C14 for maximum. Repeat both operations.

To adjust s-w band #1, use a 400 ohm resistor in place of the dummy capacitor. Align C15, C9 and C5 for maximum output at 5 mc, and check calibration at 1800 kc. The s-w band #2 aligns at 16 mc. Rock the dial while adjusting C16 for maximum, then vary C10 and C6 for maximum and check calibration at 6 mc.



- | | | | |
|--|---|---|--|
| T1 BC Loop Assembly | C13 B.C. OSC. Trimmer Assembly | C32 .1 mfd. 200 v. Paper Capacitor | R9, S4 500,000 ohm Vol. Control & Switch |
| T2 S.W. Band 1 & 2 Ant. Coil Assembly | C14 B.C. OSC. Padder Assembly | C33 .1 mfd. 400 v. Paper Capacitor | R10 820 ohm 1/2 w. Carbon Resistor |
| T3 B.C.-S.W. 1 & S.W. 2 R.F. Coil Assembly | C15 S.W. 1 OSC. Trimmer Assembly | C34 30-50 mfd. 150 v. Electrolytic | R11 6.8 meg. 1/2 w. Carbon Resistor |
| T4 B.C.-S.W. 1 & S.W. 2 OSC. Coil Assembly | C16 S.W. 2 OSC. Trimmer Assembly | C35 3 mmfd. Fixed Capacitor | R12 220,000 ohm 1/2 w. Carbon Resistor |
| T5 No. 1 I.F. Transformer Assembly | C17 1250 mmfd. Mica Capacitor. Tol. ±5% | C36 3 mmfd. Fixed Capacitor | R13 470,000 ohm 1/2 w. Carbon Resistor |
| T6 No. 2 I.F. Transformer Assembly | C18 3900 mmfd. Mica Capacitor. Tol. ±5% | C37 3 mmfd. Fixed Capacitor | R14 2700 ohm 1/2 w. Carbon Resistor |
| T7 Output Transformer | C19 .02 mfd. 200 v. Paper Capacitor | C38 3 mmfd. Fixed Capacitor | R15 4700 ohm 1/2 w. Carbon Resistor |
| C1 220 mmfd. Mica Capacitor | C20 .02 mfd. 200 v. Paper Capacitor | C39 No. 1 I.F. Trimmers (Part of Ass'y) | R16 6800 ohm 1/2 w. Carbon Resistor |
| C2 22 mmfd. Mica Capacitor | C21 .02 mfd. 200 v. Paper Capacitor | C40 No. 1 I.F. Trimmers (Part of Ass'y) | R17 100,000 ohm 1/2 w. Carbon Resistor |
| C3 3 Gang Variable Capacitor with Pulley | C22 .05 mfd. 600 v. Paper Capacitor | C41 No. 2 I.F. Trimmers (Part of Ass'y) | R18 500,000 ohm Tone Control |
| C4 B.C. Ant. Trimmer Assembly | C23 .05 mfd. 600 v. Paper Capacitor | C42 No. 2 I.F. Trimmers (Part of Ass'y) | R19 470,000 ohm 1/2 w. Carbon Resistor |
| C5 S.W. 1 Ant. Trimmer Assembly | C24 .02 mfd. 200 v. Paper Capacitor | C43 220,000 ohm 1/2 w. Carbon Resistor | R20 150 ohm 1/2 w. Carbon Resistor |
| C6 S.W. 2 Ant. Trimmer Assembly | C25 220 mmfd. Mica Capacitor | C44 15 meg. 1/2 w. Carbon Resistor | R21 1200 ohm 2 w. Carbon Resistor |
| C7 .001 mfd. 200 v. Paper Capacitor | C26 .1 mfd. 200 v. Paper Capacitor | C45 22,000 ohm 1/2 w. Carbon Resistor | R22 47,000 ohm 1/2 w. Carbon Resistor |
| C8 B.C. R.F. Trimmer Assembly | C27 .05 mfd. 200 v. Paper Capacitor | C46 470 ohm 1/2 w. Carbon Resistor | L1 Loading Coil |
| C9 S.W. 1 R.F. Trimmer Assembly | C28 .004 mfd. 200 v. Paper Capacitor | C47 470 ohm 1/2 w. Carbon Resistor | S1, S2, S3—Band Switch Assembly |
| C10 S.W. 2 R.F. Trimmer Assembly | C29 .004 mfd. 200 v. Paper Capacitor | C48 15 ohm 1/2 w. Carbon Resistor | DL—Dial Light, Type 47 |
| C11 47 mmfd. Mica Capacitor | C30 .01 mfd. 400 v. Paper Capacitor | C49 2.2 meg. 1/2 w. Carbon Resistor | LC—Line Cord |
| C12 .02 mfd. 200 v. Paper Capacitor | C31 .1 mfd. 200 v. Paper Capacitor | | P.M.S.—5" Permanent Magnet Speaker |

Tips on Tracking

Replacing an Oscillator Coil Calls for Careful Aligning Adjustments

• The replacement of an oscillator coil is a much more serious matter than that of an r-f coil, for oscillator coils which are "correctly made" for one set, are not necessarily correct for another. Especially true is this for home-made coils. The fact is, that in multi-band sets, many different values of oscillator inductance can be chosen, which will cover the required band of frequencies, aligning perfectly well at both high and low frequency ends of the band, and yet fail to track in between the band limits.

Two Types of Tracking

For single-band receivers, variable capacitors which have oscillator sections cut smaller, and which permit theoretically perfect tracking between oscillator and r-f circuits throughout the band, can be utilized. Only one value of coil inductance will work there. Multi-band sets, in contrast, require variable capacitors whose sections are alike. In such sets, as in any sets using equal-value gang sections, tracking is a theoretical impossibility for more than three frequencies in the entire band.

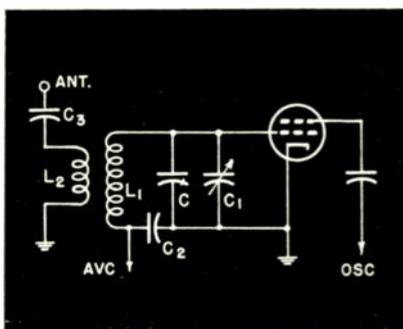
Cross-Over Points

Two of these frequencies, obviously, will be at the trimmer alignment and padding adjustment dial positions, which in the usual case are somewhere about 1500 kc and 600 kc respectively. The third frequency at which the r-f and oscillator circuits "match" or track, can fall at some point in between or just beyond these other two, or be entirely missing. The closeness with which this third tracking point approaches 1000 kc (in the case of the broadcast band) determines the overall ability of the circuits approximately to track throughout the entire band.

The third tracking point may be made to fall at about 1000 kc by the correct choice of oscillator inductance. An incorrect choice will cause poor selectivity, low sensitivity, and beat whistles over most or part of the band. What experienced servicer has never run into one of these

"mysterious" troubles? In such cases, examine the set for a replaced oscillator coil, or one having shorted turns, or a warped variable capacitor or one with its stator off-center.

The amount of mis-match between



Adjusting trimmer C1 and padder C2 should result in good alignment at three points.

oscillator and r-f circuits increases as the i-f frequency is raised. For sets using a 455 kc i-f, however, a maximum mis-match of 3 to 4 kc is considered as good as can be obtained. If the replacement oscillator coil has too much inductance, the third tracking point will fall at a frequency higher than 1000 kc, and the maximum mis-match may rise to 7 or 8 kc. It does not take any great error in inductance to cause this third point to fall at some point "outside the band", and in other words, be entirely missing. The mis-match under these circumstances may reach 10 or 15 kc, at some part of the band.

Results of Mistracking

The same situation holds true of an oscillator coil having too small a value of inductance, except that the third tracking point will fall at some frequency lower than 1000 kc. To allow the third point to fall outside of the limits 875 kc to 1150 kc is to invite image interference, birdies, noise and general insensitivity and insensitivity.

Here is a practical "rule-of-thumb" to follow in replacing an oscillator coil: after aligning and padding the set in accordance with the manufacturer's instructions, take a quick check of its sensitivity at every 100 kc on the dial. Draw

(even mentally) a rough curve of the sensitivity.

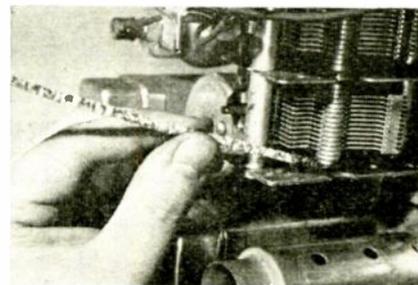
If the third, or inner peak of sensitivity (tracking point) is missing, or falls outside the limits 875 kc-1150 kc, make a change in the coil inductance. If the sensitivity peak comes too high in frequency, remove some inductance. If it comes too low in frequency, add some inductance. If the sensitivity stays level throughout the band, leave the coil alone, of course. But if the sensitivity falls off altogether, the cause may be either too high or too low inductance.

How to Choose Values

To discover which, experimentally add some capacity or inductance to the oscillator circuit. This can be done without disturbing any adjustment, by means of the various tricks and gadgets mentioned above. If the sensitivity increases, more inductance is needed. If the sensitivity decreases, less inductance is needed. After every adjustment to the coil inductance, the oscillator should be re-trimmed and re-padded.

Improve Variable Movement

Strains on dial drives, with consequent tendency toward back-lash effects, are sometimes caused by poor variable capacitor bearings. A light touch of good lubricating oil



Oil bearings, while keeping wipers clean

will free the bearing and make tuning easier. To avoid using excessive oil, dip a pipe cleaner into the oil and apply as illustrated. Never allow oil to get on the phosphor bronze wiper springs used on some variable capacitors to provide good rotor contacts to ground.

THE NEW **HICKOK** 203

five instruments in one

An Electronic Volt-Ohm-Capacity-Inductance-Milliammeter



This new Hickok Model 203 is much more than an improved volt-ohm-milliammeter for it also measures capacity and inductance.

An excellent test instrument for all radio and electronic service work. Accurately measures wide ranges of inductances, capacitances, resistances, currents, and voltages, A. C. and D. C., easily and quickly.

This new Model 203 has a wide range of *capacitance* coverage with a ratio of 1,000,000,000 to one. It also provides for *inductance* measurements.

Features extreme accuracy in A. C. measurements at frequencies ranging well over five megacycles. Regulated power supply, five tubes and a pilot light. Write for literature, or see your distributor. Our deliveries are pretty good now.

SPECIFICATIONS

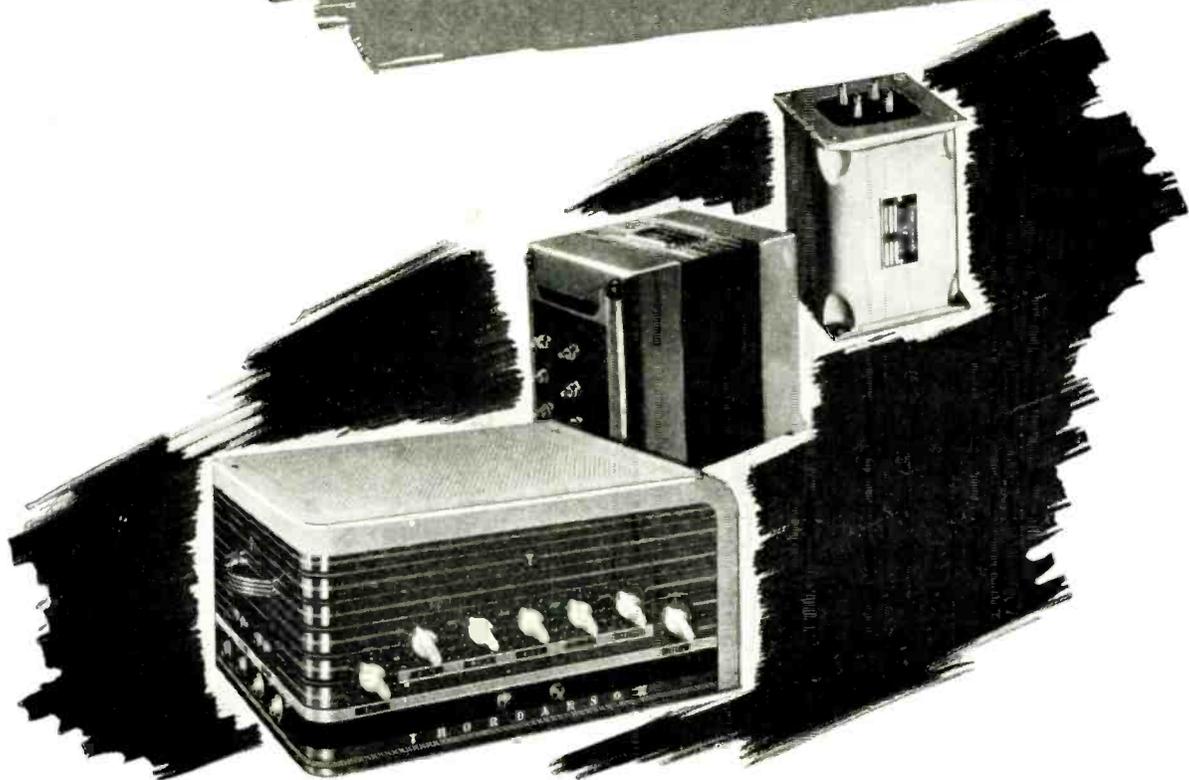
- Power Supply Required:**
105-125 V, 50-70 cycles, A-C.
- Consumption:**
20 watts at 115 V
- Ranges:**
 - Volts, A-C: 0-3, 12, 30, 120, 300, 1200
 - Volts, D-C: 0-3, 12, 30, 120, 300, 1200
 - Mils (D-C): 0-3, 12, 30, 120, 300, 1200
 - Cap: 0-10,000 mmf in 2 ranges
0-1000 mf in 5 ranges
Ind: 50 mh-100 henries (use conversion chart)
 - Ohms: 1.0 ohm to 10,000 megohms in 7 ranges
- Frequency:**
A-C up to approximately 5 megacycles.
- Input Impedance:**
 - Volts D-C: 15 megohms
 - Volts A-C: 12 megohms
- Tube Complement:**
2 6X5GT A-C rectifiers
1 6SJ7 cathode follower
1 6SN7GT vacuum tube volt-meter
1 0D3/VR150 voltage regulator

Dimensions: 9" x 11½" x 7"
Weight: 13 lbs.
Meter: Model S44A
Satin-chrome finish panel
Blue baked crackle lacquer finished case

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**FOR YOUR
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THORDARSON

TRANSFORMERS for all requirements . . . communications, sound amplifier, industrial, experimental and amateur.

TRU-FIDELITY AMPLIFIERS with advanced tone compensation, conservative ratings, multiple input channels, low hum level, etc.

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MEISSNER COMPONENTS. Standard, plastic and Ferrocart transformers; antenna, R. F. and oscillator coils; accessories.

SERVICE INSTRUMENTS. Meissner Analyst . . . a complete servicing instrument; Signal Calibrator . . . self-contained and portable.



MEISSNER



RADIART VIBRATORS. Exact duplicate Vibrators, individually-engineered . . . long life, low noise level, minimum interference.

RUST-PROOF AERIALS. A complete line, newly designed to fit all cars . . . cowl, hood and under hood types. Many exclusive features.

RADIART

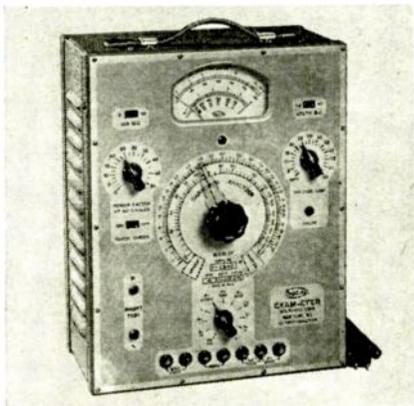
MAGUIRE INDUSTRIES, INC.

936 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

Aids That Speed Repairs

Solar EXAM-ETER

The new model CF Exam-eter uses an oscillator circuit for spotting intermittent, shorted and open condensers. For more accurate measurements, a bridge covers capacity values from 100 mmf to 2000 mf, and resistances from 100 ohms



to 7.5 megohms. Power factors up to 55%, electrolytic leakage currents, voltages up to 600 dc and 50 ac, and insulation resistance to 10,000 megohms can also be measured. Solar Manufacturing Corp., 285 Madison Ave., New York 17, N. Y.—RADIO & Television RETAILING

Dynectron ROTARY CONVERTER

To replace vibrators in auto radios is the aim of the plug-in Dynectron. A miniature rotary converter, the replacement unit uses a vacuum-sealed mercury switch. Advantages claimed are



longer life and less hum than the vibrators replaced. Base pins are laid out to match the popular standard designs, with positive and negative grounds. Ohio Tool Co., Cleveland 11, Ohio.—RADIO & Television RETAILING

Caltronic IRON

The Caltronic soldering iron uses a ceramic core type of construction. The main body of the iron is connected to the stem by means of an arrangement of flanges and zig-zag fins which are riveted at only three points, leaving intervening spaces to dissipate heat. Although a short shank is made possible because of this, the handle remains cool. The handle has a metal bushing insert, and screws onto the shank. Sold in wattage ratings of 100, 150, 200, 300 and 500. California Electronics Co., 4617 W. Washington Blvd., Los Angeles 16, Cal.—RADIO & Television RETAILING

Speco CAPOHMIST

This capacitor and resistor substitution box is built into a lightweight, portable metal case. Eleven most-used values of resistance, from 100 ohms to 15 megohms, and the same number of



capacity values, from .001 to 40 mf, are selected by a multitap switch. Special Products Co., 9115 Brookville Rd., Silver Springs, Md.—RADIO & Television RETAILING

Bruno CIRCLE CUTTER

An adjustable circle cutter that can cut holes with diameters from 1 7/8" to 8" in 1/4" steel and in other materials up to 1 1/2" thick, has been produced by Bruno Tools. The cutter consists of a combination drill and pilot, with a high speed cutting blade adjustable to depth and diameter. The blade holder permits the cutting edge to recede or yield from the work, while still maintaining steady pressure. A second blade may be mounted in the same holder, spaced 1/2" apart, for use in cutting washers or gaskets in one operation. Bruno Tools, Beverly Hills, California—RADIO & Television RETAILING

Silver SPARX

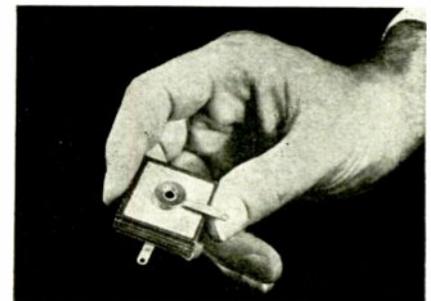
Model 905 Sparx signal tracer uses a 3-tube high gain amplifier and built in speaker. The pickup probe is a new type crystal diode, having an input resistance of over .5 megohm, shunted by 3 mmf capacity. The useful frequency



range is from 20 cycles to over 200 mcs. A 6E5 electron-ray tube indicates stage gain and voltages of dc and rf circuits. McMurdo Silver Co., 1240 Main St., Hartford 3, Conn.—RADIO & Television RETAILING

Federal MIDGET RECTIFIER

A new square stack selenium rectifier replaces rectifier tubes in ac-dc-battery receivers. Known as type 403D-2625, the Federal 5-plate rectifier measures 1 1/4" square by 11/16" thick, and uses two connections. The unit has a rated current carrying capacity of 100 ma dc, and 330 volts peak inverse. A

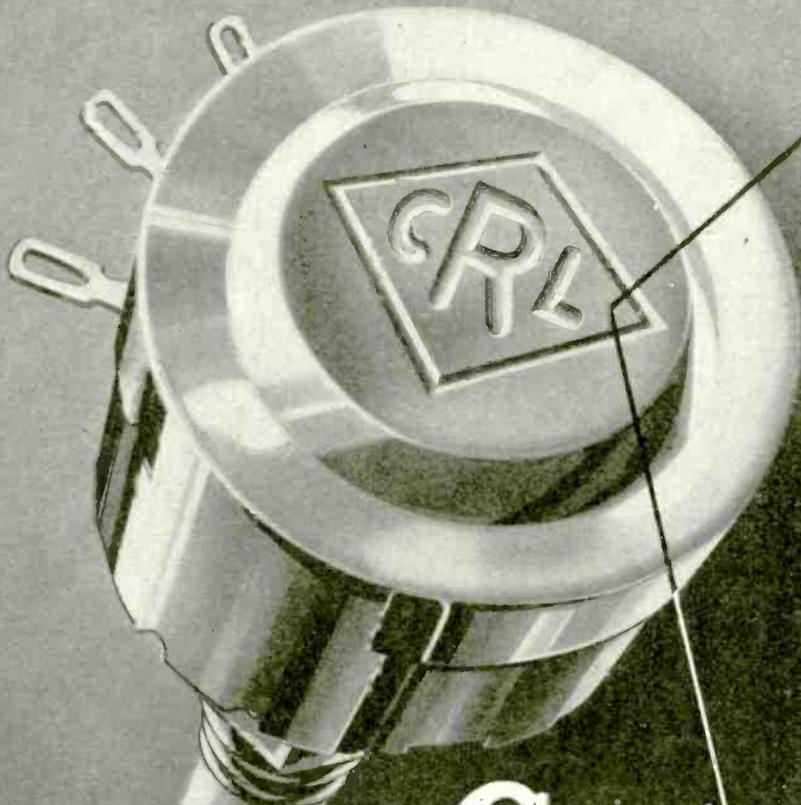


life several times that of the type 117Z6 tube which it replaces is claimed, with only a fraction of the heat produced. Federal Telephone & Radio Corp., Newark, N. J.—RADIO & Television RETAILING

Waterman POCKETSCOPE

Reported in the June, 1946, issue of RADIO & Television RETAILING, the Pocketoscope uses a 2-inch cathode-ray tube, and not a 1-inch tube as mentioned.

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Centralab RADIOHMS

For ALL Replacement Jobs

For more than two decades servicemen have recognized the "CRL" in the Centralab diamond as a symbol of Quality... and so today as in those early pioneer times... wise servicemen "always specify Centralab".

Centralab

Division of GLOBE-JUNION INC., Milwaukee

PRODUCERS OF



Variable Resistors
Bulletin 697



Selector Switches
Bulletin 722



Tubular Ceramic
Capacitors
Bulletins 630 and 565

Newest Items in PA Line

Concord MULTIAMP

This Multiamp pre-amplifier, mixer and voltage amplifier provides driving power to as many as 6 audio output units having a total of 270 watts audio power. Designed as a control unit for Concord's Add-A-Unit line, it is made to stack on top of from one to six plug-in 30- or 45-watt amplifiers. On the central panel is mounted a bass



and a treble equalizer plus 4 separately-controlled high-gain (120-125 db) microphone inputs and 2 medium-gain (80-85 db) inputs. The end panels have provision for a 90-watt output impedance matching device allowing a selection of 15 speaker impedance combinations, a broadcast tuner, power level indicators, overall volume control, and power switch. The record changer at the top may be replaced with a manual type, or may be entirely eliminated. Concord Radio Corp., 901 W. Jackson Blvd., Chicago 7, Ill.—RADIO & Television RETAILING

Operadio AMPLIFIER

The Soundcaster is a 40-watt amplifier, for plant broadcast and public address service. Four 6L6 tubes in push-pull-parallel output are driven cool. Frequency response is within 2 db from 30 to 15,000 cycles. Two microphone and



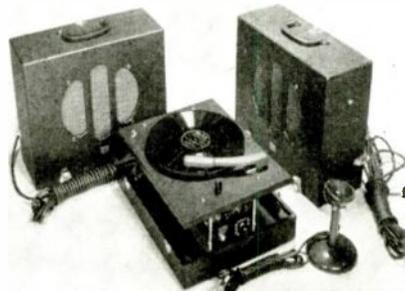
one phono inputs are provided, with separate pairs of bass and treble equalizers for microphone and phono work. Operadio Manufacturing Co., St. Charles, Ill.—RADIO & Television RETAILING

Electronic Sound Engineering INTERCOM

A single pair of twisted wires is used to carry up to 200 conversations simultaneously, with full privacy and no crosstalk, in a new office intercommunicator, designed by Electronic Sound Engineering Co. Remote stations incorporate tuned circuits which respond to modulated carriers piped over the line. No power supply is needed at the remote stations. Electronic Sound Engineering Co., 109 N. Dearborn St., Chicago 2, Ill.—RADIO & Television RETAILING

Bell BAND-MASTER

When packed for transportation, the phono turntable of model PA-3710-P turns upside-down to fit into the protective base cover. The amplifier, mounted back-to-back with the record player, then sits upright with the latter completely hidden. Separate microphone, phono, and musical instrument controls



are provided on this 10-watt amplifier. Sold as a complete entertainment system, with crystal mike and desk stand, and two 10" speakers in a 3-piece portable carrying case. Bell Sound Systems, Inc., 1183 Essex Ave., Columbus 3, Ohio—RADIO & Television RETAILING

ACA AMPLIFIER

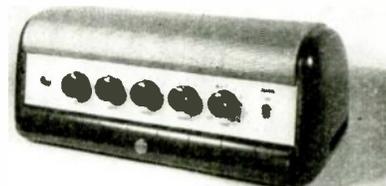
Model ACA-100DC direct-coupled amplifier develops 23 watts output with less than 1% total distortion, and less



than .5% at the 12-watt level. An overall gain of 96 db is maintained from 20 to 20,000 cycles, ± 1 db. Hum and noise level is -40 VU. Two $\frac{1}{2}$ megohm inputs are provided, with variable-timing volume expander and separate low and high frequency equalizers. The 15 output taps range from 1 to 500 ohms. Amplifier Co. of America, 396 Broadway, New York, N. Y.—RADIO & Television RETAILING

RCA 25W AMPLIFIER

This 10-tube amplifier is part of RCA's "package line" of sound system with all accessories. Weighing 35 pounds, it is rated at 25 watts output. The frequency response is 30 to 10,000 cycles. The two



microphone and the two phonograph inputs are separately controlled, and a tone compensator is also provided. RCA Victor Division, Camden, N. J.—RADIO & Television RETAILING

Newcomb AMPLIFIER

Model KXP-30 is a 7-tube amplifier producing 30 watts output at less than 5% distortion, with lower distortion at lower volumes. The response from 20 to 20,000 cycles is flat within 1 db at a gain of 85 db, on $\frac{1}{2}$ megohm crystal phono input. A second input allows bridging transformer connections for low impedance pickups or broadcasting and recording studio work. Six output impedances cover from 3 to 500 ohms,



while separate controls for both input channels and for treble and bass equalizers are included. The etched control panel is illuminated. Newcomb Audio Products Co., Los Angeles, Calif.—RADIO & Television RETAILING

NEW RADIO SETS ON PP. 36 TO 40; NEW ELECTRICAL APPLIANCES ON PP. 78 TO 82.

AEROVOX Electrolytic Capacitors

AMOUNT OF INVERTED MOUNTING CAPACITORS
INSULATED SCREW MOUNTING CAPACITORS
SIZES MOUNTING WIRE LEAD CAPACITORS
ULTRA-COMPACT BYPASS CAPACITORS

AEROVOX TEST INSTRUMENTS

Of course you remember those precision test instruments they were "out" with in the war. These Aerovox instruments were also found in many laboratories and production lines. These Aerovox test instruments — just as good as the best — will be re-introduced in the near future. The new instruments will be better than ever before. Illustrated catalogs will be available in your daily work. Watch for our early announcements!

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MINIATURE TYPE
MOUNTING CAPACITORS
COMPACT QUALITY
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MOUNTING CAPACITORS

AEROVOX Mica Capacitors

MOUNTING MICA CAPACITORS
HIGH-VOLTAGE MOUNTING MICA CAPACITORS
MOUNTING MICA CAPACITORS
PORCELAIN-CASED MICA CAPACITORS

AEROVOX Capacitors

RESISTORS
AND TEST INSTRUMENTS



• This latest Aerovox catalog contains the outstanding postwar selection of capacitor types, sizes, mountings, terminals, voltages and capacities. • Be sure you have a copy in your working library. • Ask your Aerovox jobber for this catalog — or write us direct.

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MOUNTING PAPER CAPACITORS
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AUTO RADIO CONDENSERS
SUPPRESSOR CONDENSERS
MOUNTING CONDENSERS
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MOUNTING CONDENSERS
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FOR RADIO-ELECTRONIC AND INDUSTRIAL APPLICATIONS

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Howard *Acousticolor* is the sensational electronic development that brings thrilling new listening pleasure when playing either radio or phonograph.

With *Acousticolor*, like the conductor of a great orchestra, the listener selects and combines expressive variations of treble and bass to achieve a tonal perfection of richness, warmth and color. *Acousticolor* brings forth the full glorious recreation of all that is best in every type of musical entertainment.

The new Howards with *Acousticolor* will be a bright spot in your window and display room. Striking new dials keynote their style and beauty. Demonstrate *Acousticolor*! Sell *Acousticolor*! It is the result of more than a quarter century of Howard's manufacturing experience.



HOWARD RADIO COMPANY

CHICAGO 13, ILLINOIS

Pioneers in FM Radio

*America's
Oldest Radio
Manufacturer*

NEW BOOKLETS

Stromberg-Carlson has outlined a wide line of sound equipment in a new bulletin entitled "A Sound Presentation". Multi-channel and multi-output systems for high, medium and low power use, control turrets, rack panel installations, portable PA, speakers, horns, cabinets and microphones are all listed, with numbered references to fuller literature describing each item in detail. For copies, contact Stromberg-Carlson Mfg. Co., Sound Equipment Division, 100 Carlson Road, Rochester, N. Y.

Aerovox Corp. New Bedford, Mass., has announced a large and comprehensive catalog on motor starting capacitors. The entire first section of this 50-page booklet is concerned with a detailed explanation of the purpose, methods of use, requirements and troubleshooting of equipment using the units. Tables giving values of capacity for various line voltages and frequencies, motor speeds and horse-power ratings are combined with equations for finding power factor, impedance and current requirements. Numerous schematic circuits are included.

Westinghouse Electric Corp. has published a new practical guide to fluorescent lamps and equipment. Written by Eugene W. Beggs, head of the vapor lamp section of the Commercial Engineering department, the booklet provides a thorough explanation for both the salesman and the technician. For copies, write to Lamp Division, Westinghouse Electric Corp., Bloomfield, N. J.

H. W. Tuttle & Co., Adrian, Mich., has issued a new catalog listing heating coils for electrical service and repair, and giving new list prices for these items. A complete line of replacement coils for electric ranges, special heating units, flat iron elements, cone elements for space heaters, and spooled coiled resistance wire are available from this firm.

Leach Relay Co., 5915 Avalon Blvd., Los Angeles 3, Calif., has released a new 48-page catalog listing its variety of relays. It is divided into sections for aircraft, light and heavy duty circuit control, sensitive, telephone, make-before-break, latch, time delay, impulse, radio, high frequency and keying types of relays. The catalog is available to purchasing agents and engineers.

Micro-Sonic Corp., 44 West 18th St., New York, have just released two new catalogs, containing illustrations, descriptions, and specifications of their line of automatic record changers, record players, and phonograph motors. Copies will be sent upon request.



IF-37 FILTERS

Only \$1.11 each
NET

IT TAKES RADIO NOISES OUT OF FLUORESCENT LAMPS

Sprague IF-37 Filters are specifically designed for fluorescent lamp interference suppression. They offer the most effective way to suppress "hard-to-stop" interference conducted down the power line to remotely located receivers. One filter is required for each auxiliary. They are installed simply by connecting them

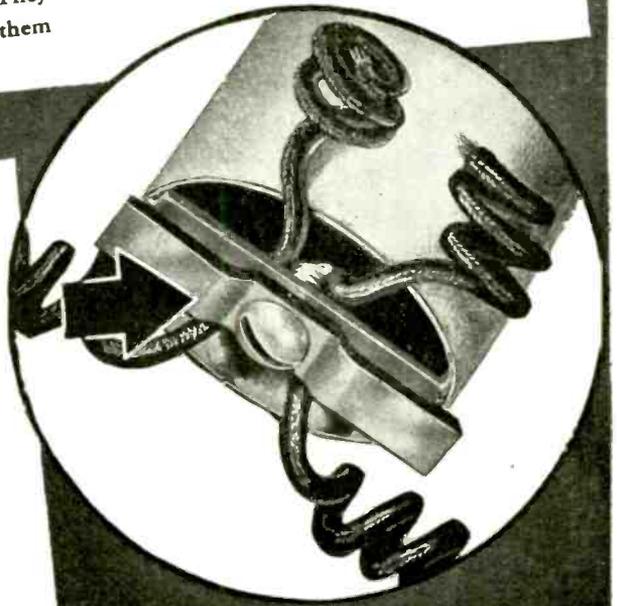
directly to each fixture across the incoming leads.

Note to Radio Dealers: Install Sprague IF-37 Filters on every fluorescent light in your own store to suppress noise for better, quieter radio and television demonstrations!

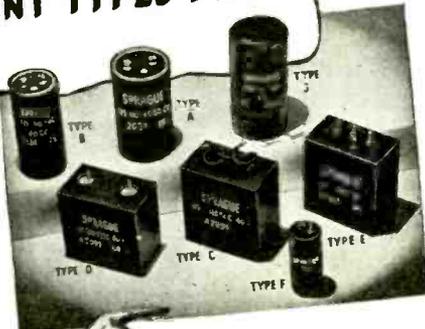
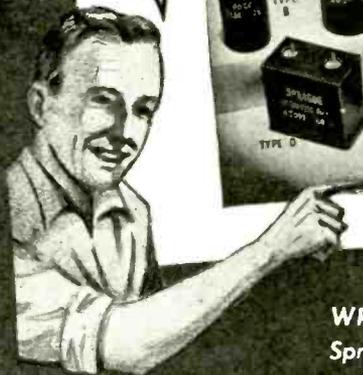
A NEW SPRAGUE ATOM

Handiest, most convenient dry electrolytic capacitor for vertical chassis mounting!

In Type LM Universal Mounting Replacements, Sprague offers a new Atom dry electrolytic which can be mounted in any position to replace inverted can, spade-lug or similar vertical-mounting capacitors. Equipped with special mounting devices to replace screw type can mounting, LM Atoms fit any chassis hole from 3/16" to 7/8" diameter. Their separate positive and separate negative leads can be connected together to get common positive or negative sections. Because they prevent section-to-section electrolysis, they are especially recommended to replace old common positive condensers. Like all Sprague Atoms, Type LM Capacitors are made with famous Sprague etched foil and are completely sealed and moisture-proofed.



THESE ARE ALL THE MOTOR-START CAPACITOR REPLACEMENT TYPES I EVER NEED!



MAKE MONEY ON REFRIGERATOR REPAIR JOBS

When you've repaired the radio . . . why not repair the refrigerator, too? Make one trip pay for two jobs! Use these Sprague Universal Motor-Start Capacitors for every motor starting need. The seven shown here are all you'll require. They're always in stock . . . quick, easy to install . . . and absolutely dependable! They always fit —the terminals are right for quick installation. For details on how to select the exact unit needed for any standard motor, write for Sprague booklet: "A NEW COMPLETE STORY ON MOTOR STARTING CONDENSERS." It's free!

WRITE for new Sprague Catalog

SPRAGUE PRODUCTS COMPANY

NORTH ADAMS, MASSACHUSETTS

Jobbing Distributing Organization for Products of the Sprague Electric Co.

Westinghouse Budget Plan for Appliance Purchasing

Westinghouse Electric Corp., C. F. Gilbert, manager of the retail finance div., has announced details of the Westinghouse budget purchase plan, covering installment buying of electrical appliances and radios.

Keynote of the new plan, according to Mr. Gilbert, is its low cost to the retail buyer. He commented that for the budget purchaser this really is the equivalent of a lower price for the finished product—the same as though the manufacturer through engineering ingenuity was able to reduce the cost of his appliance.

Two separate arrangements for operation of the Westinghouse budget purchase

plan have been completed. In the 37 Eastern states they will have available facilities of the Universal-CIT Credit Corp. Similar service will be provided in 11 Western states by a group of 102 banks, known as the Western Bankcredit Group. The Bank of America National Trust and Savings Association will act as coordinator for the bank group, serving as a focal point of contact between all banks and Westinghouse.

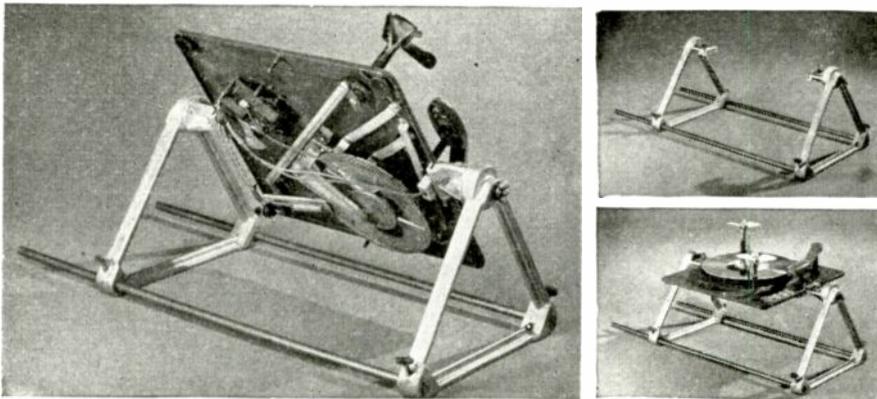
Joins Gawler-Knoop

Allyn W. Jones, ex-Ensign, USNR, is now associated with Gawler-Knoop, Inc., factory representatives with headquarters at 1060 Broad St., Newark, N. J.

Honors for Col. John Rider



Lt.-Col. John Rider, publisher of radio manuals, is shown being awarded the Meritorious Service ribbon by Col. Hugh Mitchell, in recognition of Col. Rider's achievement in organizing radar and radio information service, so that detailed technical manuals and instruction books were delivered with all new equipment going to armed forces. Col. Rider previously received the Legion of Merit.

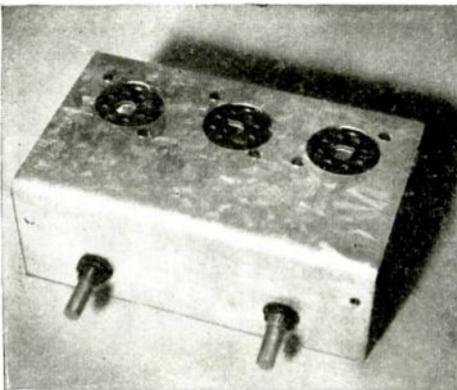


CHANGERA K

Speed Up Record Changer Repairs!

The Changerak is the finest record-changer rack available to servicemen. It sets up quickly and positions the work where you want it. The rigid aluminum triangle frames are instantly adjustable to any size changer. Two clamps secure the record-changer so that it may be rotated a full 360°. Locks at any convenient angle. The Changerak will definitely reduce bench-time on every job and its low cost will be repaid time and time again in work saved. Changeraks are built for years of good service. At present we are making immediate delivery.

Dealer net price F.O.B. Chicago — **\$11.95**
Shipping Weight — 7 lbs.



3 TUBE PHONO AMPLIFIER Tone Control—Volume Control NOW IN STOCK!

Here is the amplifier that meets the demands of dealers who assemble their own electric phonographs. It has everything—3 tubes, beam power output, tone control and volume control. Plenty of power is available for excellent reproduction. The added tone control is a feature that puts this amplifier in a class by itself. It is quickly and easily installed. Take advantage now of the enormous demand for electric phonographs. Amplifier uses the following tubes: 1-35Z5, 1-12SQ7, 1-50L6. Operates on A.C. or D.C.—110 volts.

Net Price, less tubes, \$4.50
IMMEDIATE DELIVERY!

Orders are now being accepted for immediate delivery — no waiting.
Terms: 2% check with order. Or 25% deposit, balance express C.O.D.

HOLLANDER RADIO SUPPLY CO.
549 West Randolph Street Chicago 6, Illinois

Hotpoint Electric Kitchen Package to Be Available

War veterans housing will be aided as a result of the voluntary allocation plan for all-electric kitchen packages of major appliances, announces Edison General Electric (Hotpoint) Appliance Co., Chicago. The initial allocation will consist of 1,000 ensembles, Ward R. Schafer, vice-president, said.

Outlining a program under which builders must show that "a veteran will actually occupy the house," Mr. Schafer explained that careful distribution plans had been formed to assure equal distribution in all parts of the nation.

A complete "electric kitchen package" was described as an electric stove, refrigerator, cabinet sink and five wall-and-base cabinets. The retail price delivered to the homesite is between \$475 and \$500, according to the specific appliances chosen.

For Stromberg Sound

Royal Amusement Co., Auburn, Me., has been signed as a distributor for the sound equipment division, Stromberg-Carlson Co. A. R. Royle, sales manager of the division, announced that with this action, the division's distribution is now complete. C. C. Coffin heads the Auburn firm.

Telling the Story of Temple

An elaborately illustrated book on "The Story of Temple—Past, Present and Future", has been issued by the Temple-tone Radio Mfg. Corp., New London, Conn. It is a full account of the company's history, plans and personnel, showing complete manufacturing scenes and the Temple line of radios. The policy "Where FM also means Finest Made" is featured.

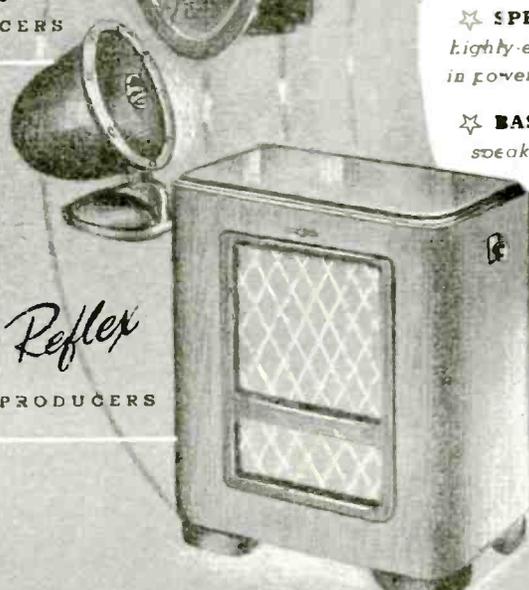
Highlights in THE 1946 Jensen LINE

★ *Hypex*
PROJECTORS

★ **COAXIAL**
SPEAKERS

★ *Speech
Master*
REPRODUCERS

★ *Bass Reflex*
REPRODUCERS



★ **HYPEx Projectors** better than ever—more efficient. They have the famous Hypex "flare formula"—not exponential—developed by Jensen acoustical research. Driver units employ the Jensen "Annular" diaphragm, clamped at periphery and center—another exclusive feature!

★ **COAXIAL Speakers.** Now four improved 15" and 12" designs for high-fidelity, extended-range reproduction. High-frequency Control* provides instant fidelity adjustment to suit program quality and listener preference. Available in complete Reproducers.

★ **SPEECH MASTER Reproducers.** Designed especially for crisp, highly-effective speech reproduction. Desk-, panel-, wall-mounting types in power ratings for low-level and high-level applications.

★ **BASS REFLEX* Reproducers.** A complete line of reproducers with speaker installed, or enclosures only, in fine furniture or utility styles—all with the smoothly extended low-frequency range for which Jensen Bass Reflex is justly famous.

*Trade Mark Registered

These are only a few of the many distinguished products in the complete Jensen line. Write for catalogs and data sheets for further information.

JENSEN MANUFACTURING COMPANY
6625 S. LARAMIE AVE., CHICAGO 38, ILLINOIS
In Canada—Copper Wire Products, Ltd. 11 King Street West, Toronto

Jensen
SPEAKERS
WITH **ALNICO 5**

Specialists in Design and Manufacture of Acoustic Equipment



Retailer Ward Thomas, owner Economy Appliance Co., Memphis, Tenn., receives a "sample" washer via airplane.

Air Express Shipments

How to Use Speedy Service for New Models, Parts

● Not so long ago, any discussion of air express was peppered with the words "glamour" and "speed". A Hollywood star awoke with a yen for a new dress and by nightfall, she was cooing over the latest styles flown from the East; or, an Eastern party-giver "just had to have" fresh carnations for her fete and air express brought them from some far-off state fresh and snap-pily.

Don't Need Large Stocks

However, not all air shipments fell into the category of personal whimsy. There was always a vital machinery part in the air on its way to a production plant lying idle until a replacement was made. Or some life-saving drugs flying across the country in the night. But even these shipments must be classed as emergencies.

Today, however, like the ship and train before it, the airplane has be-

come a fixture in transportation and distribution as practiced by everyday, competitive business.

And, while the airplane has increased its speed in the intervening years and the glamour remains—if you are looking for it—more important these days is the airplane's silent role in merchandising and selling.

For in addition to delivering a radio or electrical appliance faster than the store down the street can get it by rail or truck, air express enables a store owner to keep his capital free and not tied up in a great wealth of stock that might sell and might not.

Needed Parts in Hurry

This also saves much store space and rent, although the greater value seems to lie in removing the gamble the small store owner must make on the likes and dislikes of his customers.

It offers him, too, a fast means of procuring a rare or expensive replacement part overnight, no matter what section of the country he is located in.

Air express puts the owner of a radio and electrical appliance store in direct competition with the big city shop, notwithstanding the relative cost to higher speed transportation.

The Competitive Angle

Shipping by air offers no magical formula which will draw customers from the larger to the smaller store. But, with airplane delivery at his beck and call, the small dealer can prevent his customers from buying in the larger stores by providing them with air express good-will.

The small owner can explode the theory that large stores are better stocked if he resorts to air express to bring samples of the latest radio

(Continued on page 123)

CALRAD "hard-to-get" RADIO VALUES!



SPECIAL!

Make any record player wireless with brand new TWO-TUBE PHONO OSCILLATORS

Operates as far as 100 feet from a radio and can be used with Automatic Record Changers, Players or Microphone.

\$4.95 net

4 Prong Universal Vibrator

Fits 80% of all replacements. Individually boxed.

\$1.25 each



CRYSTAL MIKE

With 100 ft. Shielded Mike Cable

\$7.95 each

AUTO ANTENNAS

- * 3 Section
- * 66" Long
- * Brass Tubing
- * Triple Chromium Plated
- * 2 Insulator Type Cowl Mounting With Lead Individually Boxed

24 TO MASTER CARTON **\$30.00**

LOTS OF 48 **\$55.00**

Immediate Delivery But Quantity Is Limited.

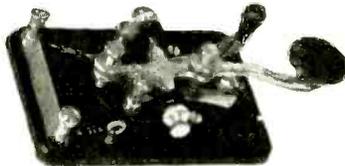
5 Tube Super AC-DC PARTS KIT



Kits include: Stamped Chassis—Dynamic Speakers—Output Transformer—Volume Control and Switch—2 Shielded I.F. Coils—Antenna and Osc. Coils—Two-gang Super Variable—5ø Octal Sockets—20 x 20 Mfd. 150 Volt Filter—5 Tubular Condensers—3 Mica Condensers—6 Resistors—6 ft. AC Cord and Plug—Circuit Diagram.

While They Last **\$8.95 ea.** Lots of 6 **\$50.00**

Signal Corps TELEGRAPH KEYS



Genuine U.S. Signal Corps telegraph keys brought to you at prices below manufacturing costs! Made with switch to close contacts, polished durable enameled metal base mounted on a bakelite base; key lever is nickel-plated; contacts are brass-silver. Packed in new original boxes.

LOTS OF 60c each CARTON OF 50 50c each

V.M. TWO POST AUTOMATIC RECORD CHANGER



This Record Changer is a well-made mechanism, will play either 10-in. or 12-in. records. The pickup uses a crystal cartridge. Size 14 in. x 14 in. Packed 2 to a factory-sealed carton, factory guaranteed.

CARTDN OF 2 **\$35.00** Special **\$18.95 ea.**

WEBSTER RECORD CHANGER

Model 50 Complete



\$19.95 each

LOTS OF 3 **\$19.00**

Built to last. Fast change cycle. Simple, fool proof operation. Feather light needle pressure. Longer life for records. Quiet running shock mounted motor.

BUY NOW! LOWEST PRICES! STOCKS LIMITED!

Fully Shielded Power Transformers
50 Mill—6.3 Vo. @ 2 amp. C.T.—5 Vo. @ 2 amp. C.T.—650 Vo. C.T. \$2.45 ea. Lots of 10—\$2.25 ea.
Push Pull 6L6 Shielded Output Transformer
30 Watt Peak, to 2-4-6-8-16-250 and 500 ohm line. \$3.45 ea. Lots of 12. \$3.25 ea.

Push Pull Input Transformer, 10,000 ohm plate to push pull 6L6—\$1.10 ea. Lots of 12—\$1.00 ea.
Midget Universal Output Transformer—push pull plate to 2-4-6-8-10-16 ohm voice coil—95c ea. Lots of 10—85c ea.

10 Watt Large Universal Output—\$1.35 ea. Lots of 10—\$1.20 ea.

Single Pentode Midget Output—for 50L6, 6V6, 6F6, etc.—55c ea.

50 Mill Filter Choke 300 ohm—65c ea. Lots of 10—60c ea.

75 Mill Filter Choke 250 ohm—95c ea. Lots of 10—85c ea.

100 Mill Filter Choke 250 Ohm—\$1.10 each. Lots of 25—\$1.00 ea.

DYNAMIC AND P.M. SPEAKERS

4-in. 450-Ohm Dynamic—Packed 30 to Carton—\$1.75 ea.

4-in. 2500-Ohm Dynamic—Packed 30 to Carton—\$1.75 ea.

4-in. P.M. Heavy Slug—Packed 30 to Carton—\$1.70 ea.

5-in. P.M. Heavy Slug—Packed 30 to Carton—\$1.75 ea.

6-in. P.M. Heavy Slug—Packed 20 to Carton—\$2.25 ea.

TUBULAR ELECTROLYTIC CONDENSERS

10 Mfd. 50 Volt—21c ea.

25 Mfd. 50 Volt—24c ea.

50 Mfd. 50 Volt—28c ea.

100 Mfd. 50 Volt—35c ea.

16 Mfd. 150 Volt—25c ea.

20 Mfd. 150 Volt—29c ea.

30 Mfd. 150 Volt—32c ea.

50 Mfd. 150 Volt—35c ea.

20 x 20 Mfd. 150 Volt—43c ea.

30 x 20 mfd. 150 Volt—47c. ea.
40 x 20 Mfd. 150 Volt—55c. ea.
50 x 30 Mfd. 150 Volt—65c. ea.
20 Mfd.—350 Volt—39c ea.
10 Mfd.—300 Volt—39c ea.
20 Mfd.—25 Volt—39c ea.

Standard Brands, Tubular By-Pass Condensers

.001-.002-.003-.005-.006-600 Volt \$6.75 per 100

.025-.01-.02-600 Volt \$7.75 per 100

.05-600 Volt \$8.50 per 100

1-600 Volt \$9.50 per 100

.25-600 Volt \$15.00 per 100

.5-600 Volt \$19.00 per 100

4 Mfd. 600 Vo. T.L.A. Oil Condenser, screw base. Upright aluminum can. 1 1/2 in. x 3 3/4 in. List \$4.50. Replaces 8 mfd. 600 Vo. electrolytic. 95c ea.

FINEST QUALITY MIDGET MICAS:

.001-.0001 .005-.00005 \$5.00 per 100

.002-.00025 .006-.0005 \$4.00 per 1000

Astaire Low Pressure, curved arm, crystal pickup with Sapphire Stylus Permanent Needle, has cartridge which replaces LP6-LP21-LP23. \$3.50 ea.; Lots of 10 \$32.50.

Standard Low Pressure Crystal Pickup. \$2.25 ea.; Lots of 10—\$20.00

Signal Corps Dual Headsets—8000 ohms high impedance, with 2 rubber ear cushions, cord and phone plug, individually boxed. \$12.50 list, net \$2.25 ea., lots of 12, \$25.

456 K.C. Antenna, Oscillator and R.F. Coils, 25c ea.

456 K.C. I.F. Coils Input & Output, medium size ear \$1.50 ea.

Weston Volt ohm meter Model 663—\$49.50 with carrying case & leads.

Mallory No. 534C—6 prong, 6 Volt, Synchronous Vibrator, Equivalent to Mallory No. 742. \$1.75 ea. Lots of 10—\$15.00.

Kit of 50 assorted Bakelite Knobs for 1/4-in. shaft, with set screws \$2.50 per kit

Kit of 50 assorted wood knobs for 1/4 in. shaft with set screw—\$3.50 per kit.

Midget Ceramic Trimmers—3-30 mmf., \$3.00 per 100

Western Electric—0-200 Microammeter—3 in bakelite case. \$4.25 ea.

Tinned Copper Shielding—1/4 in., 1/2 in., 3/4 in. \$1.50 per 100 ft.

Rubber Sheathed "Mike" Cable, shielded, single Conductor 100 ft. for \$ 5.95

500 ft. for \$25.00

Moulded Octal Sockets 1 1/2-in. mtg. with metal ring \$7.00 per 100

6 ft. A.C. Cords with plug \$20.00 per 100

Volume Controls, less Switch—1 1/2-in. shaft 250,000 ohm.

1 Meg Lots of 100 39c each

2 Meg \$30.00

250 ft. Coil Underwriter Approved Zip Cord—\$4.75 per roll.

Transmitting type variable Condensers, Dual Double Spaced 110 Mfd. per section \$1.00 ea.

Dual Double Spaced 170 Mfd. per section \$1.00 ea.

Single Gang Dual Spaced 440 Mfd.—\$1.00 ea.

Single Bearing Midget Condenser 14 plate—100 Mfd. 50c ea.

Midget Open Circuit Jack—Lots of 10—\$1.50

Midget Closed Circuit Jack—Lots of 10—\$2.00

Midget Double Circuit Jack—Lots of 10—\$2.00

Insulated Banana Tip Jacks, red or black \$8.50 per 100

Insulated Banana Plugs, solderless, side screw connection, red or black. \$10.00 per 100

Standard Barrel Type Phone Plug. \$20.00 per 100

Patch Cord 4 ft. with 2 P.L. 55 Plugs—49c ea.

4 Tap Midget Loop Antenna Size 7 3/4"x5"—35c ea.

500,000 Ohm Volume Control with Switch—2" Shaft 69c ea.

1 Meg Ohm Volume Control with Switch—2" Shaft 69c ea.

10 Watt Wire Wound Resistors, your choice of sizes 25 Ohm to 25,000 Ohm—20c ea.—\$17.50 per 100

Buffer Condensers (Famous Make) .005, .01, .02—170 Volts—19c ea. Lots of 50—15c ea.

MAIL ORDERS FILLED:

25% deposit with order, balance C. O. D. Santa Monica & Vermont Avenues

References—Bank of America, Los Angeles, California

CALIFORNIA RADIO & ELECTRONICS CO.

Dept. No. T. 711 No. Vermont Ave., Los Angeles 27, California



there
is

NO SUBSTITUTE

for good, honest WIRE, unwinding itself
cross-country, through mighty public buildings and
humble cottages, in and out of America's radio sets and
legion other communications units. You are getting some
CORWICO Wire now . . . and more is on the way . . .



cornish

WIRE COMPANY, INC.

15 Park Row, New York 7, N. Y.

"Made by Engineers for Engineers"

Store Says "Come In"

(Continued from page 33)

features larger home appliances which are not considered "wrap up" sales. The merchandise consists largely of radio console combinations, refrigerators, washers, and ironers.

Outstanding features of this floor are panoramic displays finished in bright pastel colors. Prospective buyers can view here, undisturbed, the major appliances for every home. There is an advantage, too, for the salesman who has the quiet businesslike atmosphere required for larger sales.

The front portion of this floor, separated by a modernistic wall, is a temporary stockroom. This intimate section will later be converted into a television theatre with plenty of seats and a regular nightly program.

Throngs of shoppers visit the modernized store daily. Extra salesmen have been engaged to handle the traffic. The store has been cited by Garod Radio Corp. as one of its most progressive and successful dealers.

Money Well Spent

Baim & Blank now feel certain that their choice of store style and their investment in this type of modernization was sound and wise. They believe that the public's impression of their store is a highly favorable one. The striking two-story motif of their entirely new store front, distinctively emblazoned with blue neon letters, dominates the street.

The basic merchandising concept of "First we see—then we buy" is well supported with the "Visual Front" developed by the Libby-Owens-Ford Glass Company who defines it as: "a front which one can see *through* because large areas of glass put the entire store on view . . . with proper lighting at night, the whole store is a dramatic display—one which continues to sell after closing time."

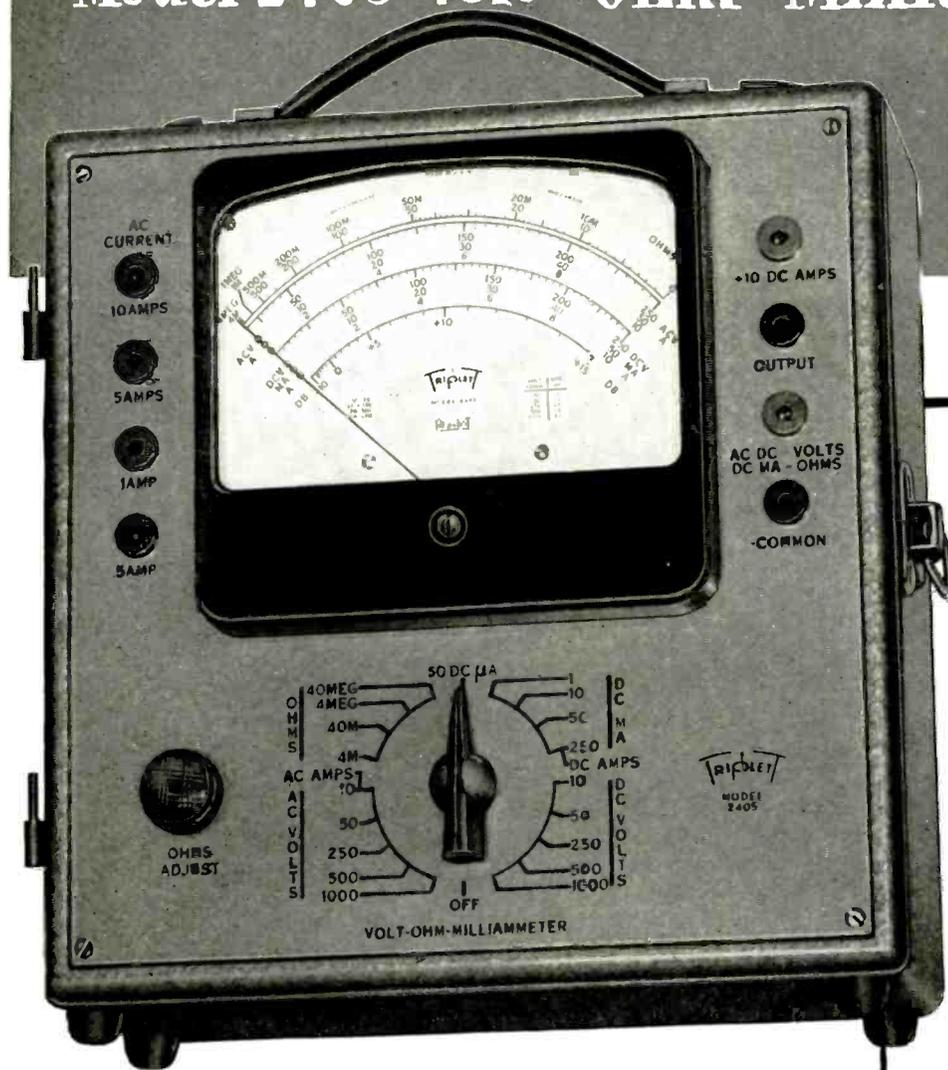
Genuinely satisfied with their effort, Baim & Blank believe that no retailer within miles can present so colorful a merchandising picture.

Joins Rosen Staff

Irwin P. Schoen has been appointed to the sales division of the Bendix home laundries of Raymond Rosen & Co., Philadelphia. David Strousse has recently been named for the building department under Ray Keane at the Rosen firm.

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 LIFE-TIME GUARANTEE

on 6" instrument protects against defects in workmanship and material.

New **ENGINEERING • New DESIGN**
New **RANGES •**

(50 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

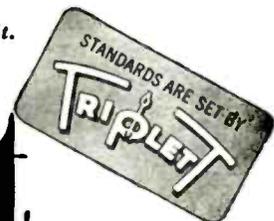
Ranges at 5000 ohms per volt.

WRITE FOR COMPLETE DESCRIPTION.



Triplet

ELECTRICAL INSTRUMENT CO. BLUFFTON, OHIO





"Superstition" in Selling

Customers Bring "Good" and "Bad" Luck Into Stores, Some Dealers and Salesmen Still Believe

● "Whenever Mrs. Hamilton comes into my store she 'brings' other customers with her," says Dealer Joe Doakes, owner of the town's leading radio/appliance store. Dealer Doakes doesn't mean that the "other customers" accompany Mrs. Hamilton. What he does mean is that once this particular lady enters his establishment she brings him luck—luck in the form of other customers.

Of course Merchant Doakes has no logical explanation for this. "It just happens," he explains to members of his family or to those intimately associated with him.

In ascribing supernatural customer drawing power to Mrs. Hamilton, Dealer Doakes is permitting himself to indulge in a bit of superstitious "reasoning" which has persisted for many years in American retailing circles.

Today there are still many merchants who believe that the first sale they make on Monday morning is "lucky". Indeed, some retailers used to be in the habit of making special concessions to Monday morning's first customer.

Those Vexing Hexers

Salesmen continue to encounter "hexes" even in these days and times, many, for example, believing that a "third person" accompanying a husband and wife out shopping for an appliance, is sure to throw a monkey wrench into the sale. Then, too, a great many salesmen and dealers believe that shopping is made up entirely of "lulls" and "crowds". They probably have some basis for the belief that passers-by dislike shopping in empty stores but are definitely conscious of an urge to get inside a store well filled with other people.

"We stand around for hours, now

and then, waiting upon a straggler," a salesman explains, "then all of a sudden a whole horde enters; so many that we cannot wait on them all."

The long arm of coincidence, of course, plays a large part in forming bases for retail superstitions. If Mrs. Hamilton comes into an empty store a few times to be followed almost instantly by a number of other shoppers, she is frequently credited with having what old-timers used to call "a glad hand"—a human customer-magnet. Many dealers have come right out to tell certain customers of the remarkable "power" they possess, and have found that the relaying of such knowledge has been happily received and frequently bragged about by the "possessor" of such remarkable power.

Bores, Starers, Meddlers

Not all customers bring good luck to stores, though. Certain individuals have so "hexed" salesmen by their repeatedly obnoxious behaviors that the latter have refused to perform sales functions in their presences. "Hexers" include plain out-and-out bores, cynical-appearing starers, and meddlers who "participate" in sales discussions between other customers and the salesman.

Even some national sales organizations inject a little superstition medicine into their sales training. "Get one vacuum cleaner into one home for a demonstration, and you'll be certain to sell more than one as a result", a salesmanager was heard to assert. What he was actually dishing out was a dose of sales psychology—stressing the encouragement angle.

Salesmen have many superstitions about their respective abilities to sell successfully in certain age and wealth brackets, and in their apparent aptitude toward being able to sell, for instance, women

more successfully than they can sell men.

Salesman Jones looks over his past records and sees that he's sold a majority of old folk, and has lost sales to a surprisingly large number of younger ones. Therefore, reasons Jones, he'll stick to older prospects. "I can't sell women anything", protests Salesman Smith, and he shows his record to back it up. "I'm poison to them, I guess." Another salesman expresses his belief that he cannot sell successfully to the poor and middle class. "I'm out to make a lot of money. I want to be rich myself, and I suppose that's why I do better with wealthy customers."

Maybe the salesmen have some logical bits of thinking in such beliefs on customer relationships. Certainly some personalities click while others jar, but there's a big element of superstition present in salesmanship which helps to give retailing the human touch that it may well need.

Do Clothes Make the Man?

Every experienced salesman has at least one anecdote along the lines of the advice not to be governed by appearances. Listen to the salesman and he'll tell you about the time the other salesman refused to wait on a seedy, impoverished looking individual who actually turned out to be rolling in wealth and who finally became one of the firm's best customers under the skilful handling of the salesman who refused to believe that clothes make the man.

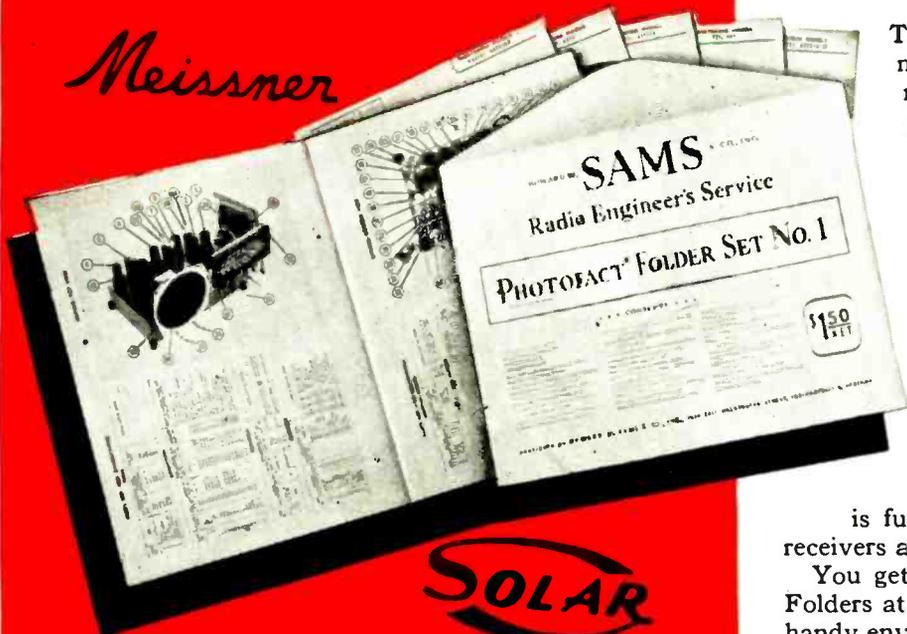
Actually, though, cases such as the above are exceptions to the rule, because we all know that the majority of well-fixed people are nearly always well dressed.

But superstition marches on. Mrs. Hamilton may not bring other buyers into your store, but if she appeared to be doing just that little thing, you'd like it, wouldn't you?

I R C

THORDARSON

Meissner



SOLAR

MALLORY & CO. INC.
MALLORY



SPRAGUE

CLAROSTAT



AEROVOX

Jensen



Utah

YOU name the brand—

(original equipment or replacement)

PHOTOFACT FOLDERS

**give you the exact
part numbers**

The manufacturers behind these and many other famous radio trademarks, including many radio set manufacturers, say that Howard W. Sams PhotoFact* Folders offer you the most revolutionary service data ever devised. They claim—and rightly—that they can save up to 50 percent of any radio service engineer's time.

No wonder! PhotoFact Folders tell you—by data and pictures—everything you want to know about servicing every post-war radio made. Every part is listed and numbered. Every servicing shortcut and installation fact is fully set down! This at a time when receivers are more complicated than ever!

You get a set of from 30 to 50 PhotoFact Folders at a time. Each set comes to you in a handy envelope at a cost of only \$1.50 for each group. They cover all new radios, phonographs, intercommunication systems and power amplifiers as they reach the market.

Demand for the Howard W. Sams PhotoFact Folder Service is phenomenal. Paper shortages may make it impossible to send you the first sets immediately. But reprints are now being made—and you will get additional sets as fast as they are issued. Ask your distributor for full details and specimen folders. Have him put your name on his reservation list!

HOWARD W. SAMS & CO., INC.
2924 East Washington Street, Indianapolis 6, Indiana

**Trademark Registered*

WHAT THE PHOTOFACT SERVICE IS:

It's a new and radically different method of giving you the complete service story on every receiver manufactured since January 1, 1946.

All information is compiled by experts—from actual examination of models themselves, not from ordinary service data. No brand of product is recommended above another—all original

equipment part numbers are listed as well as competitive component part numbers. Each Folder gives you from 2 to 12 clear photos of the chassis... a keyed reference alignment procedure... complete voltage and resistance analyses... complete stage gain measurement data... plus a schematic diagram.

PUBLICATION DATE—SET NO. 2
JULY 25th—ORDER TODAY

HOWARD W. SAMS & CO., INC. RADIO PHOTOFACT SERVICE



Ask your jobber about these illustrated items of **MASCO SOUND EQUIPMENT** reprinted from our recent ads

MASCO MARK SIMPSON MANUFACTURING CO., Inc.
32-28 49th Street, Long Island City 3, N.Y.

SOUND SYSTEMS and Accessories

RAvenswood 8-5810-1-2-3-4

PILOT RADIO

your beacon to a better business in better radios

PILOT RADIO
SYMBOL OF QUALITY

Meets Competition

(Continued from page 77)

do the hookup itself. The law is not so strict on this point as it is on some electrical appliances.

"It is almost the same thing with water coolers. If we can bring these various artisans together under one roof and one telephone number we shall be able to offer a true super-service setup.

"Service will in my opinion continue to be highly important. We have more complaints from people who buy equipment from large stores that sell on a merchandise basis than from anybody else. Some of these stores look upon service as a necessary evil and get by with as little of it as possible.

Not Experimental

"The service calls we receive are really the way we build customer traffic in this store. We could put three salesmen out full time and not get as much business on major appliances as we now have.

"Of course salesmen are necessary. We have one man out making promises to people. It is not necessary but we want to keep in front of the public.

"Our outside salesmen sell service as well as products. They call on previous customers. We have found from the deliveries made thus far that about half the orders the salesman takes are from customers not only on our list but on other lists as well. To tell where we stand we take a \$5.00 deposit. Of course we turn this back when people tell us they have bought elsewhere, but we don't say in advance that we shall do this."

No Picnic Here

Les Leavitt's store is situated in a section where there are many furniture stores. One furniture store is next door and there are others on both sides nearby. Many overflow calls at this store come from customers who have previously shopped in these furniture stores and in a national mail order outlet a few doors away.

"I have built our business around my natural aptitude and background," said Leavitt. "Someone else may build a successful business along different lines which fit his particular personality and experience. I believe the cardinal rule in business is to operate the way you see fit regardless of what others may think."

20,000

AUTO AND HOME VIBRATORS WAR SURPLUS AND REGULAR CARTONED—BUY A YEAR'S SUPPLY NOW 30 to 70% SAVING MADE BY UTAH—OAK—MALLORY RADIART—ELECTRONIC

POPULAR NON-SYNCS

Reg. 4-prong 6 volt Army vib. stock no. VB-9A. Made by Galvin. The most popular of all non-sync. vibrators. \$1.09 each; in lots of 25. 99 cents.
Midget 4-prong vib. as used in Ford sets \$1.49.



Popular NP-42 Utah non-sync. 6-volt 4-prong vibrator \$1.49 each.

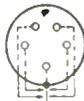


Delco off-set 4-prong 6-volt non-sync. vibrator. This has been a hard number to get but we have them. Net \$1.79. . . .



4 POPULAR SYNCs

Mallory standard 5-prong sync. this vib. is very common in B-Less home sets. War type No. 546-C similar to type 245-A 6-volt. Very special at \$1.95.



Standard 6-prong sync. popular in Home and auto sets. Made by Oak. Net \$1.95.



Utah off-set 5-prong sync. vib. a very popular type for Admiral and other home 6-volt B-Less sets Utah SP-55. Net \$2.59.



SP-62 Utah Reversible Sync. A popular type as used in Western Auto and many other types of car radios. Net \$2.59.



Sync. unit 6-volt with long leads. Ideal for all types of replacements, home or auto sets. Small enough to fit in any can. A hot buy at \$1.69.

Utah SL-5 replacement Vibrator unit 6-volt with buffer condensers, has long leads. This is a hot item as it is ideal to replace the unit in Delco and GM sets. Small enough to fit any can. Very special at \$2.59.

Midget Radiart 6-volt sync. Can size only 1" x 2". Ideal for experimenters and set builders and general B-Less replacement. Net \$1.49.

Heavy Duty 6-volt Sync., fits standard 6-prong tube socket can size 2 1/2 x 2 1/2 x 5. This vibrator is made for 30-watt 6- and 110-volt amplifiers. Regular net, approximately \$9.00. Very special at \$2.95.

32-VOLT UTAH type NP-4 regular 4-prong as used in 32-volt farm sets. This is a real value at only \$1.49.

General Electric 2-volt 7-prong sync. vibrator as used in the self-charging portable. Net \$1.95.

WAR SURPLUS PORTABLE 45 VOLT B

Manufactured in July 1945 but new and in good condition. General Dry No. V30B. Net 49 cents. 10 for \$4.50.

INTER-COM

Model C10A Intercom master. 3-tube selective (one to 4 station) type. Highly efficient AC DC circuit using 3 12SN7 tubes. Ideal for inter office or other installations not requiring great power output. Complete ready to operate. \$12.95.
Sub station with "call in" switch. \$3.95.

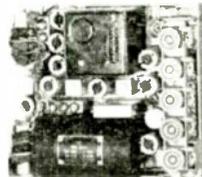


WAR SURPLUS

COMPACT F.M. RECEIVER

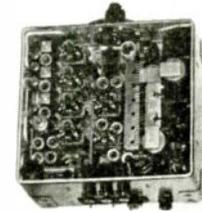
Ideal for H.F. Converter

Aircraft surplus for 24-volt input. Housed in metal case. Was used as an electronic control device. Complete with 10 miniature tubes and generator. Rec. from 25 to 50 MC. Approx. 20 of these to sell at \$9.95.



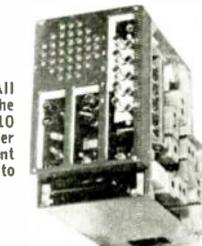
F.M. MOBILE ARMY TRANSCEIVER

6- or 12-volt input self-contained power supply complete with 19 1 1/2-volt tubes and 6 spares. Has spare vib. Twin channel from 35 to 42 MC. Cost low, several times our price. Shipped less crystals and top and bottom plate. Net \$24.95. Speaker \$4.95. Telephone hand set \$4.95.



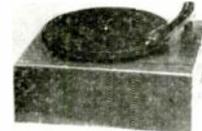
BC 683 TANK RECEIVER

F M rec. 27 to 39 MC. All complete with 10 tubes. The hams are going for these for 10 meters. Requires external power supply to furnish 12 volt filament and plate voltage. 25 of these to sell at \$24.95.



RECORD PLAYERS & CHANGERS

Latest rim drive phono motor-crystal pick up and mahogany finished wood base offered as a record playing attachment at only \$9.95.



Model B-4 phono-osc easily fits in above base \$3.69 extra.

AUTOMATIC record changer latest single post type with mahogany finished wood base. This is a fast selling item. Base and changer \$17.95.

Model B-4 phono oscillator easily fits above \$3.69 extra.

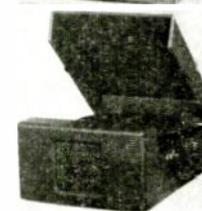
Handsome highly polished walnut cabinet with latest single post automatic record changer, both for \$20.95.



3-tube AC phono amplifier and 5" alnico 5 pm speaker—tone and volume controls. Complete with tubes, ready to play. \$8.95.

PORTABLE PLAYER

All wood, leatherette covered, portable case—rim drive phono motor and turn table—latest style crystal pick up and 2-tube AC DC amplifier complete with tubes and 5" alnico 5 PM speaker. Only 15 min. time required to mount parts in case. All for \$19.95.



800 TO 1500 KC 2-TUBE PHONO-OSCILLATOR

Model B-4. Has audio gain stage for proper power output. Complete with tubes ready to operate. \$3.69
Mike Oscillator model C-4 is similar to model B-4 except has added gain stage for crystal mike. Complete with 3 tubes and fader control \$4.95. Crystal mike \$4.90 extra.



AUTO AERIALS—5,000 TO SELL

Side Cowl, 3 section, a full 100" aerial, ideal for trucks and those who want DX reception. 36" shielded lead \$2.95.

SIDE COWL, 3 section, all brass, chrome plated construction, with 36" unshielded lead. Very special \$1.49.

Side Cowl, 3 section, all brass, chrome plated construction, with 36" shielded lead, a real value at \$1.79.

Top Cowl, single hole mounting, all brass, chrome plated construction, similar to 41 and 42 original equipment; has 36" shielded lead. Full 3-section, 50 in. Very special \$1.59.

FAMOUS ICA UNI-MOUNT, 3 section, all brass, chrome plated construction, has 36" shielded lead. Truly a universal auto aerial. Very special \$2.29.

LATEST ALNICO 5 PM SPEAKERS

4" 1. oz. mag. net \$1.95

5" .7 oz. mag. net 1.79

5" 1. oz. mag. net \$1.95

6" 1.5 oz. mag. net 2.45

all of these speakers have very small backs making them ideal for auto and midget sets. 6" 1. oz. mag Quam adjustment, net \$2.70.

Special value: 8" alnico 3 pm speaker, ideal for auto and home set replacements. \$2.95.

SUBSTITUTE TUBES AND ADAPTERS FOR THOSE HARD TO GET 1 1/2 VOLT NUMBERS

1R5 & add to 1A7 net 99c

1T4 & add to 1N5 net 69c

1S5 & add to 1H5 net 69c

3S4 & add to 1Q5 net 69c

3S4 & add to 3Q5 net 69c

JAN CARTONED & UNCARTONED TUBES

Very special 49c each

12SN7 6SN7 6SK7 6K7 6B7

12SL7 6N7 6H6 6SA7 6B8

12SG7 6SD7 6F6 6SQ7 6SG7

12SH7 6SH7 6J5 6V6 6C6

6SJ7 6C5 6K6 6D6

JAN 6L6 cartoned 99c

JAN 1D5G 78c JAN 1J6G 78c

JAN 12K8 99c JAN 1LD5 \$1.42

New 5CP1 scope tubes \$8.95

ARMY HEAD PHONES

Finest construction with sponge rubber ear cushions, high impedance. Net \$1.95.

AUTO plug or dist. supp.12c each

.5 mfd solar gene. cond.20c each

50 mfd 150v tub. elec.39c each

16 mfd 450v tub. elec.49c each

40 x 30 mfd elec. tub.49c each

FP can 1x2 16x400 50x25v49c each

Standard paper tubulars, 600 volt, .01 or .02—6c.

.05—7c. .1—8c.

Ham special trans. tuning cond. 2 150-

mmfd and 2 50 mmfd all ganged Johnson

50-150DQ4 size 18x5x5 net \$ 4.95

RME 45 ham receiver and speaker \$186.00

3 mfd 3000-v filter, cased 3.95

3 mfd 4000-v filter, cased 4.95

1 mfd 3000-v filter, cased 1.95

10 mfd 600-v filter, cased 1.95

2 mfd 1000-v screw mounting95

8x5 600-v plug-in type filter, fits 4 prong

tube socket, special at 1.49

POWER TRANSFORMERS

UPRIGHT MOUNTING FULLY SHIELDED

200 mill 6.3 . . . \$4.95 150 mill 6.3 . . . \$3.95

R 32 Victor replacement trans. made by Utah 4.95

6L5 output trans. 40 watt, fully shielded

upright PP 6600 plates to 4, 8 or 16 ohm

VC. 1.95

Astatic, Webster and RCA replacement crystals

large stock order by factory no. or send in old

cartridge for duplication.

Immediate delivery on the following test equipment.

VOMAX, \$59.85 MEISSNER ANALYST \$113.50

Dayco tube tester 49.95

Universal tube tester 45.00

SCLAR COND TESTER 29.95

SOLAR DELUXE WITH VTVM 52.25

CRYSTALINER TEST OSCILLATOR 57.50

Designed to operate Army BC

745 Portable radio. Full of high

quality parts. Included are 2

4-prong 6 volt vib. and 2 7-

prong GE type 2 volt sync vib.

4 in. pm speaker relays filter

cond. Vib. alone worth the

price of unit. 200 to sell at

\$9.95 each.



McGEE RADIO COMPANY

Send 20% Deposit — Bal. Sent C.O.D.
1225 McGEE STREET, KANSAS CITY, MISSOURI

Television Topics

Thousand Stamford TV Fans See Fight

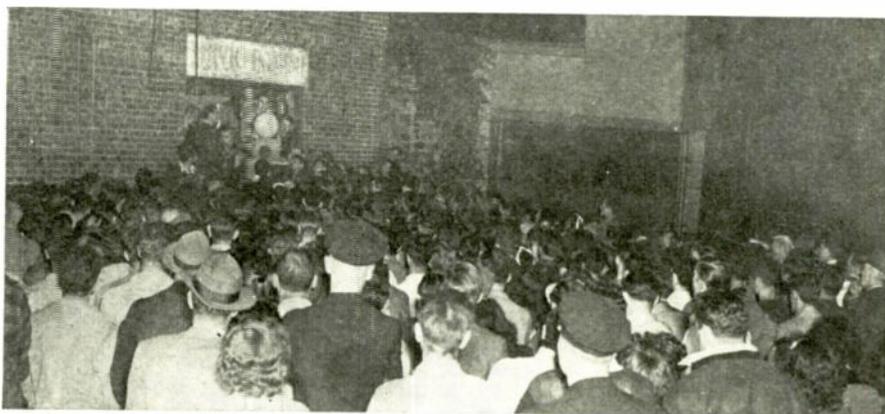
Television made front-page news for the Stamford (Conn.) Advocate as an enthusiastic reporter recounted how he had avoided fight crowds and fight admission fees (\$100 up front) and got a better view by joining 1000 Stamforders who watched the two DuMont telesets installed by M. Stolfi at his new Richmond Hill Ave. store. For his outdoor parking-lot guests, Mr. Stolfi (who is the leading television expert of the community) removed the 20-inch tubes from their cabinets, and so expanded the fighters' figures to full tube height.

Wrote Reporter Len Massell: "I was right on top of the ring. I saw all the punches, and every grimace on each fighter's face. The bouts were televised as clear as a good motion-picture. We enjoyed every minute of it."

Sonora Head Reviews Video Progress

"Television offers to the entire family a wholesome combination of entertainment and education . . . in a form far more dramatic and personal than ever before," stated Joseph Gerl, president of Sonora Radio & Television Corp., in an address for civic clubs at Topeka, Kan.

Mr. Gerl said that "Most manufacturers are prepared to manufacture television receivers this summer, and in the Fall, we should see a good number of receivers on the market in cities which now have television. In other cities in which television stations will be built, receivers will



Part of the crowd of 1,000 who watched the Louis-Conn bout on M. Stolfi's two 20-inch DuMont receivers at Stamford, Conn. Dealer received valuable front-page publicity in the local newspaper.

be delivered concurrent with the opening of the television stations."

In regard to color television, Mr. Gerl's position was that "The public does not know, as the radio industry does know, that color television is mainly a laboratory matter today, shown only under rigidly controlled conditions. As a practical matter, it is at least five years off, probably longer."

Emerson Sees Immediate Market

In announcing the two new television receiver models now offered by Emerson Radic & Phonograph Corp., 111 Eighth Ave., New York City, Benjamin Abrams, president, said that production of the sets (see also "New Lines" section) will be in

full swing by September.

Mr. Abrams said that in his opinion the evolution of the industry should be given every opportunity to stem from the use of black and white projection, instead of waiting for the development of color television which may require several years of further research.

The Emerson executive said that he did not go along with the predictions that it would require many years to effect the spread of television throughout the country.

The firm plans to handle the installation of its sets, at a fee of \$30.

Bendix Gets Color Tele License

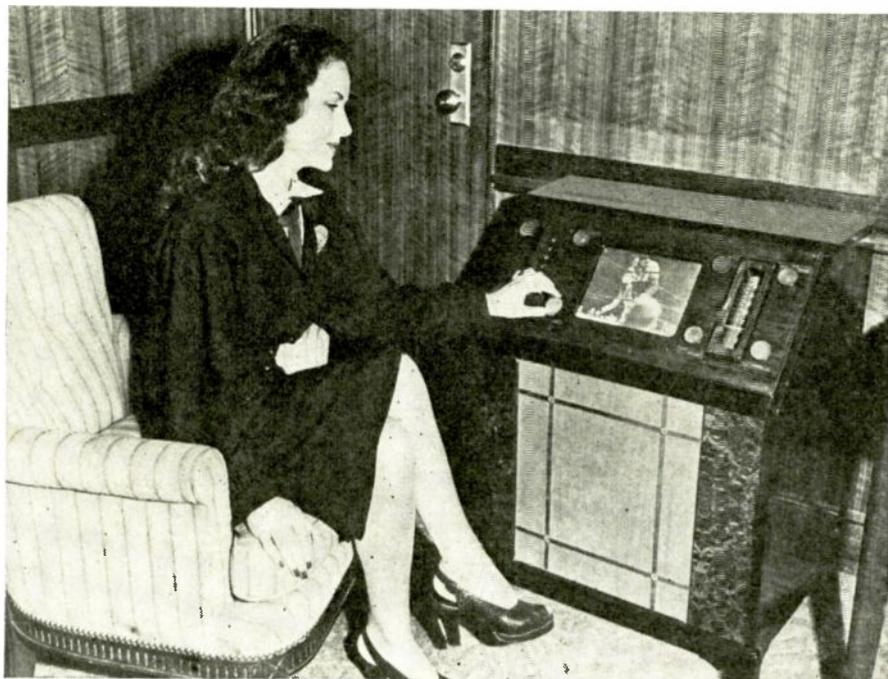
Bendix Radio Division, Bendix Aviation Corp., Baltimore, Md., has taken a license to produce color television receivers under patents of the Columbia Broadcasting System, it was announced by Charles Marcus, Bendix vice-president in charge of engineering.

Immediate plans call also for the establishment of an experimental color television transmitter at the research and engineering laboratories of the main Bendix radio plant in Baltimore. Television development and research will go forward on an extensive scale to permit the manufacturing of television receivers for the home. This will augment the firm's complete line of AM and FM radios and radio-phonographs now in production.

Viewtone Adds New Models

Viewtone Television & Radio Corp., New York City, plans to market a group of three intermediate television receiver models—the Moderne, the Century and the Elite—"before the football season."

The company is currently producing the Vanguard table model, with 7" screen, for \$169.50, and the console automatic radio phonograph combination—the Aristocrat—also with a 7" screen, for \$325.



Presented by Emerson as "world's smallest console television set", this new chair-side unit has its 10" screen inclined for viewers sitting or standing. At the dials is Patty Clayton, ABC network singer, one of the first to bring in pictures on the set which sells for around \$250.

Announcing

**ALTEC LANSING'S MODEL 603
MULTICELL DIA-CONE SPEAKER**



*Built to
Quality Standards*

*Priced for
Popular Appeal*

Your customers want a moderate priced speaker that can provide true high quality performance. Here it is—a superb speaker that's surpassed only by the famous Altec Lansing Duplex. Specially designed for limited budgets — Model 603 assures high frequency distribution, frequency response and undistorted reception expected of much higher priced systems. Learn more about the 603.

MODEL 603—Multicell Dia-Cone speakers incorporate a metal high frequency diaphragm and a 15" low frequency cone coupled by a mechanical dividing network to a 3" Voice coil of edgewise wound aluminum ribbon. Write for other details.

NOW AVAILABLE

\$8400

ALTEC
LANSING CORPORATION

1161 N. Vine St., Hollywood, Cal.
250 W. 57th St., N. Y. 19, N. Y.

" K E E P A D V A N C I N G W I T H A L T E C L A N S I N G "

ULTRA MODERN DESIGN

puts plus performance into

Turner Microphones



THE TURNER 34X

Semi-Directional Crystal Microphone

Here's the sweetest performing crystal microphone you've ever sold. It's a Turner, of course, with ultra modern design that cuts feedback to the minimum . . . beauty that clinches the sale. Engineered for BOTH voice and music, the Turner 34X flatters the performance of quality recording, call system and public address equipment. It's a guaranteed unit that puts profits into your pocket to stay.

Ask Your Distributor or Write

THE TURNER COMPANY

903 17th Street, N.E., Cedar Rapids, Iowa

SALES FEATURES

- Moisture proofed crystal
- Blast and mechanical shock proofed
- Automatic barometric compensator
- Turner precision diaphragm
- 90° tilting head
- 20 ft. removable cable set
- Chrome finish
- Level -52DB (1 volt/dyne/sq. cm.)
- Response 30-10,000 cycles within \pm 5DB
- High impedance output

Salesman Compensation

(Continued from page 75)

for each salesman each month and have his salary cover all sales under that quota. Then he could be paid perhaps 5% on all sales over his quota.

There are various ways of setting this quota. Perhaps the fairest and simplest way would be to use the same percentage as the commission for setting a quota. For example, if a major appliance salesman is paid a salary of \$50.00 a week and the commission rate is 5%, his quota is \$50.00 divided by 5% or \$1,000.

This method will stimulate him to sell more merchandise than his quota but will not penalize him for failing to make his quota.

Some dealers have found that salesmen "stall" from week to week by falling down a long way below quota one week in order to pile up sales way above quota the following week. These dealers have gotten around this by setting quotas on a monthly basis. They find that few salesmen can save up deals from month to month—at least they reduce this tendency.

The methods of combining salaries and commissions are endless.

Fundamental Idea

There is, however, one basic rule that applies. Dealers have found that it stimulates sales most to have a low base salary and a high commission.

Many new dealers who have started in business since the war report that they have undertaken or plan to install various profit-sharing programs with their employees. In general old-timers in the field are less enthusiastic about profit-sharing.

Pre-war dealers point out that distributing a bonus or dividing profits enables the lazy and inefficient salesmen to share rewards with the energetic and hard working men. They, therefore, caution that profits should be divided in proportion as each man contributes to the sales volume of major appliances.

Then, too, many of them went through the lean years of the 30's and learned from first-hand experience that profit-sharing is not as ideal as it seems. As long as major appliance volume stands up it may work well, but in a poor year the appliance salesman will get no reward.

TURN TO TURNER FOR THE FINEST IN ELECTRONIC EQUIPMENT

Licensed under patents of the Brush Development Company

NOW AVAILABLE FOR IMMEDIATE SHIPMENT!



The New Model 670 SUPER-METER

A Combination
VOLT-OHM MILLIAMMETER
plus CAPACITY REACTANCE
INDUCTANCE and
DECIBEL MEASUREMENTS

Added Feature:

The Model 670 includes a special GOOD-BAD scale for checking the quality of electrolytic condensers at a test potential of 150 Volts.

Specifications:

D.C. VOLTS: 0 to 7.5/15/75/150/750/1,500/7,500 Volts
A.C. VOLTS: 0 to 15/30/150/300/1,500 3,000 Volts
OUTPUT VOLTS: 0 to 15/30/150/300/1,500 3,000 Volts
D.C. CURRENT: 0 to 1.5/15 150 Ma. 0 to 1.5 Amperes

RESISTANCE: 0 to 500/100,000 ohms 0 to 10 Megohms
CAPACITY: .001 to .2 Mfd. .1 to 1 Mfd. (Quality test for electrolytics)
REACTANCE: 700 to 27,000 Ohms 13,000 Ohms to 3 Megohms
INDUCTANCE: 1.75 to 70 Henries 35 to 8,000 Henries
DECIBELS: -10 to +18 +10 to +38 +30 to +58

The Model 670 comes housed in a rugged, crackle-finished steel cabinet complete with test leads and operating instructions. Size 5 1/2" x 7 1/2" x 3".

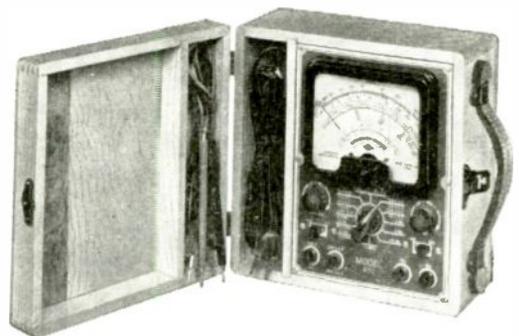
\$2840
NET

Model 670P

The Model 670P is identical to the Model 670 described in detail except housed in a hand-rubbed portable oak cabinet complete with cover.

The Model 670P comes complete with test leads and all operating instructions.

\$35⁷⁵
NET



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.



SUPERIOR INSTRUMENTS CO.

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

JOBBER ACTIVITIES

NEDA Action on Price Maintenance

Energetically taking the position that "what is good for the nation is good for business," the National Electronics Distributors Association, in a special bulletin to its members on the subject of OPA has said that "NEDA, through its entire membership, will stand firm in support of the President."

While new price controls are taking shape, NEDA declared that "every distributor *must* maintain existing prices—providing however that manufacturers will continue to supply them at existing price levels . . . it is almost certain that manufacturers will not increase prices, except in rare cases where an increase is undeniably warranted."

NEDA representatives have met with other radio industry groups and organizations, with the policy that "we will not only cooperate—we have already led the way." The NEDA national office had sent out telegrams to the presidents of the various chapters asking jobbers to maintain prices, if manufacturers did so. If the suppliers did hike prices, the jobber would merely pass on the same amount of increase to the dealer.

Offices of NEDA executive secretary Louis B. Calamaras are at 221 N. LaSalle St., Chicago 1, Ill.

Wisconsin Jobber Takes on Radio

B & B Sound Distributors, with offices at 1334 Marie Court, Sheboygan, Wis., have announced their entry into the radio distribution field in Wisconsin and upper Michigan. The firm has been a sound equipment jobber since 1932.

David A. Bensman, in charge of state sales, is rapidly increasing the B & B line of radios and sound equipment for their staff of salesmen.

New Orleans Firm Turns on Display Lights



New showroom of the remodeled 3-story United Distributors, New Orleans, shows results of \$25,000 modernization job. Semi-circular counter, 3-tier ceiling fixture displays are features.

Tennessee Distributor's New Help-Yourself Dept.



Here's a section of the parts dept. at Shobe, Inc., Memphis, Tenn., a distributor who has "face-lifted" his place into a really modern jobber layout. N. S. (Cy) Shobe, a Zenith distributor, offers full self-service here. Front, left to right, H. S. McClung, Bolivar, Tenn., dealer; and A. L. Deal, Jr., Shobe dist. rep. Rear, Joe S. Byler, Andrew Guin and J. D. Grimes, all of parts and service dept.; Bert Russell, Acme Furniture; J. H. Avin, Greenwood, Miss., dealer; and W. L. Roberts, Shobe dist. rep.

Major Appliances, Inc., Celebrates Expansion

Major Appliances, Inc., a leading independent major appliance distributor operating on a state-wide basis with headquarters in Miami and office-warehouse branches in Jacksonville and Tampa, is celebrating its tenth anniversary this year, highlighted by the completion of three modern buildings in those cities.

The firm is state distributor for many leading independent electric and gas lines, featuring such leaders as Easy washers and ironers, RCA Victor radios and records, Majestic radios, American Central steel kitchens, Sepco electric water heaters, Electromaster ranges and water heaters, Amana home freezers and commercial coolers, Buffalo Breez-Air ventilating fans, Eskimo fans, and Proctor small appliances.

Major Appliances, Inc. has an intensive dealer training program arranged on all lines. Incorporated in the plans for the three new buildings are auditoriums which will display complete kitchens including both gas and electric ranges and water heaters, and laundry equipment, all of these appliances being connected and ready for demonstration.

The firm was founded in 1936 by Walter D. Rowlands, president and general manager of the company. Don W. Davis handles the general office management of all branches. General sales manager is David C. Cunningham. The Tampa branch is directed by E. E. "Doc" Brammer, and the Jacksonville one by J. C. Ammons. Glen F. Arbogast is service manager for the state.

Luria Branch in Miami

L. Luria & Son, Inc., electrical appliance distributors of 160 Fifth Ave., New York, have opened a new branch at Miami, Florida, to serve the southern sections of the country. The firm, known as "The Silver House", is headed by Joseph J. Luria.

The new Miami branch is located at 400 S.W. 2nd Ave., and has a total of 15,000 sq. ft. of space, with a 7,000-sq. ft. showroom of Italian marble.

Ohio Distributor Installs Time-Savers

To speed up the delivery of radio parts, the Olson Radio Warehouse, 73 E. Mill St., Akron, Ohio, has completed the installation of a number of automatic time-saving machines. The new devices include electric postal scales, automatic package sealers and letter openers, an electric envelope sealer, and an electric conveyor for moving packages for loading.

YOU CAN PROFIT

from War Surplus
**ELECTRONIC EQUIPMENT
and COMPONENT PARTS**



Maybe you've wondered how YOU could get into the war surplus disposal business...on a profitable basis. Maybe you've been discouraged by red tape, by distant, inaccessible depots, or by the difficulty of choosing and quickly obtaining the kind of goods YOU can sell, in the quantities you can handle.

Here's YOUR Opportunity

Whether you're a retailer, wholesaler or manufacturer, this Raytheon catalog answers your questions—makes it *easy and convenient* to select, order and get delivery on the merchandise you want. It's just like ordering regular commercial merchandise from a wholesaler or manufacturer.

And make no mistake about this: all the material offered by Raytheon is *salable merchandise*—carefully segregated from scrap-and-salvage items of war surplus. It's all electronic gear made for the Army and Navy by America's finest electronic manufacturers. And it's all in the catalog—described—indexed—priced—easy to find and easy to order.

It's the most complete, most usable, most informative catalog of war surplus electronic equipment yet offered! Send for it at once—that's the first step. Then get in touch with Raytheon for technical advice and merchandising plans for speedy action.

RAYTHEON MANUFACTURING COMPANY

Acting as Agent of the
War Assets Administrator under Contract No. S1A-3-46
60 East 42nd St., New York 17, N. Y.

West Coast Office:
2802 N. Figueroa St., Los Angeles, Cal.



Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY
Surplus Property Division
60 East 42nd Street, New York 17, N. Y. R.&T.R. 8

GENTLEMEN: Send your new Catalog of salable and immediately-available war surplus electronic equipment to

Name.....
Company.....
Street Address.....
City..... Zone..... State.....

**THIS BURGESS
ASSORTMENT
REVOLUTIONIZED
HEARING AID
BATTERY SALES!**

**ONLY
5 CUSTOMERS
GIVE YOU
60-DAY
TURNOVER**



This Burgess display assortment puts hearing aid batteries where they belong—on the counter in your store—for fast, self-service sales! It sells new customers, builds a steady replacement business, involves little selling time. Makes a small counter space a profit department. Ask your Burgess distributor about this new profit line today.



**Burgess
Pre-sells
with
Nation-wide
Advertising**

Monthly ads in *The Saturday Evening Post*, *Collier's*, *American Magazine*, *Better Homes and Gardens*, *Liberty* and leading farm papers start hearing aid users into your store. Other ads in *Hearing News* and *Volta Review* build more sales for you.

**BURGESS
BATTERIES**

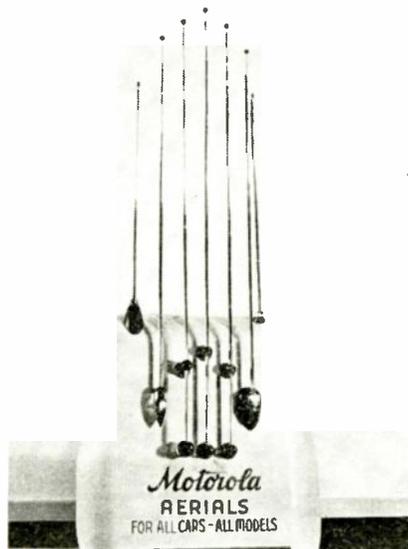
BURGESS BATTERY COMPANY
Freeport, Illinois

Sales Helps

**New "Salesman"
for Aerials**

A new and colorful automobile aerial display board has been developed by Galvin Mfg. Corp., 4545 Augusta Blvd., Chicago 51, makers of Motorola radios.

Standing 22 in. high and 22 in. wide, this sturdy molded plywood dealer-help holds all seven auto aerials in the line. An eye-catcher with a red and yellow paint job, this sturdy new silent salesman is light, compact and portable.

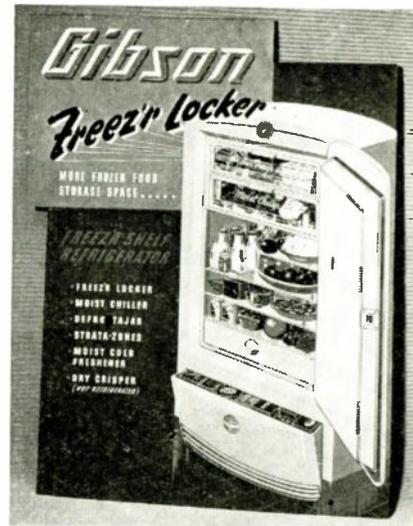


Galvin Mfg. Corp.'s new display for 7 aerials.

**Gibson Displays Aid
Dealer Sales Promotion**

Gibson Refrigerator Co., Greenville, Mich., is announcing the availability of new point-of-sale advertising helps for Gibson dealers.

Three items popular with distributors and dealers are a new neon dealer-identi-



Home freezer piece is in nine colors; seventy-four by forty-five inches.

fication sign, and two background displays exploiting current models of the Gibson freez'r locker refrigerator and the new home freezer.

The neon sign is of the skeleton type which can be used in the dealer's window without impairing the visibility of the store to passing traffic, or can be hung against an interior wall. Refrigerator and freezer display pieces are of reinforced cardboard construction, and are done in brilliant oil stencilled colors.

Filt-R-Fan Promotions

The Meier Electric & Machine Co., Indianapolis, makers of "Filt-R-Fans" for home and office is offering its dealers free mats of appealing advertisements for local use, and a display card featuring their "Filt-R-Fan."

R. D. Stump, general manager ventilating division, stresses that "filtered air for the home seems to have a universal appeal".

Show-Piece for All Sizes of Sets



Multi-color display released by Philco Corp., Philadelphia, Pa., is an eye-catching reproduction of a large picture window in the home, and there's room for any 11 models of Philco's 43.

Air Express

(Continued from page 108)

models, if he wires to the factory for a replacement part he hasn't got, and if he keeps his stock up-to-date and replenished by air.

Some firms adopted air express in 1927 when the Railway Express Agency formed its Air Express Division to act as ground agent for the then 17 domestic airlines.

Today, some 20 domestic airlines are able to continue their air speed through a coordination with the REA in addition to two lines which fly overseas.

This extends the 68,000 airline miles immeasurably when it is realized that the REA is coordinated through its 23,000 offices all over the country to almost every town and hamlet.

Only approximately 375 cities are known as "airport cities", which means that much air express traffic must be combined with truck or rail and the REA penetrates into all corners of the country to provide the ground service.

Popular Rates

For many years, it must be admitted, the rates of air express, which are always set by airlines, were beyond the limit of the small retailer. But the drop in prices has been steady and air express has been brought within the range of the average retailer, as the increased air express business and a general drop in the average weight of shipments has proven.

In 1927, a long-haul shipment flying from New York to Los Angeles and weighing five pounds cost \$13.00. Today it costs \$3.68. A 25-pound shipment would have cost \$65.00 against the current lower rate of \$18.42. On a short-haul movement, say from Chicago to Cleveland, the 1927 rate of \$5.00 has been cut to \$1.18.

For some dealers, the cost of air express will sometimes run into money and the use of it is a decision they will have to make themselves.

An owner of a radio store in Minneapolis says:

"As the leading radio and electronic servicing shop in the community, we have frequent need for parts and supplies. When the customers need fast, reliable service we can always count on Air Express for the quickest and best way to get parts to use.

"In this way, hundreds of our

customers are served quicker than by ordinary shipping, resulting in more satisfied customers and less need for shop space due to quick turnover."

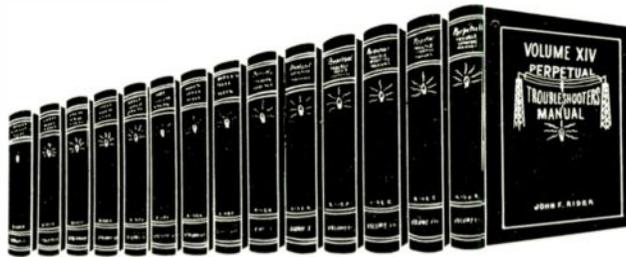
There are innumerable illustrations of the use of air express. A recent example was afforded by a retail company which decided it was worth air expressing 200 radios, weighing about seven pounds each, from New York to Oklahoma. The radios sold at \$30.33 each and the air express charges were approximately \$2.80 per radio.

Until the air express rates are re-

duced again, large radios, heavy electrical appliances, refrigerators, etc., will often be expensive. But lighter radios, toasters, irons, and above all, spare parts, hard-to-get repair items and infrequently called for replacements give the retailer a chance to fulfill his customers' needs quickly.

In addition, air express as practiced by all the scheduled domestic airlines in coordination with the Air Express Division of the Railway Express Agency brings shipments by air into the smallest town to the seemingly most isolated dealer.

14 RIDER MANUALS



Cover 60 million Radio Sets Now in American Homes

The fourteen volumes of Rider Manual, issued during the past sixteen years, are the only single source upon which radio servicemen can depend for authoritative servicing data on sixty million receiving sets now in American homes. These sets, all issued before 1942, are the ones most likely to develop faults.

In this connection it is significant that Rider Manuals, covering American receivers sold between 1920 and 1942, continue their unchallenged leadership in the field of radio servicing reference books.

The reason for this is that they have consistently demonstrated their reliability, their accuracy, and their completeness — their value as timesavers when localizing troubles in faulty receivers. In them will be found such vital material as receiver schematics, voltage data, alignment data, resistance values, chassis layouts and wiring, and trimmer connections.

Volume XV, now in preparation, will represent the wealth of experience we have gained from sixteen years of specialized publishing for the radio servicing industry. It will be bigger, contain expanded servic-

ing information that will save each individual service man hundreds of hours every year he uses it. This vital information will not be available from any other source.

Check the list below. Order from your jobber today.

NOW IN FOURTEEN VOLUMES

Volumes XIV to VII	each volume \$15.00
Volume VI	11.00
Abridged Manuals I to V (1 volume)	17.50
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First Post-War Issue Now in the Mails

"SUCCESSFUL SERVICING"

This monthly publication, dedicated to the financial and technical advancement of the radio and electronic maintenance man, is yours for the asking. Just . . .

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INDUSTRY NEWS

RMA Officers and Directors

Officers of the Radio Manufacturers Association, elected at the Chicago RMA convention meetings, are as follows: president, R. C. Cosgrove of Cincinnati, re-elected; vice-president and chairman of set division, Henry C. Bonfig of Chicago, succeeding E. A. Nicholas of Fort Wayne, Ind.; vice-president and chairman of tube division, M. F. Balcom of Emporium, Pa., re-elected; vice-president, Fred R. Lack of New York City, succeeding George Lewis of Newark, N. J.; vice-president and chairman of parts division, J. J. Kahn of Chicago, succeeding R. C. Sprague of North Adams, Mass.; vice-president, Allen Shoup of Chicago, succeeding Thos. A. White of Chicago; treasurer, Leslie F. Muter of Chicago, re-elected eighth term; executive vice-president, general manager and secretary, Bond Geddes of Washington, re-elected; general counsel, John W. Van Allen of Buffalo, re-elected.

New RMA directors include W. J. Barkley of Cedar Rapids, Iowa; Henry C. Bonfig of Chicago, Ill.; Lloyd H. Coffin of Salem, Mass.; George R. Haase of St. Charles, Ill.; Lloyd A. Hammarlund of New York, N. Y.; Larry F. Hardy of Philadelphia, Pa.; W. P. Hilliard of Baltimore, Md.; Harold C. Mattes of Chicago, Ill.; A. D. Plamondon, Jr., of Chicago, Ill.; Allen Shoup of Chicago, Ill.; Ross D. Siragusa of Chicago, Ill.; C. M. Srebroff of Long Island City, N. Y.; and J. Hall Stackpole of St. Marys, Pa.

New Members

Fifteen new members were admitted to RMA, bringing the association membership to a new high record of 337 companies. The new members are: Barker & Williamson, Upper Darby, Pa.; The W. W. Boes Co., Dayton, Ohio; Cinaudagraph Speakers, Inc., Kansas City, Kan.; Columbia Recording Corp., Bridgeport, Conn.; Communications Company, Inc., Coral Gables, Fla.; Delco Radio Division, General Motors Corp., Kokomo, Ind.; Dual Engineering Corp., Chicago, Ill.; Gem Phono Manufacturing Inc., New York, N. Y.; Grigsby-Allison Co., Inc., Arlington Heights, Ill.; Kings Electronics Co., Brooklyn, N. Y.; Oxford Radio Corp., Chicago, Ill.; Precision Parts Co., Ann Arbor, Mich.; Pyramid Electric Co., Jersey City, N. J.; Special Products Co., Silver Spring, Md.; and United Speakers, Inc., Los Angeles, Calif.

Admiral Regional Heads

W. C. Johnson, manager, field activities, Admiral Corp., Chicago, announced the assignment of three additional regional territories in the U.S. E. M. Perkins has been appointed regional manager of the northeastern region, with headquarters in Boston. Heading the central region is J. F. Gilbarte, with home offices in Cleveland. P. R. Dye heads the Midwestern region from Milwaukee.



Scene at the dinner party where Chicagoland "Reps" entertained mid-western distributors.

"Reps" and Jobbers in Big Meeting

The dinner-meeting of "Reps" and distributors held in Chicago, at which the Chicagoland chapter of "The Representatives" were hosts to all distributors of the Midwest, was attended by many leading jobbers.

The National Electronic Distributors Association was represented by the following: A. D. Davis, Allied Radio Corp.; S. W. Berk and Gerald Russell, Concord Radio Corp.; William O. Schoning, Lukko Radio Sales Corp.; Ben Friedman and Hy Goldberg, Lake Radio Sales Co.; Sam Poncher, Newark Electric Co.; Harvey and M. Ceaser, Radio Parts Co.; and Ralph E. Walker, Walker-Jimieson, Inc.—all of Chicago; H. L. Alverson, Alverson Sales Co., Bloomington, Ill.; Guy E. Wilson, Wilson Supply Co., Springfield, Ill.; E. J. Siegel, Electro-Pliance Distributors, Inc., Milwaukee, Wis.

Other jobbers who attended were: F. H. Gleason and J. T. Feehery, Montgomery-Ward & Co., Chicago; G. E. Joyce, Chicago Radio Apparatus Co., Chicago; Ben Kaplan and Dan Skord, Radio Parts Outlet, Inc., Chicago; Jack Stanton, Stanton Radio Supply Co., Hammond, Ind.; Henry Holmes, Holmes Radio Supply, Lafayette, Ind.; and A. F. Ahlstrand, Midwest Associated, Rockford, Ill.

Fall Meet Planned

The Chicagoland Chapter of "The Reps" was represented by most of its members. Fred Ellinger, national president of "The Reps", welcomed the group, with William O. Schoning, NEDA president.

The principal speakers were John Meck, president of John Meck Industries; Jack Berman, chairman of EP & EM, and sales manager of Shure Bros.; and Louis B. Calamaras, executive secretary of NEDA. Russ Diethert, president of the Chicagoland Chapter, presided as chairman.

Many industry subjects were discussed, and another meeting of this type is being planned for Fall.

Don Mitchell Honored

Don G. Mitchell, president Sylvania Electric Products, Inc., has been presented with an American Marketing Association meritorious service citation. Ceremonies were held at the Hotel Commodore, New York. Presentation was made by Secretary of Commerce Henry A. Wallace.

Farnsworth Radio Center

E. A. Nicholas, president, Farnsworth Television & Radio Corp., Ft. Wayne, Ind., announces that the development of the Farnsworth radio center, in Ft. Wayne, is near completion. The Center is designed to provide northeastern Indiana with television, frequency modulation and improved regular amplitude modulation broadcasting services.

B. R. Cummings, vice-president in charge of engineering, and Capt. Pierre Boucheron, general manager of the Farnsworth broadcast division, are supervising the operations.

Richard J. Sargent



Named as merchandise manager for the laundry equipment department of the Westinghouse Electric Appliance Div., Mansfield, Ohio, Frank Brownson, manager, announced.

Sams Distributes First Set of PhotoFact Folders

The first set of PhotoFact Folders has been published by Howard W. Sams & Co. 95 models of AM and FM receivers that have hit the postwar market are covered in 36 folders which comprise Set No. 1. Each folder contains a minimum of three photos showing alignment points and identifying circuit components, the values of which are given in accompanying parts lists.

The lists also offer factory replacement part numbers, as well as those of other replacement parts made by several manufacturers. Schematic diagrams with stage gain measurement values, a full voltage and resistance analysis chart, and thorough alignment instructions are given.

In addition to the PhotoFact Folder service, Sams conducts an Institute which offers to work out special service and shop practice problems for servicers who promise to purchase all Folders as they appear. The PhotoFacts are sold through distributors nationally, but information may be had by writing direct to Howard W. Sams & Co., Inc., 2924 E. Washington St., Indianapolis 6, Ind.

GE Plans to Deliver FM Sets This Month

General Electric, in production at Syracuse on transmitters for FM radio stations, is building FM radio receivers at its Bridgeport, Conn., plant.

This has been announced by Arthur A. Brandt, general sales manager for the electronics department.

The first new FM receivers will begin appearing in dealers' stores early this month, Mr. Brandt explained, and will "tune in" programs from FM stations in the lower (42 to 49 mc) band as well as the high (88 to 108 mc) band, and standard AM programs. The sets will be of the console type and will be combined with phonographs, each having a new system called the GE electronic reproducer that will produce "a realism never before obtained in recorded music", Mr. Brandt said.

Other FM models, including table sets, will be put in production in August and all will be built by the receiver division in Bridgeport, it was explained.

Freed Is Drive Chairman

Arthur Freed of the Freed Radio Corp., New York, has been named chairman of the Radio and Allied Trades Division and in that capacity will lead the industry-wide drive on behalf of the 1946 campaign of the Joint Defense Appeal for \$5,000,000.

This is the first step in this year's drive to mobilize the industry in the fight against bigotry, anti-Semitism, and racial and religious intolerance. Mr. Freed explained that the function of the Joint Defense Appeal was to raise the money required by the American Jewish Committee and the Anti-Defamation League of B'nai B'rith to carry on their work of combatting subversive activities in this country.

PERCO'S NEW CATALOG

IS NOW AVAILABLE

featuring

COILS



- Antenna, R. F.
- Oscillator
- Universal adjustable
- Intermediate frequency transformers
- Trimmer condensers

THE PIONEER
ELECTRIC & RESEARCH CORP.
 7212 Circle Ave., Forest Park, Illinois

Write TODAY for your free catalog! Our new, 1946 catalog is available without any obligation on your part. Order one now. It's FREE!

PULL THE TRIGGER- START TO SOLDER

New Transformer Type SOLDERING GUN*



Release trigger and circuit breaks automatically. Intermittent heat saves power when continuous use is unnecessary. Fast heating, SPEED IRON is always ready for use.

- SOLDER IN TIGHT PLACES—AROUND CORNERS
- PERFECTLY BALANCED—EASY TO HANDLE
- STAYS TINNED—NO TIP BURNING
- LOW VOLTAGE, HIGH CURRENT FROM BUILT-IN TRANSFORMER
- IMPACT RESISTANT PLASTIC CASE AND HANDLE—STAYS COOL

WELLER MFG. CO.

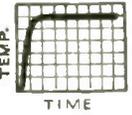
516 NORTHAMPTON ST. • EASTON, PA.

*TRADE MARK REG. U. S. PAT. OFF.



100 WATTS
115 VOLTS
60 CYCLES

NEW TRANSFORMER PRINCIPLE FOR FAST HEAT





SEE WHAT YOU SOLDER

Ask for SPEED IRON at your RADIO PARTS DISTRIBUTOR

Better
ATLAS SOUND 
Equipment
Ready for YOU



DOUBLE REENTRANT PROJECTOR

Many sizes. From 15 in. air column to 6 foot air column.



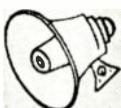
360 RADIAL, CHANDELIER PROJECTORS

Double Reentrant. For driver units. 3 and 4 foot air column lengths.



DRIVER UNITS

Various Power Handling Capacities. Newest types of Indestructible Phenolic Diaphragms.



MINIATURE TYPE REENTRANT PROJECTORS—BOOSTER SPEAKERS

High-efficiency. Weather-proof. Complete with Driver Unit and Universal Bracket.



CONE TYPE PARABOLICS and CHANDELIER BAFFLES for all size cone speakers. Wooden and Metal Cone Speaker Enclosures, Baffles, Carrying Cases, Loud Speaker Support Stands and Brackets.



MICROPHONE SUPPORT STANDS

20 types and sizes. All Fittings, Adaptors and Accessories. Floor Stands, Desk Stands, Banquet Stands, Boom Stands.

Write for New Illustrated Catalog Sheets.

ATLAS SOUND CORPORATION

1451 39th St., Brooklyn 18, N. Y.

Don't Lose Art of Selling, Meck Warns

The entire structure of American economy will be endangered if the art of selling is lost, was the warning voiced by John Meck, Indiana radio manufacturer, before a meeting of Representatives of the Radio Parts and Electronic Equipment Industries in Chicago.

"If we salesmen fail to create an absorption somewhere comparable to our tremendous productive capacity, then we can expect a considerable change in the order of things which will eventually end in an economy without salesmen", Meck said.

"Unless production and salesmanship work together to preserve the freedom and independence of American industry, we shall find ourselves behind the economic eighthall in more ways than one."

"We must prepare now for a surplus market", he continued. "The vacuum days are already gone. It's no longer enough to listen politely to the gripes of customers and then write the factory: We must sell over the gripes and keep the volume of sales going up. This will result in more and more goods becoming available and in bringing them to the customer at less and less cost. Only if increased production can take up the slack by cutting the costs of distribution and merchandising rather than production, can we escape the consequences of the present inflationary spiral of wages and prices", Meck pointed out.

"The sooner we get the American public back on time payments as the fastest way of making all types of goods available to the consumer, the safer will be our whole economic security", Meck concluded.

Elliff Named Scott Vice-President

Joseph C. Elliff has been named vice-president and member of the board of directors of Scott Radio Laboratories, Inc., Chicago, following his acquisition of a substantial interest in the company, according to a statement by Hal S. Darr, president of the firm.

Mr. Elliff had been vice-president of Stewart-Warner, where he was formerly assistant general sales manager and manager of the appliance division. He was associated with the advertising department of the Saturday Evening Post for 16 years.

Jefferson-Travis Combo With Tape Recorder

A new FM-AM radio phonograph combination, with a tape recorder using cellulose acetate film, was introduced to the trade at the Music Show in Chicago by the Jefferson-Travis Corp., 245 E. 23rd St., New York, N. Y. The firm has started production on the instrument and will have it ready for dealers before Christmas delivery time.

The unit has a time-set device, providing for automatic film recording while unattended. The tape is a 60-track endless roll, 180" long, two hours playing time, linked to an indexing dial, no proc-



New AM-FM combination and tape recorder in Honduras mahogany, styled to fit Regency, English or modern interiors.

essing required. It can be played back repeatedly.

This model has a Garrard automatic record changer, sapphire-tipped needles throughout, short wave and standard bands, 6" speaker, and will sell for about \$1,500.

Presenting the unit at the Chicago showing were Col. George C. Hale, the company's executive vice-president and general manager; Walter C. Hustis, eastern sales manager; and Robert E. Sargent, western sales manager.

Electronics Exhibition in October

The National Electronics Exhibition, slated for Oct. 14th to 19th at the Grand Central Palace in New York City, will have three major classifications of its exhibits, it has been announced. These will be Communications, Broadcasting, and Industrial Applications of Electronics.

Radio—including FM, AM, television and facsimile—will be a subdivision under Broadcasting, it is planned. Actual working demonstrations and exhibits of new developments are to be included.

The purpose of the exhibition, according to its managers, Harry G. Cisin and V. M. Eitington, of Electronic Exhibitors, 50 Broad St., New York 4, N. Y., is to show the American public wartime advances in electronics and how they have been harnessed to peacetime uses.

Cousins to RMA Headquarters

Peter H. Cousins has joined the RMA headquarters staff in Washington, D. C., as assistant director of publications, according to an announcement by Bond Geddes, RMA executive vice-president.

Mr. Cousins has been a Washington radio news reporter for 10 years, and formerly worked with the U.S. Censorship office, during the war. He left the NBC Washington news staff to join RMA; he will now assist James D. Secrest, RMA director of publications, whose responsibilities have been increased to supervise various new RMA promotion projects.

More Sales Offices for Electronic Labs

Expansion of sales outlets for Electronic Laboratories, Inc., Indianapolis, Ind., has been announced by Walter E. Peek, vice-president, with new offices opening in the United States, Canada, and Hawaii.

Servicing the Rocky Mountain states sales district will be Ronald Bowen, former Army major, with offices at 1886 S. Humboldt St., Denver, Colo.

As representatives for E-L in the southeastern seaboard states, the James Millar Associates will open a new office in Asheville, N. C., headed by J. E. Joyner.

Operating from Chicago, B. G. Twyman, 6406 N. Fairfield Ave., will represent the firm in St. Louis and eastern Mo.

New offices opened in Seattle, Wash., and Portland, Ore., by A. V. Rodman will be under the supervision of Myron and Jack Mitchell. The Portland office will be located at 316 NW 12th St.

Panoramic Sales Reps

R. M. Coburn, sales manager, Panoramic Radio Corp., New York City, manufacturers of the "Panadaptor" and other panoramic radio equipment, announces the appointment of 11 new sales representatives. Two of these reps are in California, the others in the states of Ohio, Illinois, New Mexico, New York, Massachusetts, Washington, Missouri, Texas and Maryland.

Visitor From India

V. G. Motwane, senior partner of Eastern Electric & Engineering Co., Bombay, India, expects to reach the United States on a business trip about the middle of this month. He can be reached care of The American Express Co., Inc., 65 Broadway, New York.

Vokar Appoints Sarkis



Henry D. Sarkis has been named as eastern sales representative by the Vokar Corp., Dexter, Mich., Precision Parts Co., Ann Arbor, Mich., and its subsidiary, Carter Radio Division. From his office at 43 Water St., N. Y. C., he will serve radio and electronic mfrs. in Eastern Atlantic states. In radio since 1926, Mr. Sarkis was previously with RCA-Victor, Crosley, and General Instrument; he has been prominent in parts committees in RMA and American Standards Assn.

Introducing The G-E CALROD*
HANDY SOLDERING IRON

HANDY FOR HOME AND HOBBY SHOP

with the FAMOUS G-E CALROD HEATER

FOUR FAST-SELLING FEATURES

- HIGH SPEED
- LONG LIFE
- LIGHTWEIGHT
- EASY TO USE

WITH THE BRAZED TIP FOR FASTER HEAT

SEE YOUR G-E DISTRIBUTOR TODAY

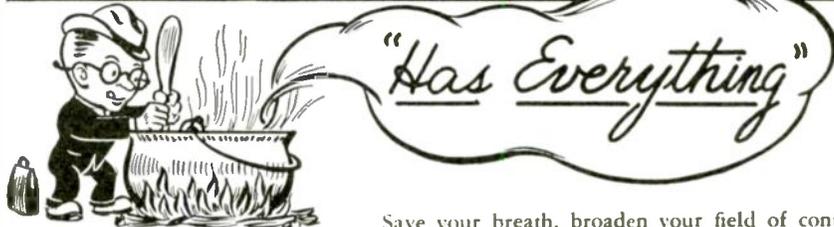
* Reg. U.S. Pat. Off.



REPAIRING WIRING • HOBBY SHOP CONSTRUCTION • BUILDING AND REPAIRING RADIOS • 100 OTHER USES
 APPARATUS DEPARTMENT, GENERAL ELECTRIC COMPANY, SCHENECTADY 5, N. Y.

GENERAL ELECTRIC
 675-158-8709

**BOIL DOWN YOUR SALES
 TALK TO TWO WORDS!**



Save your breath, broaden your field of contacts, do more business with inter-communication that "Has Everything."

If it's superb beauty of design and finish that's wanted . . . if it's convenience . . . if it's efficient carefree operation . . . if it's sound economy . . . if it's *anything* in highly modernized inter-communication . . . Talk-A-Phone has it . . . yes, Talk-A-Phone "Has Everything."



Inter-comm business is heading for a tremendous boom. Demand will be gigantic. *Now* is the time to get in on the ground floor . . . with inter-comm that "Has Everything." Send for details *today*. Address Dept. R.T.

Talk-A-Phone Co.
 1512 S. Pulaski Road Chicago 23, Ill.

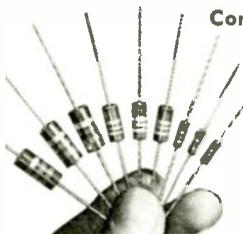
NOW..

A complete line of

**OHMITE
RESISTORS**

LITTLE DEVIL

Insulated
Composition Resistors



$\frac{1}{2}$, 1,
and 2 Watts
A new Ohmite resistor. Tolerance $\pm 10\%$. Resistance and wattage marked on every unit. Available only from Ohmite Distributors.

BROWN DEVIL

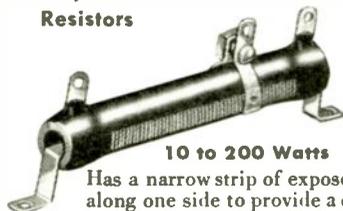
Vitreous Enameled Resistors



10 and 20 Watts
A favorite with radio servicemen. Tolerance $\pm 10\%$. Hard vitreous surface protects the wire from mechanical damage. Uniform winding prevents "hot spots."

DIVIDOHM

Adjustable Vitreous Enameled Resistors



10 to 200 Watts
Has a narrow strip of exposed wire along one side to provide a contact surface for the adjustable lugs. Ideal for quickly securing odd values of resistance. Sturdy . . . dependable.

Send for Catalog No. 18 and new Bulletin 127, for full information about these and other Ohmite resistors.

OHMITE MANUFACTURING CO.
4873 Flournoy St., Chicago 44, U. S. A.



Be Right with . . .

**OHMITE
RESISTORS**

**Hotpoint School to Teach
Correct Appliance Care**

The Edison General Electric (Hotpoint) Appliance Co., Chicago, has originated a product service institute, at which service managers of distributors can learn the Hotpoint products, and reach thousands of dealers previously inaccessible.

Chief aims of the institute are to coordinate appliance groupings for complete kitchens, aid dealers on methods for installation of appliance ensembles, and suggest how dealers can "blanket subcontractors and others under one financing arrangement for consumers' convenience."

The "portable school", by means of which the students are taught, is an ingeniously devised case and chart stand, with which a "complete training school" may be carried by one man, and set up for a class of one or 50. Materials, including 100 charts, blackboard, and switches and control parts display, were designed for adaptability to all field conditions.

**Wesco Buys Elec.
Supply Dept.**

D. M. Salsbury, executive vice-president of the Westinghouse Electric Supply Co., has announced the purchase of the wholesale electrical supply branch of the Barnes & Brass Electric Co., Clarksburg, W. Va. Earl L. Charles, who had been employed by the Clarksburg firm for the past 16 years, was named manager. He will work under D. B. Williams, manager of WESCO's central district, with headquarters in Pittsburgh, Pa.

New Mark Simpson Plant

The Mark Simpson Manufacturing Co., held open house recently when hundreds of persons visited the handsome new plant at 32-28 49th Street, Long Island City, N. Y. Production facilities have been greatly increased in this modern factory where the firm manufactures Masco sound systems and accessories.

**Templetone Float
Feature of Parade**

The city of New London, Connecticut, celebrated its 300th birthday recently with a festive parade through the city's main streets. As a leading industrial concern, Templetone Radio Mfg. Corp. was represented in the parade with a gayly-colored float, which marked the advance in communications systems between 1646 and 1946.

The seventeenth century New England town crier, droning his news as he strolled through cobbled streets, was fittingly contrasted on the Templetone float by a model of modern, highly-equipped radio broadcasting station.

Designed and constructed by Templetone employees during their spare time, the float represented Templetone's contributions in the evolution of world-wide, high-powered, effective communications.

Lester Heads Division

Frank Lester has been named head of the amateur division by Radio Wire Television Inc., 100 Avenue of the Americas, New York City. Mr. Lester, W2AMJ, is one of the best known members of the world's amateur radio fraternity. He is an outstanding UHF ham and designer and is the originator of the double extended Zepp antenna for 5 meters and higher. He has gained fame for the well known "Lestet" oscillator and harmonic generator circuit.

**Merchandising Expert
Appointed by AMA**

Stephen I. Hall, merchandising editor of RADIO & Television RETAILING, has been appointed chairman of the radio group of the American Marketing Association. Mr. Hall is a graduate of the Harvard School of Business and is author of the new Caldwell-Clements "1946 Profit Manual". He was formerly director of retail store research for Young & Rubicam and director of marketing for Benton & Bowles, Inc.

Minnesota Jobber's Model Kitchen



Newly designed modern kitchen of the Northwest Distributors, Minneapolis, Minn., features Landers, Fray & Clark's electric range, percolator and pressure cooker. "L" shaped kitchen shows "Modemeering" touches promoted by Universal.

Emerson Executive



Harvey Tullo has rejoined Emerson Radio & Phonograph Corp. as director of purchases. His long radio experience has included work with Kolster, Pilot, Emerson and Zenith.

Sees New Uses for Lear Wire Recorders

Use of the wire recorder for window or showroom displays, for voice tests, and as a device to attract audiences to booths at sales conventions or public displays has been developed and several installations of this type of recording made by Lear, Incorporated, Grand Rapids, Mich., according to Andy Korb, head of Lear's wire recording division.

The regulation wire recorder which will be part of the Lear home radios, and the commercial model to be produced by Lear, of course requires that the wire be rewound before it can be played back. The rewind speed of the recorders to come will probably be about twenty-five times as fast as the recording speed, so that a full hour's recording can be rewound, ready for playback from the very beginning, in about three minutes. For displays, however, the operation of the sound on wire must be continuous, and Lear has constructed a recorder for that purpose. Several of these recorders are already in use on traveling industrial displays, and in exhibitions.

Casco Plans Extensive Trade, Consumer Ads

Key to the new nationwide Casco heating pad advertising campaign is the revolutionary construction features which highlight the modern pads, which are now under full production, it is announced. Extensive consumer advertising is planned during the summer and fall, and will be based upon dramatizing the comfort and ease of the new Casco wetproof and 30-control heating pad operation.

Highlights of the trade advertising is the business "sales stimulator" box which has been developed for the current Casco heating pad series to provide dealers with novel sales building ideas. Included in this monthly feature are suggestions for developing more eye-catching displays for heating pads, more effective merchandising promotions as well as other timely selling tips.

RAYTHEON
Radio Tube
BETTER RECEPTION
RAYTHEON
Tube
RAYTHEON
MADE IN U.S.A.
COMPANY - Newton, Mass.
12SA7 6T6

RAYTHEON
MANUFACTURING COMPANY

Excellence in Electronics
RADIO RECEIVING TUBE DIVISION
NEWTON, MASSACHUSETTS CHICAGO

"... and put Raytheon tubes in my set please." That's the customer specifying "Raytheon"—a name he knows to be synonymous with quality and dependability. Stock Raytheon tubes to keep your customers happy; to keep your business growing.

**NOT MERELY AS GOOD AS THE OTHERS
... BUT BETTER THAN ALL OTHERS!**

**NEWCOMB DE LUXE
K-SERIES AMPLIFIER**

SIMPLIFIED ... CONTROLLED OPERATION
... The Newcomb clear-view, plastic keylock control panel cover prevents unauthorized misadjustments. An expert may adjust controls and lock them in. An outside power switch turns system on and off. No curious "dial-twister" can disturb its operation.

THE KEYLOCK cover is another of the many features that make the name Newcomb outstanding in the sound equipment field. Designed for the postwar quality market, Newcomb amplifiers are unexcelled in the true reproduction of music and voice. *Without reservation...* Newcomb sound equipment will give finer, longer, more trouble-free service than any other system on the market today. *Write for information.*

THE SOUND OF QUALITY

Newcomb
AUDIO PRODUCTS CO.
MANUFACTURERS
DEPT. A, 2815 S. HILL STREET, LOS ANGELES 7, CALIFORNIA

DEPENDABLE MUTER PRODUCTS * DEPENDABLE MUTER PRODUCTS

DEPENDABLE **MUTER** PRODUCTS

**Manufacturers
of Component parts for
the Radio, Electronic
and Communications
Industries**

THE MUTER CO.
1255 South Michigan Avenue
Chicago, U. S. A.

MUTER PRODUCTS * DEPENDABLE

Working Model for Radio Display Windows



This "laboratory" radio display window, at the new block-square plant of Electronic Corp. of America, 170 53rd St., Brooklyn, N. Y., was built with sliding doors so ECA could develop and photograph model ECA radio displays for dealers. The many-model display attracted wide attention from the 400 leading dealers attending recent opening ceremonies at the Brooklyn plant.

Cory Sets Up "Theater" to Train Sales Personnel

Increased emphasis is being placed upon proper sales training at Cory Corp., Chicago, manufacturers of Cory glass coffee brewers. Anticipating the need for a well integrated program of sales training to meet forthcoming competitive selling in the appliance field, Cory is intensifying its efforts to effectively train its own sales force as well as that of Cory jobbers and dealers. To help do this, the Cory people have built into their executive offices at 221 North LaSalle St., a new training room—"theatre style". This room will serve as the focal point for an intensive training program built around the use of sound slide film presentations of Cory products and how they should be sold.

Wild Promises Hurting Market Says Weintraub

Overzealous and over-imaginative publicity seekers are adding chaos to a fairly muddled marketing picture by confusing the public with wild promises including color television, facsimile, out-of-this-world kitchens and numerous other home appliances which will not be available to consumers for several years, declared Max W. Weintraub, president of the Garod Radio Corporation, Brooklyn, N. Y.

"The merchandise hungry housewife is held in suspended animation and breathless anticipation, watering at the mouth for dream homes and gadgets which are not yet in production, and which for the present are entirely out of reach of the ordinary purse. Today, homemakers appear reluctant to invest their savings in new products which seem to be on the verge of becoming obsolete", remarked Mr. Weintraub.

"Perfect examples in the radio industry are confusing promises of color television and facsimile. The general public, long

awaiting a good, dependable radio-phonograph which will fill their needs for a good many years to come, are fearful that perhaps the 'instrument of the future' will render their prospective purchase completely worthless.

"One effective means for correcting this misleading conclusion, now under way, is the planned advertising of leading manufacturers announcing their current wares", said Mr. Weintraub.

"These same level-headed manufacturers are waging a production battle to furnish badly needed home radios, radio-phonographs, irons, washers, refrigerators, toasters and other home conveniences", the Garod radio executive asserted, adding that "The folks back in Chippewa Falls have waited long enough for these precious commodities so why disturb their normal every-day lives with futuristic dreams of things to come? Loose promises raise doubt as to the intrinsic value of much needed commodities now coming off the production line, at a time when consumer confidence is needed."

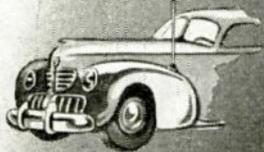
Distributor Honored

Ray Healy of Erskine-Healy, Rochester, N. Y. jobbers, has been elected an officer by three of the local civic organizations, all within a 10-day period. Mr. Healy became vice-president of the Rochester Ad Club, vice-president of the Oak Hill Country Club, and a member of the Rochester Club Board of Governors.

Heads Branch for Bell & Howell

Recently returned to Bell & Howell Co. after three years in the Navy, J. V. Waller is now manager of the company's Washington, D. C., branch office. A veteran of 12 years' service with the firm, Mr. Waller was previously a sales executive in the Hollywood branch and district manager for the Northwest.

*
Antenn-gineered
by
SNYDER



THE
Cosmopolitan
AUTO-RADIO
ANTENNA

© COPYRIGHT 1946

SNYDER

MANUFACTURING CO.

PHILADELPHIA 40, U. S. A.

**Chicago Plane Radio
Capital, Says Sherwood**

The swing toward two-way ground-to-air radio for personal airplanes has resulted in making Chicago the airplane radio capital of the world.

This was revealed today by Rollie Sherwood, sales manager of the Hallcrafters Company of Chicago, producers of high frequency radio equipment, who announced that orders calling for 15,000 lightweight radio-telephones, specifically designed for the personal aircraft field, have been placed with his company.

The upswing in sales, Sherwood said, was attributed to the innovation by manufacturers of installing radios as standard equipment in their private aircraft line.

Neely Takes Two Lines

Norman B. Neely Enterprises, 7422 Melrose Ave., Hollywood, Cal., has been appointed Western representative for Shur Interceptor antenna and Shur Universal antenna mount. The firm has also been named to represent Telex, Inc., manufacturers of "underpillow" speakers and the new Mono Set.

The Neely organization covers California, Arizona, Utah and Nevada, serving distributors and manufacturers.

New Pittsburgh Fixture

Pittsburgh Reflector Co., Pittsburgh, Pa., announces a newly designed fluorescent luminaire, "The Tyler", for surface or suspension mounting, individually or in continuous row. Featured in this new model are curved Skytex glass side-panels in santinol finish. An egg-crate louver bottom shields lamps.

For Modern Finishes



A variety of Plicote finishes are now presented to dealers, "combining latest developments in the chemical fields." The "Safety Tred" and "Transparent" are U-L approved as accident reducers. The line includes full selection of floor finishes, plus quick-dry, high gloss interior color finishes. They're made by Plicote, Inc., 664 N. Michigan Ave., Chicago 11.

Camfield Campaign



Russell W. Camfield, Grand Haven, Mich., automatic electric toaster manufacturer, appears with Beulah Karney, home economist of local WENR, in the interest of world famine relief. He demonstrates bread conservation in the home.

Arvin Sales Officials

The appointment of Gordon T. Ritter as director of Arvin Sales, was recently confirmed by Glenn W. Thompson, president of Noblitt-Sparks Industries, Inc., Columbus, Indiana. "Mr. Ritter, who has alternated as Arvin radio and appliance sales manager now assumes full merchandising responsibility for Arvin home radios, Arvin home appliances and Arvin car heaters, on a country wide basis through established distributors and dealers," further commented Mr. Thompson.

Another appointment, as a result of expanded company activity in the Arvin products division is that of Paul Tanner, as assistant to Mr. Ritter, in the radio and appliance sales division. Phil C. Baker will continue to specialize in the car heater field as sales manager and supervise the new laundry tubs sales.

**Chicago Event
for Hams**

The 1946 Hamfesters Picnic & Ham Fair, sponsored by the Hamfesters Radio Club, Inc., for radio amateurs, their families and friends, will be held on Sunday, Sept. 1st, at Justice Park Gardens, Archer Ave. near 79th St., Chicago. Some 5,000 are expected to attend, and a number of display booths for manufacturers and distributors have been made available in the main building at the site.

Cyrus T. Read, W9AA, 507 W. 62nd St., Chicago 21, is chairman of exhibits for the event.

**Heller Named
by Burkaw**

Emanuel Heller is the new director of sales and advertising for Burkaw Electric Co., 105 E. 29th St., New York 16, makers of phonographs and recorders. Mr. Heller served in the Army Air Force and before the war had been in the banking business.

Appliance Service

(Continued from page 73)

mind. It's easy to bind frayed cord ends with asbestos thread and to clip off stranded wire protruding from binding posts. The latter procedure also helps to prevent the possibility of the two conductors getting together and shorting.

Be sure too, to slip one of those very cheap composition insulators over the posts on the end of male plugs. Women fear exposed wires.

A little polishing will make a radio cabinet more acceptable as a piece of furniture to be placed in "living" sections of the home.

Watch Oil Leaks

Grease and oil are vitally necessary for the proper operation of electrical home appliances, but the housewife will not think kindly of the service department which sends out as repaired a food mixing machine which leaks oil into the cake batter, or an electric fan that throws oil all over her house.

We know that Americans are definitely "appearance-minded", prone to associate efficiency with how attractive a thing looks. We also know that they buy largely by colors and finishes. Hence we cannot lay too much emphasis on the necessity for "shining" up those repaired radios and appliances if we want to rise in the service business in order to put us all in a stronger position to sell.

Famous Portable Fan



Frankie Masters, popular orchestra leader of record and radio fame, was a recent Chicago purchaser of a Stewart Warner 3-way portable. For travel, hotels and dressing rooms, he said.



MANUFACTURERS OF RADIO, ELECTRICAL
AND ELECTRONIC COMPONENTS

VOKAR Corporation

7300 HURON RIVER DRIVE • DEXTER, MICHIGAN



FREE!

**OLSON gives you
the famous EVERSHARP
PEN and PENCIL SET**

It's guaranteed forever. It's yours without charge, to prove that OLSON RADIO WAREHOUSE gives the radio service man more for his money and something besides!

HOW TO GET YOUR SET: With every purchase made from us, we will send you "Olson Pointers" (profit-sharing certificates) according to the dollar value of goods shipped. Thus, an \$18.45 purchase brings you 18 "Olson Pointers"; \$4.70 worth of parts brings you 4 "Olson Pointers", etc. When you have saved 100 "Olson Pointers", send them to us and you will receive the Eversharp Pen and Pencil Set FREE, packed in a beautiful gift box!

OLSON gives you value; our prices are lower.
OLSON gives you service; we ship same day order is received.
OLSON gives you quality; we sell nationally known products.
OLSON appreciates your business; we thank you with premiums.

Do you get our BUYING GUIDES regularly? Use the coupon below.

MAIL TODAY  **OLSON RADIO WAREHOUSE**
 73 E. MILL ST., DEPT. 39, AKRON, OHIO

I want to start saving "OLSON POINTERS."
 Send me your Free BUYING GUIDES regularly.

NAME.....
 ADDRESS.....
 CITY..... STATE.....



Is your soldering equipment **OUTDATED?**



Kwikheat is as modern as tomorrow—the only soldering iron with built-in thermostat plus the many other valuable features shown below. Compare your present soldering equipment with Kwikheat and you'll agree—from tip to plug Kwikheat is in a class by itself!

List .. \$11.00

KWIKHEAT is modern in every respect!

- HOT IN 90 SECONDS
- HEAT CONTROL BUILT-IN
- SAFE... CAN'T OVERHEAT
- LESS RETINNING NEEDED
- LIGHT WEIGHT — 13½ OZ.
- COOL PROTECTING HANDLE
- HEAVY POWER — 225 WATTS
- EXTRA-DURABLE TIPS

SIX

TIP STYLES

Each \$1.25



VANATA

KWIKHEAT
THERMOSTATIC
SOLDERING IRON

Kwikheat Division - Sound Equipment Corp. of Calif.
3903 San Fernando Rd., Glendale 4, Calif.

Stevens Now Vice-Pres. of Majestic

Appointment of John Stevens as vice-president of Majestic Radio & Television Corp., St. Charles, Ill., has been announced by the company's board of directors.

Mr. Stevens, who is well-known in the radio industry, is production manager for Majestic, and with 24 years experience in radio production is credited with many innovations in straight-line, high-speed production, and in packaging. He is known as one of the pioneers in the use of plastic cabinet parts.

Saunders Radio Buyer at Cleveland May

Sam Rosenberg, general merchandise manager, the May Co., Cleveland, has announced the appointment of William P. "Bill" Saunders as buyer of radios, records and phonographs at the Cleveland May Co. store.

Mr. Saunders has been in radio since 1921, a radio buyer for Gimbel's in New York and Philadelphia, and before Pearl Harbor, a key figure in OPA's radio section. After 43 months in the Signal Corps, he was relieved as a major last spring.

Rep to New Quarters

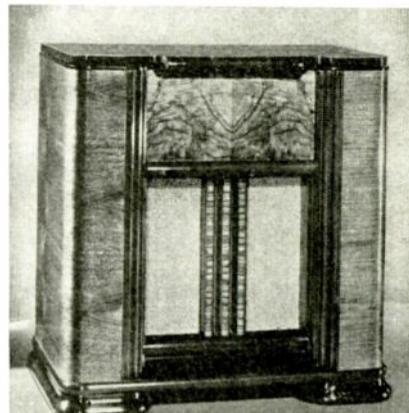
T. J. Riley & Associates, manufacturers' representatives for housewares and electrical appliances, recently moved into new quarters at 516-517 Book Building, Detroit, Mich. The firm now consists of T. J. Riley, Jack Simpson and W. J. Wieden.

Anchor Distributing Names Officers

The Board of Directors of the Anchor Distributing Co., Pittsburgh, Pa., has elected the following officers: Harold W. Goldstein, president and treasurer; S. I. Lasner, vice-president; and M. H. Marshall, secretary. All have been with the company for many years.

FM Models Shown by Bendix

Four new model Bendix radios were shown to dealers and distributors at the summer market of the American Furniture Mart, Chicago, last month. These included a new FM table radio and an FM radio-phonograph described by L. C. Truesdell, general sales manager for Bendix radio and television as "of the most advanced electrical design".



New model 746B Bendix combination with FM.

The new FM radio employs a ratio detector "permitting high quality reception even at more remote distances from the transmitter under very adverse conditions of noise and interference.

Another feature of the new FM offerings is gang-shift tuning. In this connection a new type of mechanical push-button assembly provides automatic tuning with new simplicity in setting.

In the higher brackets of the line are 11-tube radio-phonograph models with FM and short wave.

A new model 686A portable, (see "New Lines" section), was also introduced, along with the firm's second table model automatic radio-phonograph with 4 tubes and rectifier tube in a superheterodyne circuit. This unit plays and changes up to twelve records automatically on a single button control changer. This model 526G supplements the 656A table combination, in volume production for some time.



"What'd I tell ya, Pa?"

Bigger Pictures to Be Offered by Telicon

Telicon Corp., 851 Madison Ave., New York City, has announced that in marketing its new tele receivers this Fall, the firm will offer nothing smaller than a 10" picture, "while pushing ahead with the production of units giving approximately a 15" picture and a projected picture about 2 ft. across."

Solomon Sagall, Telicon president, at a special viewing of the Louis-Conn bout via Telicon experimental models, outlined the company's production plans.

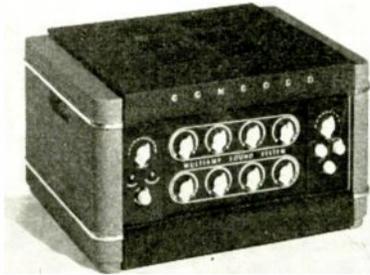
"Special cabinets designed by prominent industrial designers are on the way. Some of the models will have a unique feature in a 'turntable' mount which permits turning the screen to face whichever direction is most comfortable. Patent applications protect some special features of these sets, among them the special push-button method of tuning. Full details will be released later."

The lowest-priced Telicon, one giving approximately a 10" picture, will probably retail for around \$350 to \$400, while the 2-ft. screen set may retail for around \$1,500. All sets will include standard broadcast and FM; most of them will have automatic phonographs.

Mr. Sagall also reviewed the Telicon "intra-video" community reception systems, designed to give interference-free reception.

New Concord Idea

Flexibility is the big aim of Concord Radio Corporation's new line of amplifying equipment. The name Multiamp Add-A-Unit suggests the feature by means of which nine combinations of power can



Concord's mixer, amplifier and control unit.

be had by stacking basic units. From 30 to 270 watts of output power are controlled and driven by the top unit of any stack. Provision is made for level indicators, automatic or manual record players, and a wide combination of microphone pickups. The cast aluminum cabinets offer the advantages of light weight and solid construction.

New Hot-Dog Roaster

The Reliance Sales Co., manufacturer's agents, of Hollywood, Cal., is featuring a unique appliance, the "Dogmaster", which electrocutes frankfurters in 60 to 90 seconds, and can be used right on the table. Maxwell Electrical Products are the manufacturers, and Reliance the exclusive national representative.

New Astor Toaster



Maurice Astor, president of the Union Products Mfg. Co., New York City, is shown receiving the first Astor toaster off the production line from William Heller, vice-president, while Samuel Horlick, watches the proceedings. This flip-over type toaster is the newest addition to the Astor line.

Named by Westinghouse

W. E. Slabaugh, Jr., manager of the vacuum cleaner department of the Westinghouse electric appliance division, Westinghouse Electric Corp., has announced the appointment of Robert E. Dobson as merchandise manager for vacuum cleaners.

Mr. Dobson will handle sales promotion and training for the company's full line of home vacuum cleaners.

The appointment of James E. Crum as merchandise manager of the table appliance department of the Westinghouse electric appliance division at Mansfield, Ohio, was announced recently by R. Z. Sorenson, manager of the department.

Lifetime Increases Space

Lifetime Sound Equipment Co., Toledo, Ohio, distributor of radios, sound equipment, parts and supplies has taken an additional 2500 sq. ft. of floor space adjoining their present quarters, making a total of 8,000 square feet of store and storage space. Recently added lines include Ward-Leonard, Wirt Co., Western Electric, Webster-Racine, Sperling Co., Browning Labs., R. M. E. and many others.

Camfield Appoints Egan

The appointment of Joseph Egan as sales director of the new Camfield serving tray line has been announced by Edward L. Taylor, general sales manager of the Camfield Mfg. Co., Grand Haven, Mich., makers of the Camfield automatic toaster and fluor-o-shield. Mr. Egan will direct the tray division sales activities and the extensive promotional program planned for the new Camfield serving tray line.



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Have You Seen
The Solar System?

It's a bi-monthly magazine of authoritative information on new developments in the capacitor field. Simply fill in the coupon below if you'd like to receive this easy-to-read

technical publication regularly at your home or at your office.



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Solar Manufacturing Corporation
285 Madison Avenue, New York 17, N. Y.

Gentlemen: Please send me the SOLAR SYSTEM regularly, starting with the current issue.

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MODEL 2413 TUBE TESTER
B2806Net \$48.51

MODEL 625N MULTI TESTER
20000 OHMS PER VOLT
B2800Net \$44.10
Leather Carrying Case..Net 5.25

MODEL 666H
VOLT-OHM-MILLIAMMETER
B2801Net \$19.60
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MODEL 668
AC-DC VACUUM TUBE VOLTMETER
B2847Net \$73.01

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VACUUM TUBE VOLTMETER
B2860Net \$59.85



Write for Free 1946 Parts Catalog
731 West Washington Boulevard
Dept. R. CHICAGO 6, ILLINOIS

**LIBERTY
LEADS AGAIN**

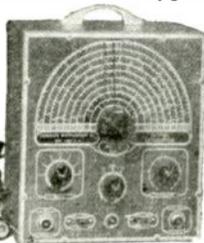
1946 Models — Just Arrived
SUPERIOR INSTRUMENTS
IMMEDIATE DELIVERY



SIGNAL TRACER
Model CA-11
★ Signal intensity readings Indicated directly on meter.
★ Only one 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.
★ Weighs 5 lbs. Measures 5" x 6" x 7".
★ Provision is made for insertion of phones.
NET PRICE \$1875

SIGNAL GENERATOR

RANGES: From 95 kc to 100 mc, continuously variable. Calibration accurate to 2% thru broadcast bands, within 3% for high frequency bands. Planetary drive condenser, direct reading calibration, output modulated or unmodulated. Self-contained electronic modulation 400c sine wave available for external use. Special feature provided in having two degrees of modulation at both approx. 30% and 80%. **NET PRICE \$4950**



LIBERTY SALES CO., INC.
115 WEST BROADWAY - NEW YORK 13, N. Y.

**Ten Million Families
in Television Market**

The extent of the consumer market for home television receivers has been investigated by Frank Mansfield, director of sales research for Sylvania Electric Products, Inc., and it was found that nearly 10,000,000 families were considering the purchase of a home video unit. The report was based on answers given by home radio listeners, 28% of them now located within range of tele transmitters.

The survey showed that "26.6% of the urban families interviewed said they definitely planned to buy a television receiver, and 18.5% were considering television but had not definitely made up their minds. In other words, 45.1%, or possibly 9,603,000 families, are considering the purchase of a home television set. These possible prospects are pretty evenly distributed in different income groups. The only significant drop is in families with normal annual incomes of less than \$1,000."

When asked how much they thought they would pay for a television receiver, 58.9% said they would pay from \$100 to \$249 and 31.0% said they would pay from \$250 to \$500. Only 3.4% said they would pay less than \$100, while 5.9% appeared to be willing to pay more than \$500. The average price for all families interested in the purchase of a television set was in the \$250-\$500 range.

"In spite of the fact that color television exists only in the laboratory state," Mr. Mansfield said, "there appears to be three prospects who want color television to one stating he wants black and white only. Desire for color decreases as income decreases and only one out of five of those who want it say they will pay over \$100 extra for it."

Only one in six people said they would insist on a home demonstration.

Heads RMA "Ham" Group

The appointment of Raymond W. Andrews as chairman of the parts sub-committee, radio amateur section, of the Radio Manufacturers Association has been announced by W. J. Halligan, chairman of the section.

Andrews himself active in amateur radio, is merchandising manager for the radio tube division of Sylvania Electric Products Inc. He has appointed W. W. Eitel of Eitel-McCullough; W. B. Swank of the E. F. Johnson Company; and James Millen of the James Millen Manufacturing Company as members of the parts sub-committee.

Presteline Trade Symbol

A. Raysson, general sales manager, Pressed Steel Car Co., Inc., domestic appliance division, has announced a new trade character, "Presty", to symbolize the Presteline electric range, and entire line of major appliances. "Presty" is a jaunty little fellow with top hat, white tie, and tails. At present, "Presty" a 3-color figure, 15 inches high, comes in 4 character poses, each with blurb of comment.

Heads Tele-tone Sales



The new sales manager for Tele-tone National Corp., New York, is Martin Zatulove, who was formerly mid-west district manager for Emerson. His appointment was announced by John S. Mills, Tele-tone Radio Corp. general sales manager. Mr. Zatulove was at one time president of Martwell Corp. and sales supervisor of Charles Freshman Co.

Products to Distribute

The Atomic Electric Products Co., wholesalers, 55 W. 42 St., New York City, has available for dealers a 24" pedestal electric fan, adjustable to approximately 9 ft. high, and a 2-slice chrome toaster, available for immediate delivery. Other items handled by this company are the Town and Country electric iron, and the Thermo-Broiler.

New Transformer Firm

Single and three phase transformers for 60 cycle operation in capacities ranging from .05 to 50 KVA are being produced by the Gulow Corporation, 62 William St., New York City. With this new line Gulow, already manufacturing their voltage regulator under the name of VARI-FORMER, enters the power transformer field.

Stocking and Selling



Yellow-and-blue display and dispenser for Admiral Corp.'s Precious Jewel phono needle. Easel back, for use on counters, or it will hang on wall; it holds 12 of the needles in their lucite packages.

Brown Heads "Good House" Stores

Harry Boyd Brown, merchandising manager of Philco Corp., for the past 18 years, has resigned from that company to become president of the Good House chain of retail stores handling a wide range of appliances in the Philadelphia area.

Five Good House stores, located in important shopping centers in metropolitan Philadelphia, are already open, with more to come. Products handled include those of all well-known manufacturers in radio, television, electric refrigeration, ranges, washers, toasters, vacuum cleaners and air conditioners.

Recordio Dealers Can Make "Free" Disc Offer



A section of the big Recordio display at J. B. Bradford Co., prominent Milwaukee dealer, illustrating how customer makes a free recording, "simple as 1-2-3". Wilcox-Gay Corp. offers a Recordio, 25 blank discs, complete merchandising kit, to promote the free offer. Big-scale promotion is backed by national ads, local newspaper dealer campaigns, etc.

Operadio Sales Program

Operadio Mfg. Co., St. Charles, Ill., is making quantity shipments of its new "Flexifone" intercom units to distributors throughout the nation. In conjunction with this, F. D. Wilson, sales manager, announces the organization of a sales engineer force of experienced men who will devote their full time to promotion, and assist distributors and dealers in the training of an effective sales organization.

CRL Temporary Bulletins

Centralab Div., of Globe-Union, Inc., Milwaukee 1, has begun a policy of issuing temporary bulletins that bring pertinent information to customers and prospects quickly. The information will be incorporated into permanent catalogs later. Centralab also announces that F. R. Ellinger has taken over jobber contacts, formerly held by T. B. Hunter, in Chicago and vicinity.

Westchester, N. Y., Dealer Stages Opening

County Hardware Corp., Mt. Vernon, N. Y., retailer, has held its formal opening of its elaborate new quarters at 161 Gramatan Ave., where a \$50,000 alteration job has transformed the site into "10,000 sq. ft. of up-to-the-minute store".

Various departments of the huge store, including radios, appliances, records, home furnishings, tools, hardware and paints, are all spotted on eye level with no dividing walls. The store has an acoustic ceiling, inset fluorescent fixtures, and the newest in island displays. The lay-out has been planned to make "floor demonstration" the keynote.

County Hardware president is Jack Klarman; A. L. Levitt is general manager. Saul Hollander is radio and appliances manager, and Florence Howe heads the impressive new record department. The firm has been in business locally for 15 years—previously at 65 Gramatan Ave.

GE Appointments

The appointment of Vern Hagmann as acting manager of the General Electric Company's appliance service center, 2373 East Ninth St., Cleveland, O., has been announced by T. J. Killeen, manager of warehousing and distribution of the company's product service division.

H. E. Rice has been named manager of the White Plains works of the General Electric Company's electric sink and cabinet division, according to C. J. Enderle, division manager.

Announcement of Harry C. Calahan's election to the commercial vice presidency of the General Electric Supply Corp., 570 Lexington Ave., New York City, has been made by the corporation's board of directors.

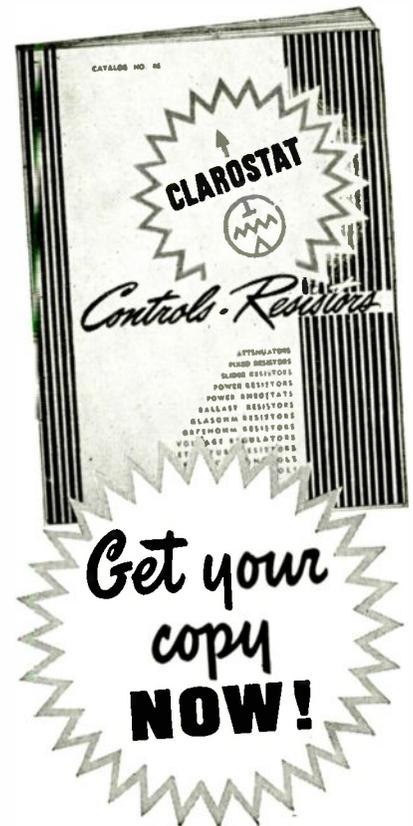
Denies Reported Sale

An item in our July '46 issue, headed "Stinson Enlarges Disc Activities", reported that the Stinson Trading Co., New York City, had purchased the interests of Moe Asch.

A spokesman for Mr. Asch now advises that the Stinson Trading Co. did not purchase the interest of Moe Asch; also that Stinson Trading Co., Inc., has no right to use the Asch-Stinson label. Mr. Asch gave Herbert Harris and Irving Prosky, officers of Stinson, individually, a license to use the Asch-Stinson label until March 3, 1947, but the license is not transferable and its use is expressly restricted to certain specified recordings made on or before Dec. 3, 1945, the spokesman said.

Mayer Is Vice-President

Rollin H. Mayer has been elected vice-president and general manager of the newly organized St. Louis Microphone Co., of St. Louis, Mo. The firm occupying a new location at 2726-28 Brentwood Blvd., St. Louis, Mo., manufactures an ultra modernistic line of dynamic microphones.

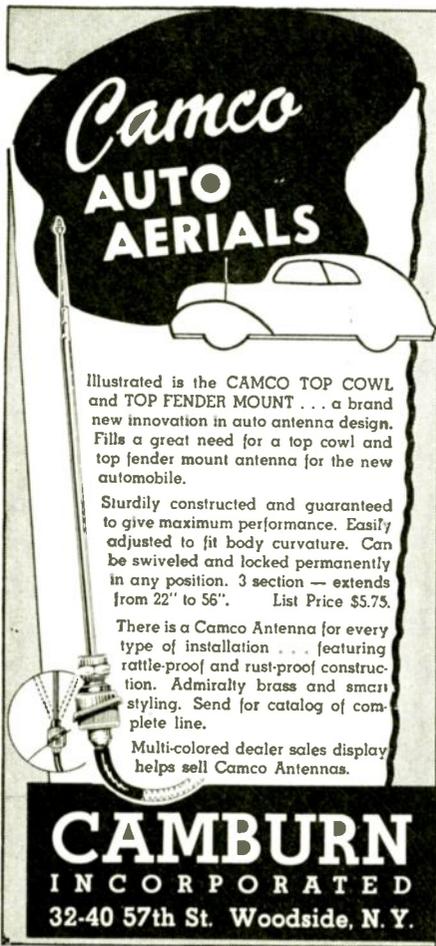


★ It's chuckful of practical dope on what's what in postwar resistors, controls and resistance devices—the greatest choice of types yet offered—all in the new Clarostat No. 46 Catalog. Use this handy catalog in selecting your

ATTENUATORS
POWER RHEOSTATS
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WIRE-WOUND POTENTIOMETERS
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POWER RESISTANCE DECADE
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★ Ask your Clarostat jobber for this new Clarostat No. 46 Catalog. Or write us direct.





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AUTO
AERIALS

Illustrated is the CAMCO TOP COWL and TOP FENDER MOUNT . . . a brand new innovation in auto antenna design. Fills a great need for a top cowl and top fender mount antenna for the new automobile.

Sturdily constructed and guaranteed to give maximum performance. Easily adjusted to fit body curvature. Can be swiveled and locked permanently in any position. 3 section — extends from 22" to 56". List Price \$5.75.

There is a Camco Antenna for every type of installation . . . featuring rattle-proof and rust-proof construction. Admirably brass and smart styling. Send for catalog of complete line.

Multi-colored dealer sales display helps sell Camco Antennas.

CAMBURN
INCORPORATED
32-40 57th St. Woodside, N. Y.

In Canada . . . The Astral Electric Company,
Scarboro Bluffs, Ontario

PROFIT-MAKERS
for Radio Dealers

Order direct from this ad and save time. Some stocks are limited, so don't delay.

RECORD CHANGERS
Seeburg, the best obtainable . . . \$29.50
V.M. Record Changers . . . 22.50
Portable Cases for record changers. place for amplifier and up to 8" speaker . . . 14.95
Portable Record Player Cases . . . 8.95

PHONOGRAPH NEEDLES
GAROD Permanent Needles
50c List—card of 12 . . . 3.00
\$1.00 List—card of 12 . . . 6.00
\$1.50 List—card of 12 . . . 9.00
PFANSTIEHL Needles
\$1.50 List, Doz. . . 9.00
BENNET Permanent Needles
\$1.50 List, Doz. . . 9.00
DUOTONE Permanent Needles
\$1.00 List—Card of 12 . . . 6.00
\$1.50 List—Card of 12 . . . 9.00

PICKUPS AND CARTRIDGES
Astatic Crystal Pickups . . . 3.30
Webster Crystal Pickups . . . 3.30
Shure Crystal Pickups . . . 3.30
Astatic Permanent Needle Crystal Pickups . . . 6.90
Astatic Cartridges—L40—L22 . . . 2.60
B3—L70 . . . 3.33
LP . . . 5.23
Webster Cartridges—E4—N3 . . . 2.60
D2 . . . 3.20
Shure Cartridge—P93 . . . 2.60

Write for Catalog
Hundreds of bargains in parts, supplies and equipment. Also ask for special bargain list of tubes now available.

Lifetime
SOUND EQUIP. CO., Dept. TV-3
911-913 JEFFERSON AVE., TOLEDO 2, OHIO

Electro-Tone New Home

Electro-Tone Corporation, manufacturers of the nationally sold line of Electro-Tone record players and combinations, has acquired a new building at 221-223 Hudson St., Hoboken, New Jersey.

To keep up with its rapidly increasing business, and to meet the need for greater production facilities, Electro-Tone found it necessary to purchase this building which totals over 48,000 square feet of space, running through an entire block.

Electro-Tone will have display and sales rooms in New York which will be operated by its national distributor, Monarch Sales Co. at 13 East 16th St. Albert V. Saphin is president, and Alfred Landes, general sales manager.

Zenith FM Set Campaign

Cooperating dealers and Schenectady's Mutual affiliate, WBCA, used large newspaper space to announce the arrival of Zenith FM sets in this New York city. Full-page ads announcing the first public showing of the receivers were signed by the following retailers: H. S. Barney Co., the Carl Co., Wallace Co., Radio Center, Ras Furniture, Schenectady Appliance Service, G. E. Van Vorst Co., Henry Cohen Furniture Co., the Walters Co., Fred Schoneich, Knickerbocker Furniture Co., Union-Fern Furniture and Long's of Scotia.

Eriksen Elected a Majestic Director

Parker H. Eriksen, vice-president and director of sales of Majestic Radio & Television Corp., St. Charles, Ill., has been elected a director of the company.

E. A. Tracey, president of Majestic, said that "Mr. Eriksen's merchandising experience covers a period of almost 20 years in the radio and appliance industries; it gives him a broad insight into the fields of product planning distribution and sales".

Gits Counter Card



The Gits right angle flashlight, colorfully mounted on a small counter display, is available for dealers from the Gits Molding Corp., 4600 W. Huron St., Chicago, as part of nationwide point-of-sale promotional program.

Give Vets a Hand



Two radio executives who helped war vets hit the jackpot. Right, Tobe Deutschmann, Boston, gave 18 vets a vacant lot each, for \$1, at a drawing, and William J. Halligan of Hallcrafters Co., awarded each vet an S-40 receiver like the one shown here.

Walsco Representatives

Three new sales representatives have been recently appointed by the Walter L. Schott Company, manufacturers of the Walsco products, to take care of the following territories: New England will be serviced by the Anderson Sales Co., 148 State St., Boston 9; Nebraska, Kansas, Iowa and Missouri by the R. W. Farris Co., 406 W. 34th St., Kansas City 2, Mo., and northern California by R. W. Moulthrop, 420 Market St., San Francisco 11.

Appliance Testing Center

Monitor Equipment Corp., has announced the opening of the new Monitor house, New York City, as a research center for testing and developing new and improved household appliances. The reconverted Italian Renaissance Palace, overlooking the Hudson River, will provide suitable proving grounds for every type of household equipment.

The ceremonies, in which Monitor House was dedicated to the service of the American housewife, were attended by Monitor distributor members from all parts of the country.

Service Centers Set Up

Six centers established throughout the country for the checking, repairing, and servicing of Hallcrafters amateur, home, aircraft and marine radio equipment, have been announced by Rollie Sherwood, sales manager of the Hallcrafters Co., Chicago. They are located in New York City, Los Angeles, Seattle, Pittsburgh, Chicago and Butler, Mo.

Graybar Executive

Appointment of Lester J. Hartman as merchandise manager for the Graybar Electric houses, Jacksonville, Florida, distributors for the Crosley Corp., has been announced by I. G. Fields, district manager. Mr. Hartman was previously manager of Graybar's lamp and lighting division in Florida.

20 Years Ago

From the August, 1926, Issue
of Radio Retailing

WHAT THE PUBLIC WANTS—Survey shows that the biggest sales factors are (1) Simplicity of control, and (2) Tone quality.

SALES QUOTA—Dealer sets a weekly merchandising goal and hikes his business \$1,000 per month.

THE SERVICE PROBLEM—A retailer starts a free weekly radio inspection plan—and makes it pay.

NEW FIELD FOR PARTS—Short waves offer new opportunities for sales of parts, once the DX hound is shown the great distances possible to receive below the 200-meter band.

ARE JOBBERS NECESSARY?—The radio industry considers the question of the distributor system versus the direct-to-dealer plan—the case for both methods.

WHAT'S NEW—Brunswick Panatropo-Radiola combination, 8-tube superhet for \$1,000; Sonora combination with 5-tube superhet for \$325; two new Magnavox "cone" speakers for \$22.50 and \$35; new Stromberg-Carlson 5-tube shielded receivers \$180 to \$315; Freed-Eisemann introduces line of 8 receivers for \$60 to \$650; Garod shows "electric power" radio Model EA to play on house current at 1/2¢ per hour.

First Radio Cruise Set by D. W. May

D. W. May Corp., New York distributors at 250 Fulton St., have announced the first post-war cruise, for 400 dealers and their wives. The retailers will leave New York Sept. 28th on a streamlined train to Canada, where they'll take a cruise along the Saguenay River, returning Oct. 3rd.

The D. W. May firm is distributor for Farnsworth, Wilcox-Gay, Ken-Rad, Coolerator, Speed Queen, Electromaster, and other lines.

Nat'l Carbon Expanding

National Carbon Co., Inc., is materially increasing its manufacturing capacity for "Eveready" batteries and flashlights and for "Krene" plastic products. Construction work on two new plants is well advanced, while a third, which was purchased from RFC after war service, is rapidly being converted to commercial operation.

Cosgrove and Smith on Frisco Program

The semi-annual Western Radio and Appliance "Trade Dinner" will present speakers of national prominence and "an unexcelled entertainment program", according to George A. L'Amoreaux, promotion manager of the Mart, San Francisco. This dinner event of the Fall Market in San Francisco will be held on Wednesday evening, August 7, in the Mart Club on the 9th floor of the Mart.

Raymond C. Cosgrove, of Cincinnati, Ohio, the newly reelected president of RMA, and vice-president and general manager of The Crosley Corp., will speak on "Your Radio Business". Mr. Cosgrove will be followed on the program by George H. "Rock" Smith of North Chicago, Ill., vice-president and general manager of Deepfreeze Division, Motor Products Corp., who will address the meeting on the subject of "The Future of the Home Freezer".

Our 44th Volume

Radio Retailing's first issue appeared in January, 1925.

So big and thick were those early editions that when the bookbinders came to make up the bound volumes for office reference, it was found cumbersome and unwieldy to try to get a full twelve issues between a pair of stiff covers. Hence, on the bookbinders' recommendations, the policy of putting only six issues in a volume was adopted. And so Radio Retailing went along down the years, with two volumes per annum.

Continuing this practice of two volumes to each year, the issues for the first half of 1946 constituted our 43rd volume. That is why the July, 1946, issue was, as indicated on its cover-backbone, our Vol. 44, No. 1. And the issue now in your hands, follows logically as Vol. 44, No. 2.

So now we march on from there!

RMA Advertising Committee

The following are the current members of the Radio Manufacturers Association Advertising Committee:

John S. Garceau, Chairman, Farnsworth Tele & Radio Corp.; Georges Faurie, Westinghouse Elec. Corp.; P. G. Gillig, Emerson Radio & Phono Corp.; John Gilligan, Philco Corp.; Victor A. Irvine, Galvin Mfg. Corp.; Sydney D. Mahan, The Crosley Corp.; Stanley Manson, Stromberg-Carlson Co.; Seymour Mintz, Admiral Corp.; L. E. Pettit, General Electric Co.; E. R. Taylor, Zenith Radio Corp.; and John West, Radio Corp. of America.

Hill-Shaw Appointment

M. K. Grey, vice-president of Hill-Shaw Company, Chicago, makers of Vaculator glass coffee brewers, announces the appointment of Walter Reethof of Reethof-Fischmann, Inc., 51 Madison Ave., New York 10, to direct Vaculator's export activities in anticipation of world-wide trade being opened up in the near future.

Order from LAKE!
You'll Make No Mistake!

RADIO CABINETS & PARTS



Now Available!

Postwar
2 Post
RECORD-
CHANGER

With luxurious brown leatherette portable case, 15" L x 15" W x 10" D. Latest electronic developments make this modern

record-changer the finest on the market today!
List price—\$49.95 Dealer's net—\$29.97

DE LUXE RECORD-CHANGER AND AMPLIFIER CASE

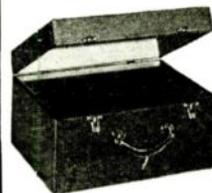
De luxe changer case with ample room for amplifier. Overall dimensions: 20" L x 16" W x 10" H. Sturdily built of 5/8" plywood, deluxe brass hardware throughout. Inside dimensions: 15 1/2" L x 14 3/4" W x 9 1/2" H. Net price.....\$12.95



De Luxe PHONO CABINET

Covered in luxurious, genuine brown leatherette, has deluxe

brass hardware throughout, made completely of plywood with brown plastic handle, has padded top and bottom. Motor board 14" x 14 1/2". Overall dimensions 16" L x 15" W x 8" H. Your special net price.....\$8.95



Portable Phonograph case, of sturdy durable plywood in handsome brown leatherette finish. Inside dimensions 16 1/2" long, 14" wide, 9 1/2" high. Has blank motor board. As illustrated specially priced at

\$6.95

Also blank table cabinets of walnut veneer in the following sizes, with speaker opening on left front side: (*Note: *7 has center speaker grille)

#1	— 8 1/4" L x 5 1/4" H x 4"	D \$1.95
#2	— 10 1/4" L x 6 3/4" H x 5"	D \$2.75
#3	— 13 1/2" L x 7 3/4" H x 6 1/4"	D \$3.25
#7*	— 10 1/4" L x 7" H x 5 1/2"	D \$2.50

*Speaker Opening in center of front side.

All types of radio cabinets and parts are available at Lake's Lower prices. A large stock is listed in our catalog.



SERVICEMEN—RETAILERS
Join our customer list today.

Dept. B

Order Our New Catalog Today!
Get on our mailing list!

Lake Radio Sales Co.

615 W. Randolph Street
Chicago 6, Ill.

NEW BOOKLETS

The Kato Engineering Co., Mankato, Minn., has issued a new folder describing latest Kato generating plants. Kato plants are available for operating ac appliances, radios, electric signs, portable electric tools and floodlights, as well as for "on the spot" operation where no power line is available.

"The Truth About Color Television," written by Thomas T. Goldsmith, Jr., director of research of the Allen B. DuMont Labs., Inc., 515 Madison Ave., New York 22, N. Y., is ready for distribution, according to Leonard F. Cramer, vice-president. Preparation of the booklet was announced in recent ads of the DuMont company, in which Dr. Allen B. DuMont, president, challenged the claims of those sponsoring color television, in its present development, as a practical home service.

A new line of electrolytic capacitors for replacement work has been announced in a catalogue by Sprague Products Co., North Adams, Mass. Single, dual and triple units all have separate positive and separate negative leads, so that any type of filter block, including common-positive types, can be replaced. A novel mounting arrangement allows them to be installed vertically, fitting any chassis hole from 3/16" to 7/8" diameter.

Another new line of items for servicers is Sprague's Filterols. These interference

filters are designed for 115-220 volts ac or dc, up to 35 amperes. The metal container is grounded. Details of construction and installation will be found in a new catalogue. Both catalogues may be had on request by writing to the company.

The Hill-Shaw Co., Chicago 6, has issued two new leaflets for the dealer's counter, illustrating and describing Vaculator products. The Vaculator stove for coffee makers, and 2-burner electric table stove are featured in the brochures.

A new feature has been added to Ohmite's "Little Devil" resistor line by the individual marking of resistance values and wattage rating on each unit for quick, positive identification. These markings are in addition to the standard color coding. A listing of stock units available in standard RMA values from 10 ohms to 22 megohms may be had by writing to Ohmite Mfg. Co., 4835 Flournoy Ave., Chicago 44, Ill. Ask for Bulletin No. 127.

A series of ready-made phono-matching adapters, designed to hook up a record player or phonograph to the radio without breaking into leads or changing the wiring of the receiver, has been produced by the Adaptol Co., 260 Utica Ave., Brooklyn, N. Y. A replacement chart and

information bulletin is available, allowing a quick selection of the proper adapter to fit the phono pickup and tube.

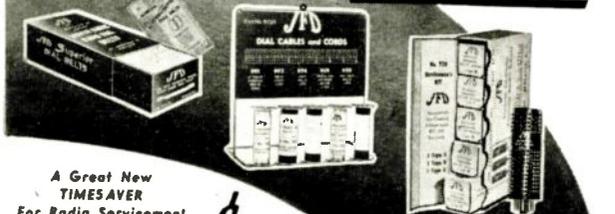
A 20-page Electrical Modernization Guide, designed to overcome the conception of electrical modernization as an inconvenient and expensive job, has been issued by the General Electric Company's appliance and merchandise department.

Pointing out that in order to bring home wiring up to date it is first necessary to know what is wrong with the wiring—and why—the Guide concentrates on plans for improving the most inefficient parts of the wiring system.

Westinghouse has published a new booklet, "The Business Man's Guide to Electronics." It explains the six fundamental functions of electronic tubes, rectifying, amplifying, generating, controlling, counting and sorting, and inspecting, and describes the tubes required for each function. Copies of this booklet A-4726 may be secured from the Westinghouse Lamp Division, Electronic Tube Sales Dept., Bloomfield, N. J.

Steber Mfg. Co., 2701-09 No. Pulaski Rd., Chicago 39, manufacturer of lighting equipment, has issued a new catalog. Listed are enclosed and open type outdoor floodlights, which dealers may find useful. Circulites, yardlights, utilities, brooder heat reflectors, and color equipment in the Steber line are also listed.

JFD NEW "BIG 4" SERVICEMEN'S BASIC KIT!



A Great New TIME SAVER For Radio Servicemen! FOUR Basic Radio Service Kits in ONE Package

SPECIAL! SERVICEMEN'S COST

\$18.00
LIST PRICE \$33.35

For Radio Servicemen Starting a Repair Business

For Established Radio Servicemen Who want to Save Time and Energy

These 4 Popular JFD Kits have everything needed for 25% of all radio service work:

1. 825A Ballast Kit. Assortment of 25 Dial Belts in Metal Container. Includes FREE 64-page JFD Servicemen's Manual listing belts for more than 1500 set models.
2. SC25 Dial Cable & Cord Rack. Contains 5 Metal Spools of fast-mounting dial cables and cords.
3. 778 Ballast Kit. Contains five JFD Improved Aircooled AC-DC Adjustable Ballasts. Suitable for more than 95% of all ballast tube replacements.
4. 8P-100-MC Plug Assortment. 100 radio battery plugs, in 25 different popular types. Sturdy Metal Container. Includes FREE Battery plug folder with technical data and schematic diagrams of all plug types.

COMBINATION List Price Value, \$33.35 Model "Big 4" Servicemen's SPECIAL Net Price \$18.00

J.F.D. MANUFACTURING CO., 4109-4123 FT. HAMILTON PARKWAY, BROOKLYN 14, N. Y.

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Offices
Restaurants
Garages
Farms
Stores
Factories
Lumber Yards
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etc.

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all are prospects for
the electronic step-saver

● Inter-Sound opens up a vast new and profitable market for you. There are literally thousands of uses for this two-way electronic talk system which provides extraordinary fidelity and sensitivity at low cost. Inter-Sound is so fool proof, a child can operate it. Just press the button to talk—release to listen. The sub-stations may be locked "on" so that busy persons may reply to calls from any point in the room without interruption of work.

A Master station and as many as six sub-stations may be inter-connected. Wiring is simple. Only the master station is plugged into the 110 volt A.C. or D.C. source.

Your prospects will be reached through a personalized Cavalcade advertising program. Ask your Cavalcade Salesman or write direct for details.

	MASTER STATION	LOCAL STATION
LIST PRICES:	\$26.14	\$6.46

Add 5% in Zone 2

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Do you want fast, permanent, solid DISTRIBUTION

for your lines,
in the radio and
electric appliance
fields, in the great
mid-west territory

comprising the states of ILLINOIS, INDIANA,
WISCONSIN, MINNESOTA AND KENTUCKY?

If so, contact this well-established, efficient organization which knows and serves practically every wholesaler in every city and town throughout this territory. Feel free to write in confidence and without obligating yourself.

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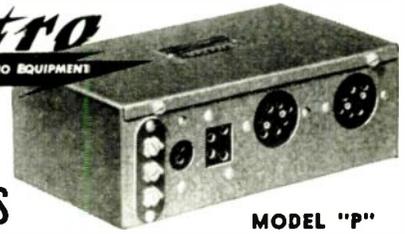
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RADIO & Television RETAILING

480 Lexington Ave.

New York, N. Y.

Electro
ELECTRICAL AND RADIO EQUIPMENT



**BATTERY
ELIMINATORS**

MODEL "P"

A Complete Line for Every Requirement!

Models to convert dry battery radios to efficient AC receivers. Other models to convert dry battery radio for use only with 6 volt storage battery.

Cost but a few cents per hundred hours of operation. Completely filtered—hum free—silent and efficient. Sturdily constructed—no liquids or moving parts—operate in any position.

MODEL "Q"—Operates any 1.4 volt 4, 5 or 6 tube radio from 6 volt storage or dry battery, or Wincharger. Ideal for farms, camps, autos, boats, etc.

MODEL "R"—Operates 2 volt 4, 5, 6 or 7 tube radio from 6 volt storage or dry battery, or Wincharger. (5 Amp. filament max.)

MODEL "P"—Operates any 1.4 volt 4, 5 or 6 tube radio from 110 volt 60 cy. source. Cuts down current use and saves batteries for portable use.

MODEL "E"—Operates any 2 volt 4, 5, 6 or 7 tube radio from 110 volt, 60 cy. source. (5 Amp. filament max.)

Canadian representative, ATLAS RADIO CORP., Toronto, Canada

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators

549 WEST RANDOLPH STREET

CHICAGO 6, ILL.

NEED WIRE NOW?
Columbia Has It for Radio, Electrical
and Communication Applications

AUGUST SPECIALS!

- No. 1 7/27 Bare Copper Aerial Wire 100 ft. coil @ .26 ea.
- No. 2 7/22 Tinned Copper Aerial Wire 100 ft. coil @ .74 ea.
- No. 3 Braided Shielded Wire No. 20 stranded Tinned copper with T/C shield and cotton braid over all. Can be used for single conductor microphone cable

Per 100'	\$ 3.75
Per 1000'	\$31.50
- No. 4 2 conductor twister pair intercom wire
2 No. 22 T/C solid wire twisted color coded. Geon Jacket on individual conductors

Per M feet	\$ 8.50
------------	---------
- No. 5 3 conductor same as above

Per M feet	\$12.75
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See your local jobber or write direct to

COLUMBIA WIRE & SUPPLY CO.

5740 ELSTON AVE., CHICAGO 30, ILLINOIS

CHECK THE TYPES



THERE ARE 173 VACO TYPES

TO FILL EVERY NEED

In a line as diversified as Vaco, you have a screw driver of a size and type to fill every possible industrial need. There are tiny Vaco drivers that can go in the vest pocket and big fellows that can reach several feet, and turn the "meanest" screw. Vaco Screw Drivers have handles of gleaming Ambery plastic. They are shock-proof and break-proof. Write for catalog.

VACO

PRODUCTS CO.

317 E. ONTARIO ST., CHICAGO 1, ILL.

In Canada: 560 King St. W., Toronto 2, Ont.

Looking Ahead to Future Events of Interest

Aug. 4-8: Western Gift, Toy, Housewares Show, Civic Auditorium, San Francisco, (Aug. 11-14: Portland, Ore.; Aug. 18-22: Seattle, Wash.)
 Aug. 5-7: Nat'l. Ass'n. of Visual Education Dealers (NAVED), Convention & Trade Show, Hotel Continental, Chicago
 Aug. 5-10: Fall Market Week, Western Merchandise Mart, San Francisco
 Aug. 19-21: Appliance & Housewares Mart, William Penn Hotel, Pittsburgh
 Aug. 26-30: N. Y. Gift Show, Hotels Pennsylvania-New Yorker, New York City
 Sept. 16-21: National Hardware Show, Grand Central Palace, New York City
 Oct. 3-5: 1946 Nat'l. Electronics Conference, Edgewater Beach Hotel, Chicago
 Oct. 10-11: Television Broadcasters Ass'n., Inc., (TBA), Postwar Television Con-

ference, Waldorf Astoria, New York City

Oct. 10-11: Joint meeting, Officers and Boards of Directors, American & Canadian RMA, Chateau Frontenac, Quebec, Canada
 Oct. 14-18: Nat'l. Electrical Contractors Ass'n., Annual Meeting, Ritz-Carlton, Atlantic City, N. J.
 Oct. 14-19: Electronic Radio & Television Exposition, Grand Central Palace, New York City
 Oct. 19-27: Oklahoma Builders Ass'n., Home Show, Municipal Auditorium, Oklahoma City, Okla.
 Oct. 28-Nov. 1: Refrig. Equip. Manufacturers Ass'n., Fourth All-Industry Refrigeration & Air-Conditioning Exposition, Public Auditorium, Cleveland
 Jan. 6-18: Furniture Show, Winter Market, Furniture Mart, Chicago
 Jan. 27-31: Seventh International Heating & Ventilating Exposition, Lakeside Hall, Cleveland

Thorens Changer for New Scott Combos

The Thorens Concert record changer, Swiss precision equipment which offers many unique features including an optional two and a half minute intermission between records, has been adopted for the new Scott radio-phonograph, it was announced today by E. J. Halter, vice-president of the Scott Radio Laboratories, Inc., of Chicago.

The new changer is a single-post, spindle-actuated, drop type with a governor-controlled, geared drive to insure constant speed regardless of wear or voltage changes. A manual speed setting control is also provided. The changer has a capacity of eight records, either 10 or 12 inch, which may be mixed in any order without a resetting.

Cerf Named by JFD

The JFD Mfg. Co., 4117 Fort Hamilton Parkway, Brooklyn, N. Y., has announced the appointment of Art Cerf & Co. as representatives in the Metropolitan, New York and New Jersey areas. Henry Hold, an Art Cerf associate, has started an aggressive campaign to bring radio parts jobbers the complete JFD line of dial belts and kits, sockets, auto antennas, battery harnesses and plugs, cables and cords, and the newly-added test leads.

GE Shipping Clocks

The Rhapsody, the Maestro and the Concerto, three new General Electric mantel-type clocks are being shipped in limited quantities, R. O. Fickes, manager of the company's clock division, announced. Each of the three new models has a mahogany case, a quiet mechanism, and Westminster chimes which strike each quarter hour.

Brown Joins Browne

Burton Browne Advertising, Chicago, announces the addition to the staff of E. G. Brown, widely known ad executive in the radio and electronics field. Mr. Brown has been with the Hallicrafters Co., as advertising manager, and was a division sales manager for 15 years in radio and major appliances lines with Montgomery Ward.

For Originality
LOOK TO


 XCELITE tools lend themselves to fast, sure sales! Like the XCELITE nut driver above, they're all precision-made, well balanced, PACKED with attractive selling features. Demand for XCELITE has been ahead of production... but we're catching up fast. Keep an eye on XCELITE!
PARK METALWARE CO., INC.
 Dept. M Orchard Park, New York
Quality Tools **PREFERRED BY EXPERTS**

LAST MINUTE SPECIALS!

Iron Cord Sets, 6 ft. fine quality G.E. wire with plugs \$0.42 Each
 Extension Cord Sets, 7 ft., with 3-way cube tap41 "
 Pittsburgh Automatic Electric Iron 6.45 "
 1 Burner Hot Plate 2.40 "
 Streamlined Electric Iron 3.90 "
 Sessions Mantle Electric Clock No. 1019..... 8.80 "
 Key Holder Flashlights with Batteries 4.25 per doz.

Electric Coffee Maker Set

Consists of a beautiful Electric Coffee Maker Stove, 8-Cup Glass Coffee Maker, Attachment for Grilling, also Attachment for making Toast \$6.85 Each
 (O.P.A. Retail Price \$9.98 each)
 Compact, exceptionally high grain, hum-free 3-tube AC-DC Phono amplifier 4.50 "
 5" Jensen Speaker and Output Transformer 3.75 "

Write for illustrated literature featuring other merchandise. 2% discount for payment with order, otherwise shipped C.O.D. net.

SHEFFIELD RADIO & APPLIANCE CO., Inc.
 916 W. BELMONT AVE. Dept. A CHICAGO 14, ILL.

TUBES IN STOCK — Offered at OPA Wholesale Schedule

1L4	3Q4	6D6	6L6	6SQ7	12SA7	46
1R5	1LD5	6F6	6SA7	7A6	12SN7	53
1S4	1LN5	6F8	6SC7	7C5	14A7	55
1T4	5Y3	6H6	6SD7	7F7	14B6	76
1S5	5Y4	6J5	6SG7	12A6	14Q7	77
3A4	6B8	6K6	6SK7	12K8	38	78
3S4	6C6	6K7	6SL7	12J5	39	

1R5, an adapter to 1A7... \$1.39 | 1T4, an adapter to 1N5... \$.98
 1R5, an adapter to 1LA6.. 1.69 | 3S4, an adapter to 3Q5... .98
 1S5, an adapter to 1H5... .98 | 3S4, an adapter to 1Q5... .98

Complete 5-tube superhet radio kit with tubes and cabinets, \$17.95

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HENSHAW RADIO CO. 3313 Delavan, Kansas City, Kans.

BOOKKEEPING SYSTEM

Especially Designed For
RADIO & APPLIANCE RETAILERS

A direct, easy-to-understand system, devised by experienced men in your line of business. It is in practical use by many leading retailers throughout the country.

This system provides for: Cash Receipts; Cash Disbursements; Purchases; Sales Register; General Journal; General Ledger Control Accounts; Daily Cash Sheet; Stock Record; Customer's Ledger Record; Analysis Sheets; Rebuilding Cost Cards; and Individual Employee's Earning Record with Binders and Indexes for all forms.

Write today for price quotations

HOFFMAN SYSTEMS

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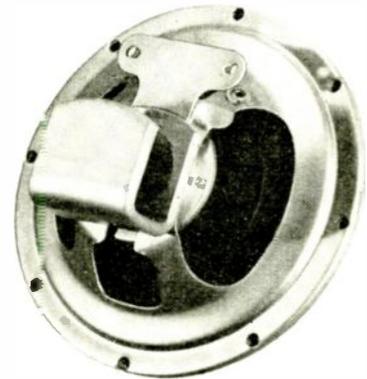
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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.



**Stability . . .
Integrity
. . . Experience
that assures
customer
satisfaction**



A pioneer in the loud speaker industry, Quam made its first units in 1923. Since then Quam has produced millions of speakers, both for original installations and as replacement parts.

For years Quam has been one of the world's leading manufacturers of speakers. Its plant is devoted exclusively to Quam Adjust-A-Cone speakers.

The name, Quam, on a speaker means stability, integrity, experience second to none in the industry. It assures the high fidelity reproduction that means complete customer satisfaction.

For every
speaker installation,
specify Quam!

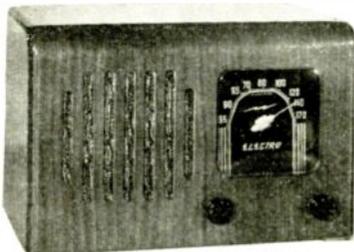
**QUAM-NICHOLS
COMPANY**

33rd Place at Cottage Grove
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QUAM ADJUST-A-CONE SPEAKER

Look for the "U" Shaped Coil Pot
. . . Mark of Quam Quality

BUILD YOUR OWN



JUST WIRE IT
All Parts Are Mounted

ATOMIC HEATER & RADIO CORPORATION

DEPT. R. 104 PARK ROW

The Finest In Radio Kits

The design, engineering and materials simplify construction and insure excellent reception and tone.

Cabinet is beautiful example of craftsmanship, made of choice veneer.

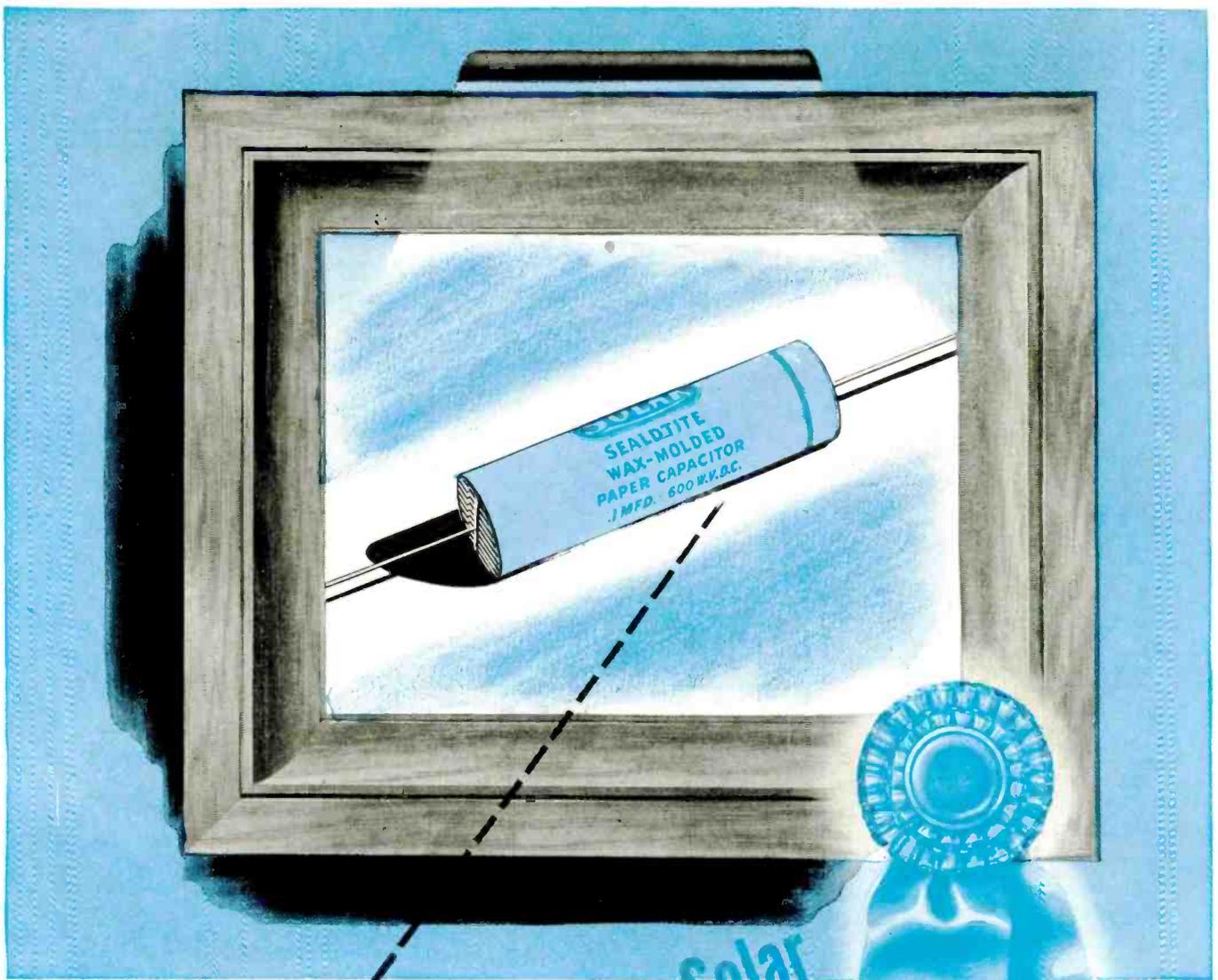
Tubes Required: Two 12SK7, one 12SA7, one 12SQ7, one 35L6, one 35Z5.

YOUR COST WITHOUT TUBES, \$15.80

Terms—10% Deposit with Order, Balance C.O.D.

Immediate Delivery

NEW YORK 7, N. Y.



"Sealdtite"
a modern masterpiece by Solar

"Sealdtite" paper capacitors, solidly molded in a cylinder of wax, are truly a masterpiece of modern mass-production. Preferred by radio designers everywhere, the superior moisture-resisting qualities of "Sealdtite" capacitors have made them a "must" for modern receivers and electronic equipment. When "Sealdtite" capacitors are specified, there is no compromise between quality and manufacturing economics as there is in ordinary cardboard tubulars.

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It's a thrill for any music lover to hear his favorite album of records played on a phonograph equipped with a Seeburg Record Changer.

Quietly the records move into place with a minimum of time lost between discs.

Gently the featherweight pickup glides along the grooves, picking up all the subtle harmonies.

Swiftly the constant speed motor brings the turntable up to speed and holds it, permitting no wavers—no wows.

The newly engineered Seeburg Record Changer also brings long life—trouble-free operation. That is why it continues to be the favorite of phonograph manufacturers and phonograph buyers.

Wire Recorder

Sound on a wire as thin as a hair! The new Seeburg Wire Recorder permits perfect home recording of speeches, plays, music—it takes radio programs off the air. One simple control knob makes anyone a skilled sound technician. A new development everyone will want in tomorrow's phonograph.

It Will Be Necessary for radio manufacturers to make provision in their circuits to accommodate the Seeburg Wire Recorder. We invite inquiries from radio manufacturers.



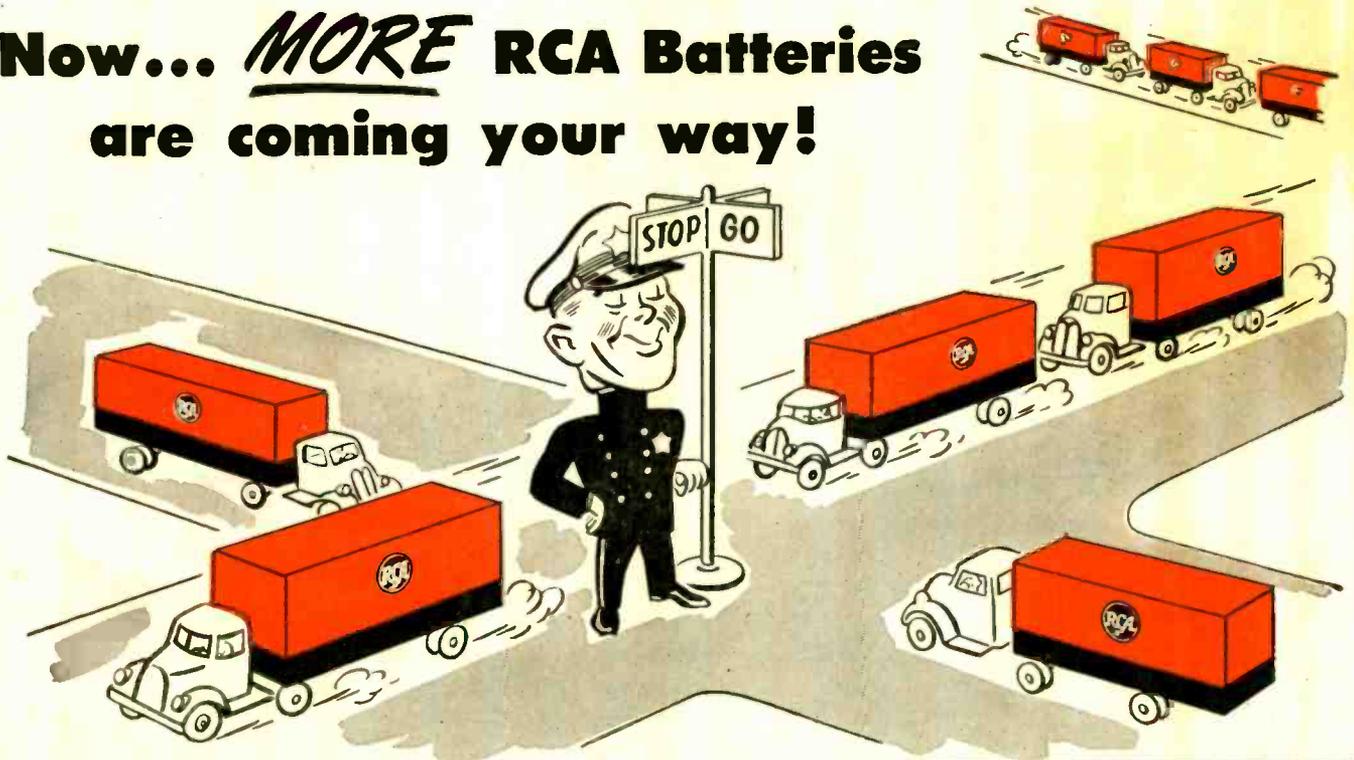
- MINIMUM FRICTION
- SILENT
- LONG LIFE
- CONSTANT SPEED
- TROUBLE-FREE OPERATION

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