

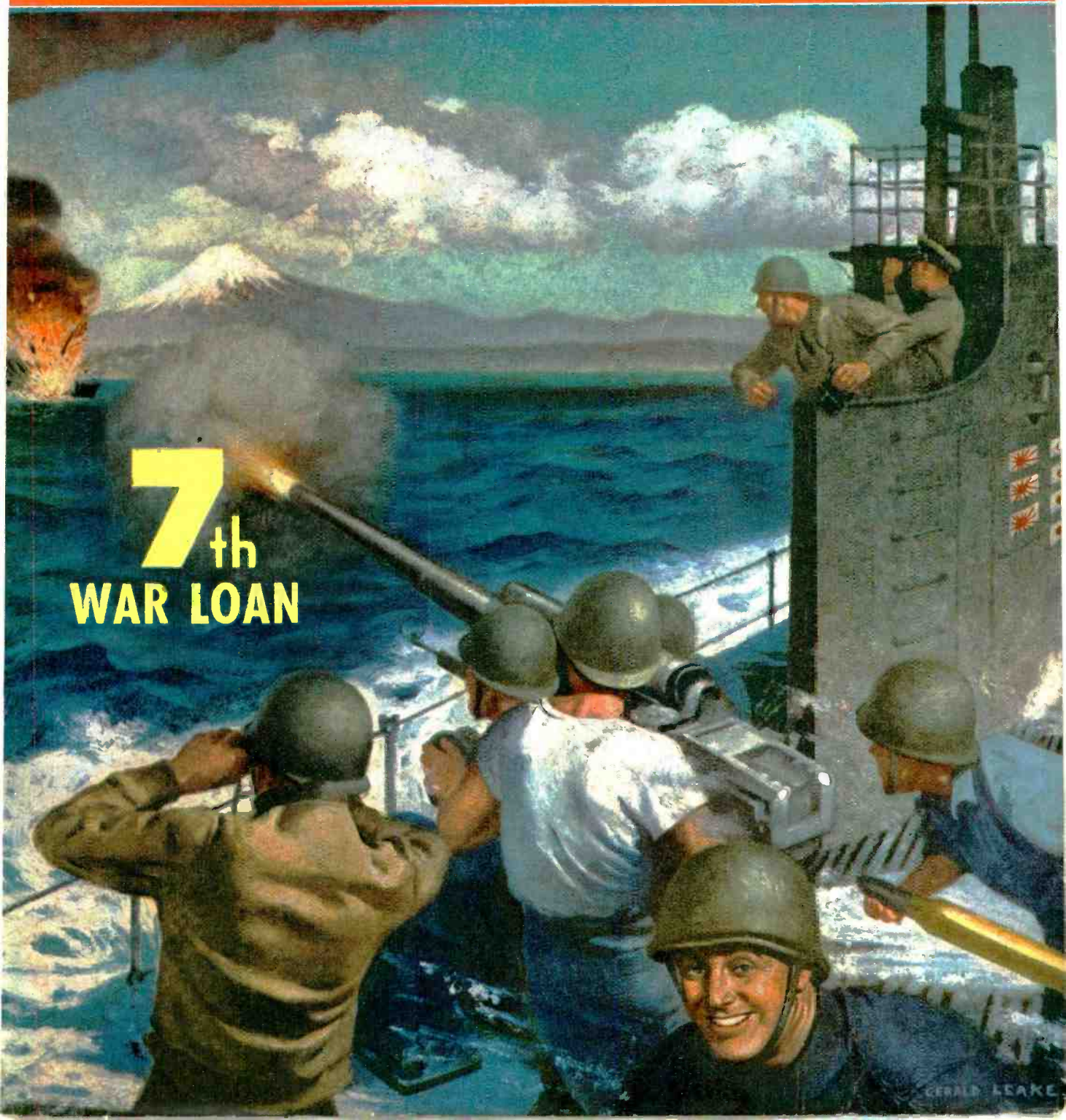
RADIO & Television RETAILING

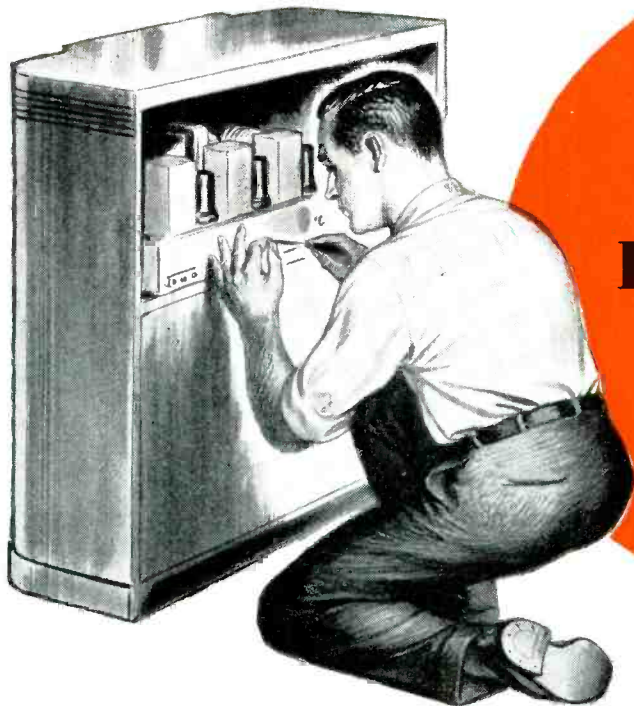
CALDWELL-CLEMENTS, INC.



MAY 1945

7th
WAR LOAN





**A
Complete
Repair Job
Rings
the Bell**

**... and Here's What MALLORY
Offers To Make It Complete**

HALF-FINISHED repair work, held up for want of the right part—or because the part is defective—means trouble for you. That's why the Mallory line is built with two important things in mind:

First, to insure quality (Mallory precision standards, plus an impressive list of engineering "firsts," have long demonstrated their effectiveness on *that* score). Second, to meet the maximum number of replacement needs with the minimum number of items. (The Mallory program of interchangeable parts and streamlined stock is the brilliant answer to *that*.)

But Mallory products, however carefully and intelligently made, would be of little use if they were not available when and

where you needed them. So Mallory gives you Selective Distribution—an outstanding distributor, in the right place, with the right help, when you need it.

What kind of help? Technical information, unsurpassed in its field . . . tried and tested business formulas . . . data on new developments . . . plans for the future . . . promotion materials to keep your name before your prospects . . . consistent Mallory advertising, maintaining public acceptance.

Yes, Mallory offers outstanding products—precision-made, widely accepted by the industry—and *it makes it as easy as possible to get them and use them*. It's that over-all picture that counts . . . the important "extras" that make your repair work complete.

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



*More than ever—
ALWAYS
INSIST ON*

P. R. MALLORY & CO. Inc.
MALLORY
APPROVED
PRECISION PRODUCTS

VIBRATORS • VIBRAPACKS* • CONDENSERS
VOLUME CONTROLS • SWITCHES • RESISTORS
FILTERS • RECTIFIERS • POWER SUPPLIES

ALSO MALLORY "TROPICAL"® DRY BATTERIES, ORIGINALLY DEVELOPED BY MALLORY FOR THE U. S. ARMY SIGNAL CORPS, NOT PRESENTLY AVAILABLE FOR CIVILIAN USE.

*Trademark

They may look alike...  ...but

2 to 1 DUAL TEMP is different!



HOME FREEZER

COMPLETELY INSULATED

PURIFIED MOIST
COLD COMPARTMENT

NO DEFROSTING
OF FREEZING COILS

FOODS STAY FRESH IN
UNCOVERED DISHES

STERILAMP

The odds are 2 to 1 in favor of Dual Temp . . . because Dual Temp is really two refrigerators in one. Two separate compartments . . . completely *insulated* one from the other . . . each with its own cooling system.

Up above is the Home Freezer . . . not just an over-sized evaporator, but a real, built-in freezer for quick-freezing fresh foods at 5° below zero . . . or storing up to two bushels of commercially frozen, foods, not merely for weeks but for month after month.

Below is the spacious purified moist cold compartment for storing foods at above freezing temperatures. Purified because of the famous Sterilamp which kills bacteria, controls odors and retards mold growth. Moist because there are no moisture sapping cooling coils . . . and that means an end to the regular messy job of defrosting.

With 85% humidity throughout the regular food storage compartment, foods stay fresh and retain all their goodness. They never need to be put in *covered* dishes!

Yes, refrigerators may look alike, but a point by point comparison will quickly prove that Dual Temp is different.

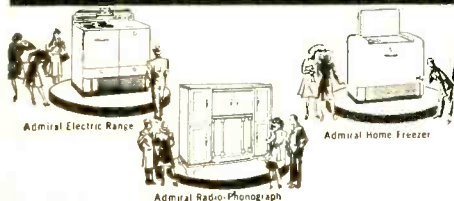
Admiral Corporation.

CHICAGO 47,  ILLINOIS



Tune In: CBS, Sundays 2:30 p.m., EWT,
for Admiral "World News Today".

and remember, only



Admiral

can build a DUAL TEMP

CBS aga



**FOR OUTSTANDING
WAR BOND PROMOTION
KOIN, Portland**

"We have not drawn the line that says, this is where our responsibility ceases." So wrote radio-wise C. W. "Chuck" Myers, mentor of KOIN Portland, Oregon, in submitting his proud station's entry. That these weren't just bright words penned by the promotion department, but a credo faithfully adhered to, is reflected in the deeds of KOIN.

KOIN did many worthwhile things to make it a powerful influence in a lusty state, but specifically it was the way it tackled the sale of war bonds that made it a "Variety"

**CONTRIBUTING TO THE
PUBLIC HEALTH OF
THE COMMUNITY
WBT, Charlotte**

The dreaded polio struck the Carolinas with unremitting fury in 1944. By summer there were 500 cases. Epidemics don't wait for plans boards or brochures. Carolina and Jess Willard's WBT didn't wait either.

WBT and its 50,000 watts became a statewide public address system for hard-working medics. Vital information had to get to the people and WBT became the instrument. Children must stay away from public places. Hospitals needed extra nurses. Child...

**OUTSTANDING
PROGRAM ORIGATION
KLZ, Denver**

The inertia that envelops too many network stations particularly in these war days when alibis can be pulled out as easily as recordings, is not evident at KLZ, Denver. KLZ could have done its job the easy way, drawing almost exclusively upon the CBS program output.

But when KLZ mapped out its war-time operation many months ago it was determined to make its local programming a stand-out feature.

"Surely, out of the maze of radio's many accomplishments there is a small light that beams out for the station that bears the banner of local...

John Grock

leads the SHOWMANAGEMENT field....



Right on the heels of the 1944 duPont Awards to WJR and WTAG for their outstanding community service, *Variety's* nationwide Showmanagement Awards testify in striking volume, variety and quality to the public-mindedness, ingenuity and energy of many other CBS stations throughout the land.

For in 7 classifications, *stations of the Columbia Network won four major awards.*

Three of them were the *only* winners in their respective classes.

The next network (NBC) was represented by a total of three stations cited. The next (MBS) received two citations. Two other networks (BNC and CBC) received one each. And one independent station was honored.

What is more, a Special Citation was aimed three ways at Arthur Godfrey, and CBS stations WABC, New York and WTOP, Washington, thus upping the CBS stations honored to 6 out of a total mention of 14.

And just to round up the rest of the honors won by CBS stations, the judges specially "highlighted" the achievements of—

WEEI Boston • WIBX Utica • The West Virginia Network (of which WCHS Charleston, WPAR Parkersburg, are CBS affiliates) • WRVA Richmond • KMBC Kansas City • WHAS Louisville • WCCO Minneapolis-St. Paul • WCAU Philadelphia • WTOP Washington • WGAR Cleveland • KTUC Tucson • WBIG Greensboro • KMOX St. Louis

—for a total recognition (unduplicated) of *19 stations on this Network.* That is *genuine* leadership.

In the 12 years since *Variety* started these annual Showmanagement reviews, Columbia stations have received 40 major awards out of a total of 110 conferred.

That is *consistent* leadership.

To the winners, to the "highlights," and to the runners up, CBS extends its proud congratulations.

This is...

the Columbia Broadcasting System





★

CONTRIBUTING

to

VICTORY

and the

NEW ELECTRONIC WORLD



MERIT COIL & TRANSFORMER CORP.

TELEPHONE

4427 North Clark St. Long Beach 63.1 CHICAGO 40, ILL.

RADIO
& Television
RETAILING
Including Radio and Television Today

MEMBER AUDIT BUREAU of CIRCULATIONS

May, 1945

COVER—7th War Loan Drive

Painted by Gerald Leake. Reproduced through the courtesy of the Electric Boat Co. (See page 124)

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*Trade-Mark Reg. U. S. Pat. Off.

ORESTES H. CALDWELL

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ONLY MECK HAS THE COURAGE TO TELL THIS STORY



Surveys show—

That approximately 64% of the prospects for new radio sets in your community—have not yet decided where they will buy their postwar radios.

There is still time for independent radio and electrical dealers to keep the radio business where it belongs. Tie in now with the Meck program—the only consumer advertising program devoted to selling the public on the DEALER.

Ask about the Meck Preferential Dealer Plan.

John Meck

Buy Your New Radio
from Your Radio Dealer
— HE KNOWS THE INSIDE STORY!

FIRST
WIN THE WAR
BUY WAR BONDS



You will select and determine the style you want in your new postwar radio, but it will pay you to depend on the experience as a specialist in your local radio dealer. —My years of experience and volume of knowledge enable me to become That's why many of our dealers have already chosen Meck Radios. They offer you outstanding engineering services, as well as a reputation for quality, firmly established through a record of building world-famous electronic products.

Yours for good listeners.
Your Radio Dealer.
MECK RADIOS
JOHN MECK INDUSTRIES, Inc., PLYMOUTH, INDIANA

TABLE MODELS • PORTABLES • CONSOLE COMBINATIONS • PHONOGRAPHS

JOHN MECK INDUSTRIES, INC., PLYMOUTH, INDIANA

PERFECT REPLACEMENT

for Nearly Every Control

. . . Large or Small!



TYPE MR

SET SCREW AND SPRING KNOBS
INSTALL EASILY, FIT PERFECTLY!

MALLORY Replacement VOLUME CONTROLS

HERE is only one of the complete and simplified line of Mallory Controls—a line that replaces and *duplicates*, practically every volume control now in service! This particular replacement control is designed to match large originals that use set screw or spring type knobs. In common with the rest of the Mallory line, it has precisely the features that assure satisfaction: quiet, smooth operation . . . gradual attenuation and long life . . . not least of all, easy installation! See your nearest Mallory distributor. Have him show you how only 16 Mallory controls meet approximately 85% of all replacement needs!

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



An A-C switch that snaps on and stays on!



The perfect size for every application!



Precision-built like a fine watch!



Rugged strength for years of service!



More than ever—
ALWAYS
INSIST ON

P. R. MALLORY & CO. Inc.
MALLORY
APPROVED
PRECISION PRODUCTS

VIBRATORS • VIBRAPACKS* • CONDENSERS
VOLUME CONTROLS • SWITCHES • RESISTORS
FILTERS • RECTIFIERS • POWER SUPPLIES

ALSO MALLORY "TROPICAL" DRY BATTERIES, ORIGINALLY DEVELOPED BY MALLORY FOR THE U. S. ARMY SIGNAL CORPS, NOT PRESENTLY AVAILABLE FOR CIVILIAN USE.

*Trademarks

KEN-RAD

METAL TUBES



Better than Ever

Better because great new resources, facilities and experience have been added . . . strengthening Ken-Rad's leadership . . . enabling Ken-Rad Metal Tubes to serve even more successfully today's radio-owners and those who will buy the finer new instruments soon to appear . . . increasing substantially the value of the Ken-Rad franchise!

✍
● Write for your copy of "Essential Characteristics" the most complete digest of tube information available.

KEN-RAD
OWENSBORO, KENTUCKY

178-D1-8850



more efficient
... in miniature

Imagine a lady carrying a bunch of keys for old time locks in her evening bag. Their bulk and weight would make this impractical... yet, for modern locks, it is common practise for her to carry several keys. Imagine trying to crowd a kit of old-style large tubes into the midget receiving set of the future. TUNG-SOL Miniature Electronic Tubes have indeed opened up new possibilities in compactness and weight.

When miniature tubes were introduced, they created much interest... but set manufacturers asked "will they work as well?" The answer is "yes." In most circuits, miniatures do a better job than large tubes. Some high frequency circuits could not even be designed with large tubes. Added advantages of miniatures are their small size and reduced weight.

After the war, the experience gained from producing tubes for the Signal Corps and Navy will be at the disposal of TUNG-SOL Jobbers and Dealers. They will find at TUNG-SOL the engineering and production skill to produce all types of tubes that will be necessary to service radio sets and the new and better electronic devices of the future.



TUNG-SOL

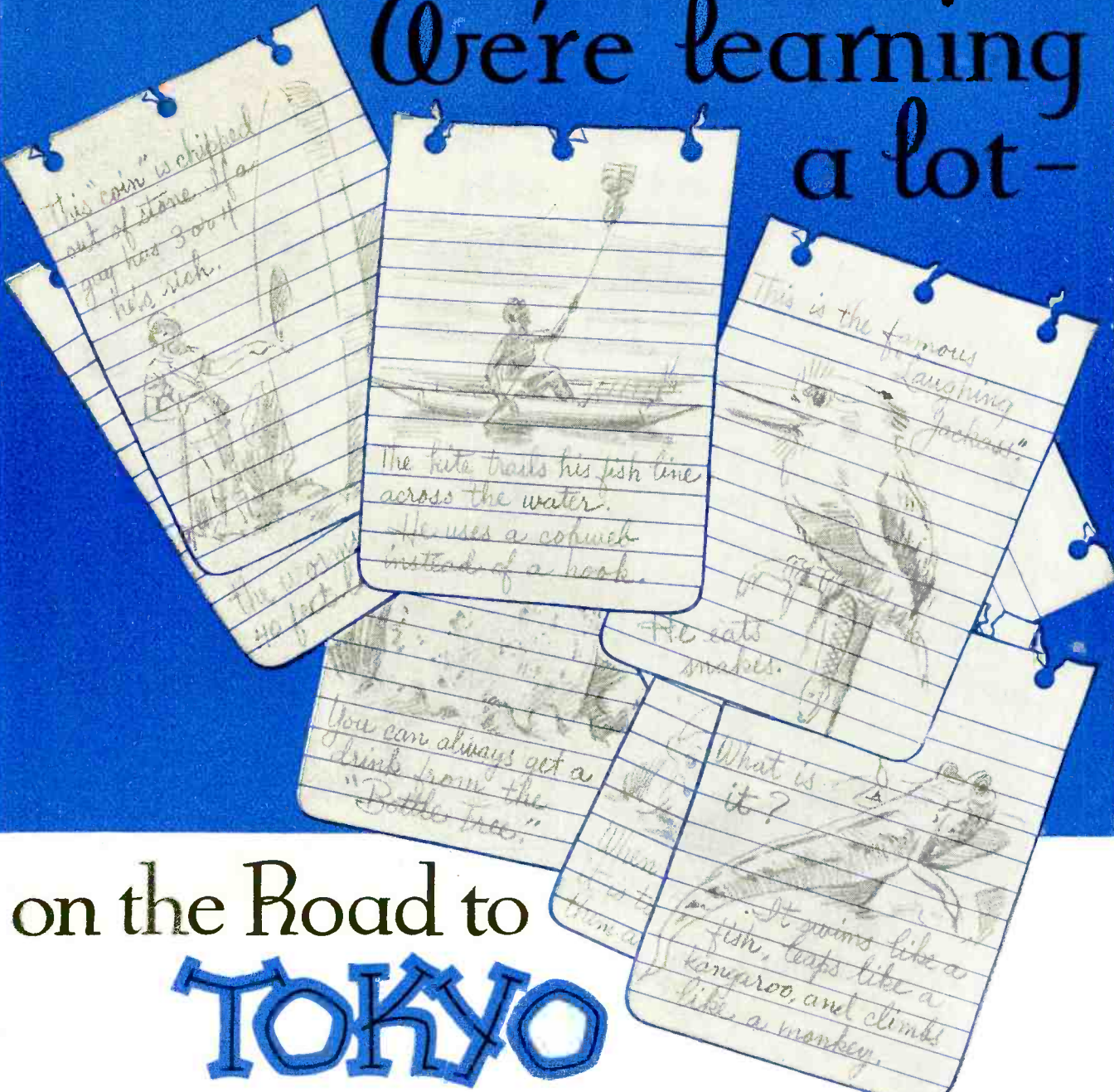
vibration-tested

ELECTRONIC TUBES

TUNG-SOL LAMP WORKS INC., NEWARK 4, NEW JERSEY
Also Manufacturers of Miniature Incandescent Lamps, All-Glass Sealed Beam Headlight Lamps and Current Intermittors



We're learning a lot -



on the Road to **TOKYO**

Under the wings of the B-29's the Pacific lies—a vast expanse of rippled silver spotted with islands of green—like a great picture book. From the pages of this book our bright young men are learning their geography, zoology, ethnology, and other subjects directly, at first hand. What stories they will tell when they come home! What newer and broader standards they'll have!

These boys will have a new standard of

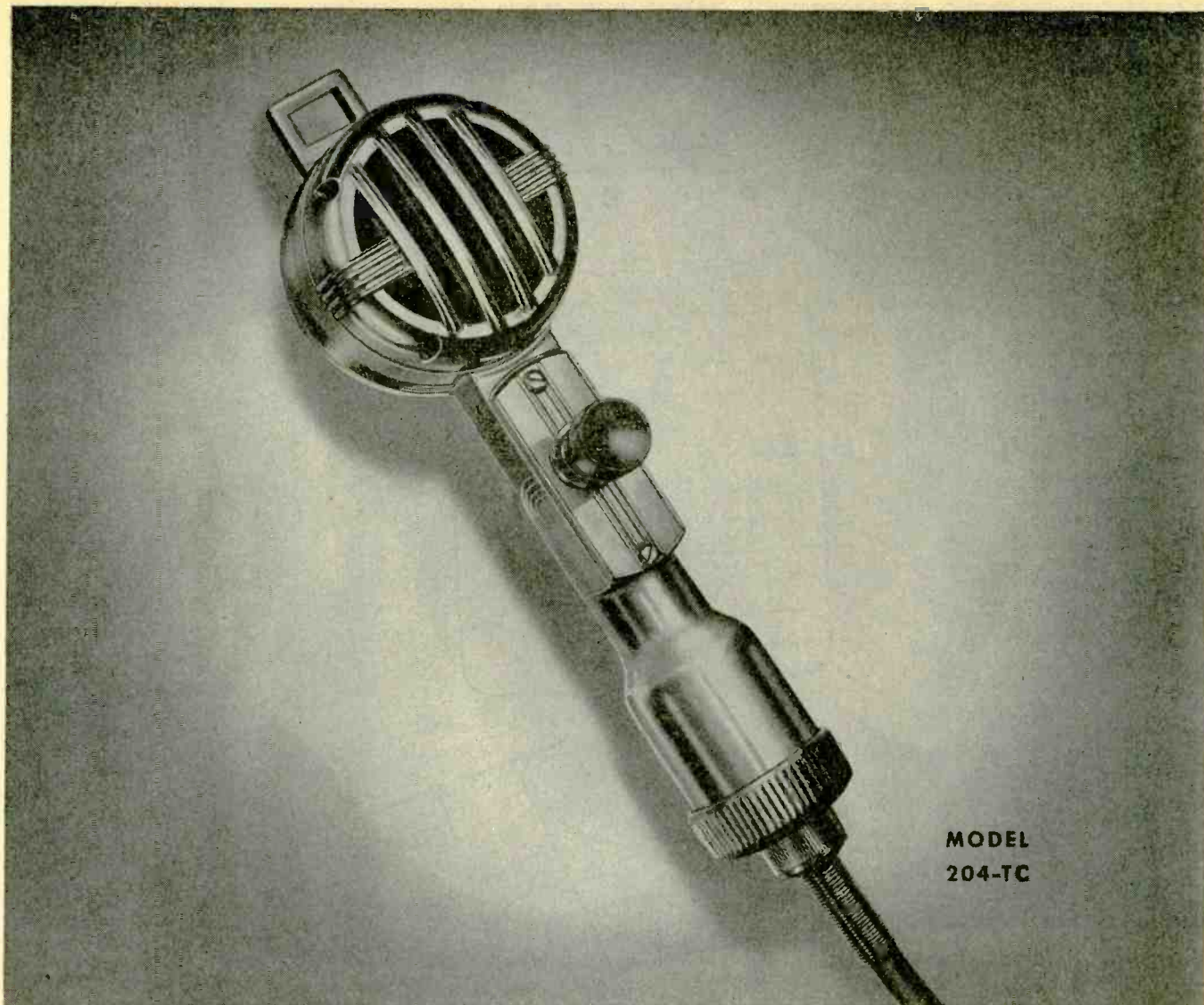
performance and reliability in radio. They'll demand more from their new radio sets. **Automatic** will give them more. We too are learning lessons from the B-29's that come back from Tokyo—and from those that don't come back. The knowledge gained from these lessons will show clearly in **Automatic's** post-war sets—sets the public will want—sets that you can sell. Plan now to sell them. Talk to **Automatic** right away.



Automatic

RADIO MANUFACTURING CO., Inc.
122 Brookline Avenue, Boston, Mass.





**MODEL
204-TC**

DYNAMIC HANDI-MIKE

TECHNICAL DATA MODEL 204-TC

IMPEDANCE: 35-50 Ohms.

FREQUENCY RESPONSE: 200-7500 Cps.

OUTPUT LEVEL: Into 50 ohm input; 44 db below 6 milliwatts for 100 bar signal.

SWITCH: Type "T," Press-to-talk. Vertical taggle with snap action.

CORD: 6 feet long. Rubber jacketed. 2 Conductor and shield.

CIRCUIT: Two wires direct to microphone. Switch "makes" independent circuit. For use in connection with central circuit of transmitter or other relay operated device.

DIMENSIONS: Length overall 8 inches, head diameter $2\frac{1}{4}$ inches.

SHIPPING WEIGHT: 2 pounds.

There are seven other dynamic handi-mike models from which to make a selection.

Universal Handi-Mikes have been, through these years of progress in Radio-Electronics, as common a part to specialized sound equipment as the vacuum tube is to your home radio. The same microphone restyled and redesigned progressively has met the wanted need of a rugged hand held microphone. The Handi-Mikes are now available in both carbon and dynamic microphones with a variety of switches and circuits from which to choose.

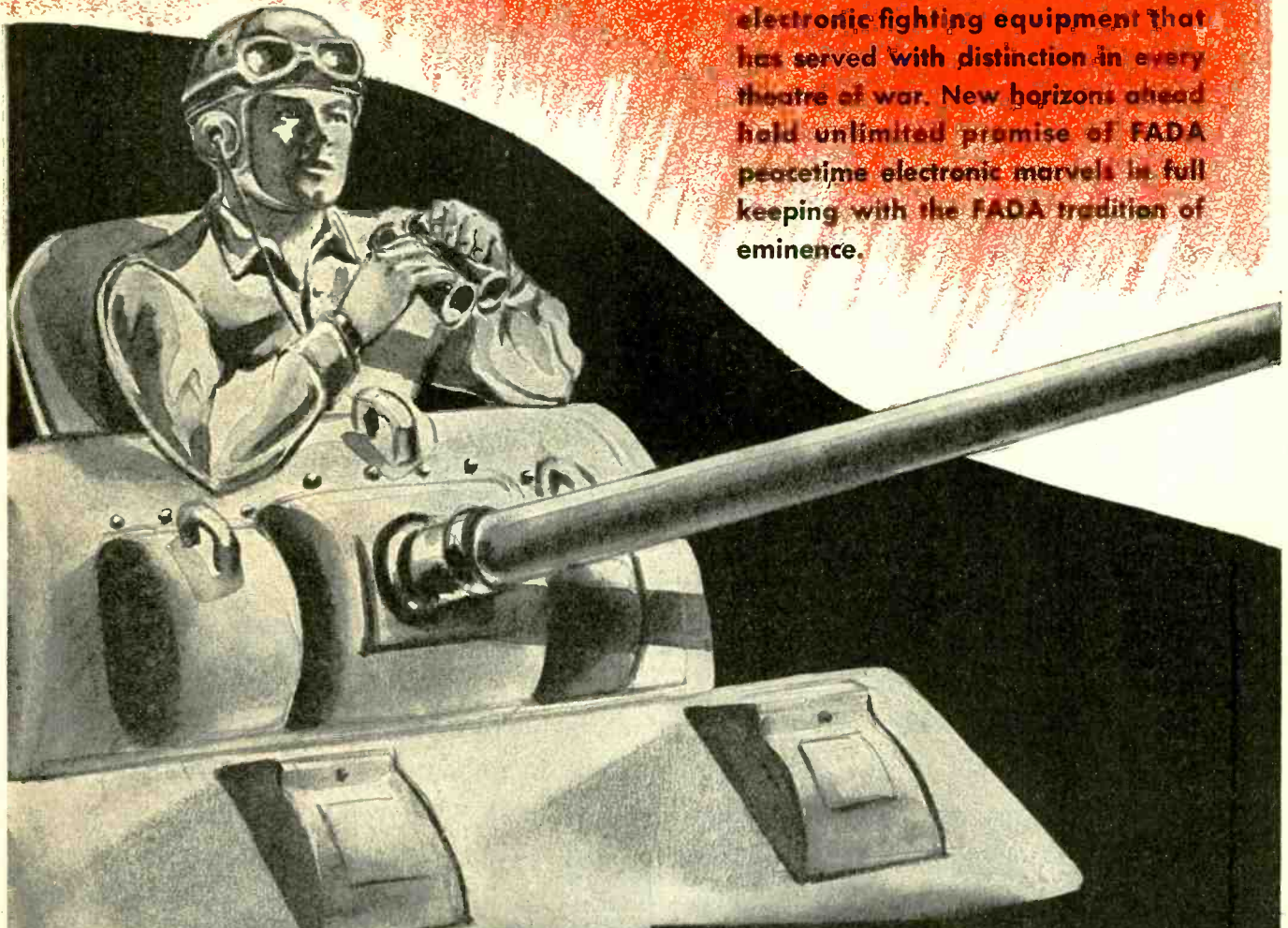
UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA



REPRESENTATIVES: *New York, Chicago, Kansas City, Cleveland, Boston, Tampa, Houston, Philadelphia, Detroit, Seattle, St. Paul, Salt Lake, Los Angeles, San Francisco, and Asheville.*

NEW HORIZONS..

Since war first loomed on the horizon, FADA has devoted all its technical and production facilities to radio and electronic fighting equipment that has served with distinction in every theatre of war. New horizons ahead hold unlimited promise of FADA peacetime electronic marvels in full keeping with the FADA tradition of eminence.



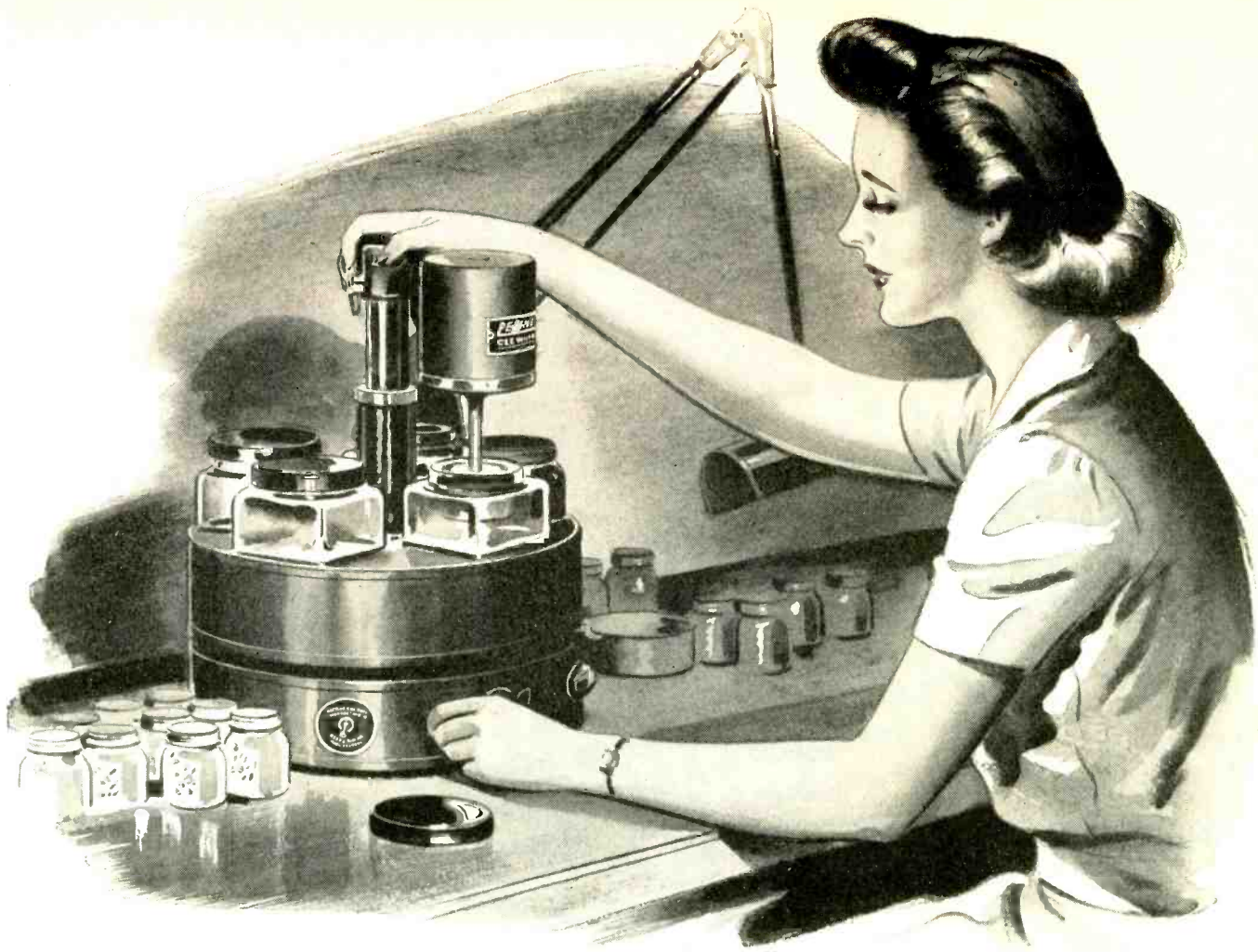
PLACE YOUR FAITH IN THE

FADA Radio

OF THE FUTURE

Famous Since Broadcasting Began!

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



EVERYDAY IS WASHDAY AT Triplet

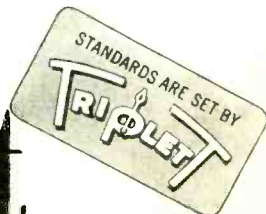
• The special equipment and solutions with which jewels are washed are minor parts of the Triplet method of manufacturing fine electrical measuring instruments but they are significant. They typify the dozens of out-of-sight Extra Precautions that assure your permanent satisfaction with Triplet Instruments. These Extra Care provisions are routine in Triplet plants but through them Triplet maintains in mass production the hand-made quality of fine instruments.

Extra Care in our work puts Extra Value in your Triplet Instrument.



Triplet

ELECTRICAL INSTRUMENT CO. BLUFFTON, OHIO

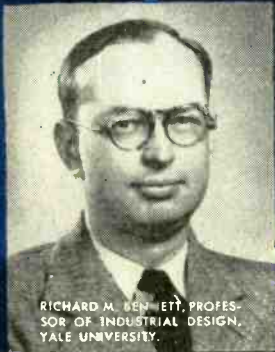


A NEW APPROACH... to Practical Store Planning

MODERNEERING*

A BASIC GUIDE TO STORE PLANNING...

COMPLETE WITH PLANS AND SPECIFICATIONS



RICHARD M. BENNETT, PROFESSOR OF INDUSTRIAL DESIGN, YALE UNIVERSITY.

1. Outstanding store planning expert brings the latest practical techniques to dealers everywhere through *Moderneering*—Universal's new store planning guide.



2. Cooperating national manufacturers add their practical, down-to-earth experience to *Moderneering*—Pittsburgh Plate Glass Co.—store fronts; Congoleum-Nairn, Inc.—floors; Sylvania Electric Products Inc.—lighting; W. C. Heller & Co.—fixtures; The Celotex Corp.—interiors.



4. *Moderneering* uses standard materials which will be readily available locally through national manufacturers' channels.



3. *Moderneering's* up-to-the-minute ideas on store planning guide your local architect in doing the best and most practical job for your store.

*COPYRIGHT 1945, LANDERS, FRARY & CLARK

HERE'S WHAT THE "U" PLAN HAS IN "STORES" FOR YOU!

Store planning should be practical, basic, down-to-earth—that's *Moderneering*! It should be easily adapted to your local problems. It should utilize standard materials readily available through established channels—that's *Moderneering*!

Moderneering points to the future with better basic plans and methods for selling merchandise easier and faster. It presents the latest thinking of outstanding authorities in

the fields of architecture and retailing developed in cooperation with America's leading manufacturers of store fronts, floors, lighting, fixtures and displays. To make it workable for your store . . . your community and your budget, *Moderneering* supplies typical layouts, specifications, estimates and local sources of materials.

Simply fill in the coupon—secure your *Moderneering* course and portfolio—call in your local architect and you're ready to go.

OUT OF THE "BLUE" TO YOU!

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Universal Electrical Appliances Distributed in Canada Exclusively by Northern Electric Company, Ltd.

Landers, Frary & Clark, New Britain, Conn.
Store Planning Division RT

Gentlemen:

I plan to modernize my store—please send me complete *Moderneering* Guide to Store Planning.

Name _____

Address _____

City _____

State _____

CONTACT!

Behind bombing missions and dog fights
at every one of our invasion points
you'll find Super-Pro receivers
on twenty-four hour duty with the AACs
under almost impossible
operating conditions.

CRYSTAL
SELECTIVITY



BAND
WIDTH



LIMITER
OFF ON



MAIN
TUNING



SUPER-PRO
HAMMARLUND MFG. CO., INC.
NEW YORK

THE SIGN OF QUALITY



ESTABLISHED 1910

THE HAMMARLUND MFG. CO., INC., 460 W. 34TH ST., N.Y.C.
MANUFACTURERS OF PRECISION COMMUNICATIONS EQUIPMENT

RAYTHEON TUBES RECOMMENDED

FOR POSTWAR

Chris-Craft

Chris-Craft, world's largest maker of speedboats, cruisers and motor yachts, has a line of new streamlined beauties on the drawing boards that are sure to be seen on every lake and river in the peacetime years to come. Their refinements, as compared with prewar models, are almost too numerous to count . . . and one of the most important available accessories is ship-to-shore radio, for which Chris-Craft will recommend famous Raytheon High-Fidelity Tubes.

Radio equipment for marine use must be able to take plenty of battering abuse, and Chris-Craft's recommendation of Raytheon Tubes is based on their splendid wartime performance under the most gruelling battle conditions on land, sea, and in the air.

The moral of this story for you, the radio service dealer, is that Raytheon Tubes, capable of absorbing the punishment of war, are the best bet for giving your customers the dependable, rich reception they rely on you to provide. Their consistent performance . . . plus a post-war Raytheon merchandising program that will revolutionize the radio service industry . . . are the two big reasons why you should feature Raytheon Tubes now!

Increased turnover and profits . . . easier stock control . . . better tubes at lower inventory cost . . . these are benefits which you may enjoy as a result of the Raytheon standardized tube type program, which is part of our continued planning for the future.

Raytheon Manufacturing Company

RADIO RECEIVING TUBE DIVISION

Newton, Mass. • Los Angeles • New York • Chicago • Atlanta



All Four Divisions
Have Been Awarded
Army-Navy "E" With Stars

RAYTHEON

High Fidelity

ELECTRONIC AND RADIO TUBES

Listen to
"MEET YOUR NAVY"
Every Saturday Night
AMERICAN BROADCASTING CO.
Coast to Coast
181 Stations

DEVOTED TO RESEARCH AND THE MANUFACTURE OF TUBES FOR THE NEW ERA OF ELECTRONICS

RADIO & Television RETAILING • May, 1945

... he borrowed a suit for his wife's funeral

WHEN Mrs. Howe died, they say, Elias Howe didn't have money enough to buy a new suit of clothes to go to her funeral — and a good friend helped him out. Elias Howe was "poverty poor."

You'd think Elias Howe would have been a very, very rich man, because he had invented and patented the sewing machine quite a few years before, in 1846. Right there in his workshop was one of the greatest labor-saving, money-making inventions in American history — gathering dust.

When Howe died, in 1867, the American people were buying about 40,000 sewing machines a year — from somebody else. The world was giving deserved credit for one of the most helpful machines of all time — to somebody else.

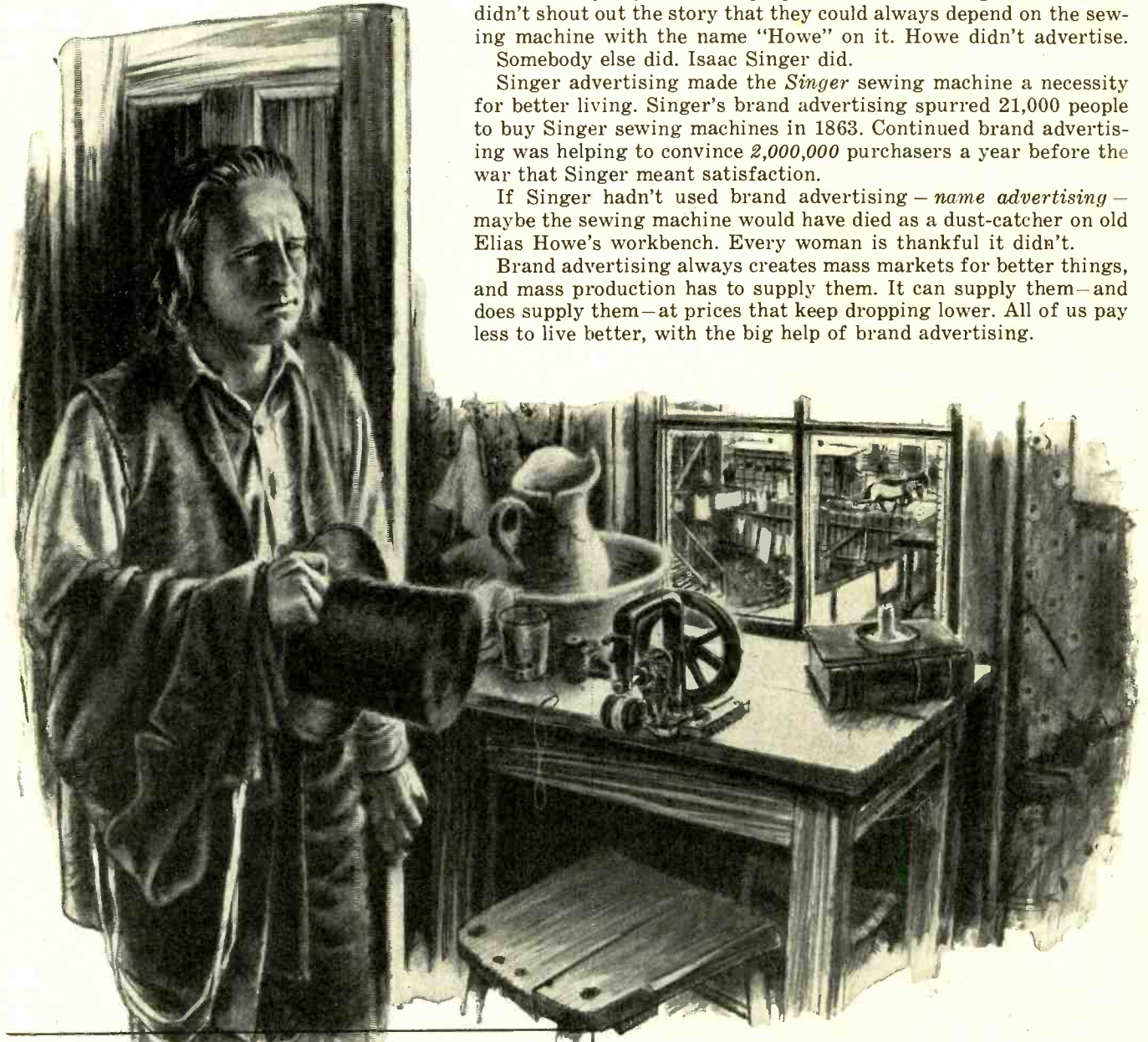
Elias Howe really should have expected what happened. He did not seriously try to make people want the sewing machine. He didn't shout out the story that they could always depend on the sewing machine with the name "Howe" on it. Howe didn't advertise.

Somebody else did. Isaac Singer did.

Singer advertising made the *Singer* sewing machine a necessity for better living. Singer's brand advertising spurred 21,000 people to buy Singer sewing machines in 1863. Continued brand advertising was helping to convince 2,000,000 purchasers a year before the war that Singer meant satisfaction.

If Singer hadn't used brand advertising — *name advertising* — maybe the sewing machine would have died as a dust-catcher on old Elias Howe's workbench. Every woman is thankful it didn't.

Brand advertising always creates mass markets for better things, and mass production has to supply them. It can supply them — and does supply them — at prices that keep dropping lower. All of us pay less to live better, with the big help of brand advertising.



It happened to PACKARD

\$4,100 in 1912 but \$1,375 in 1941

People began to want Packards when they began to hear about Packards — through advertising. Packard's "brand advertising" helped bring more people better cars, at lowered cost. Brand advertising of reliable products pays off. Ask any consumer "who buys 'em."



FREE REPRINTS of this new series of newspaper and magazine advertisements sponsored as a public service by Fawcett Publications, Inc., 295 Madison Avenue, New York 17, N. Y. Write for free proofs.

FAWCETT PUBLICATIONS, INC.

WORLD'S LARGEST PUBLISHERS OF MONTHLY MAGAZINES

Your Future
with
PHILCO

LEADERSHIP

in every division that brings
volume and profits to radio dealers

YES, PHILCO leadership is an *overall* leadership, in every division of the radio business that the dealer depends upon for volume and profit.

In Radio Consoles, the major source of dealer profits, Philco engineering and merchandising concentrated on adding value and sales appeal, on increasing dollar volume and boosting the unit sale. Year after year, Philco consoles led the industry by a wide margin in dollars and units.

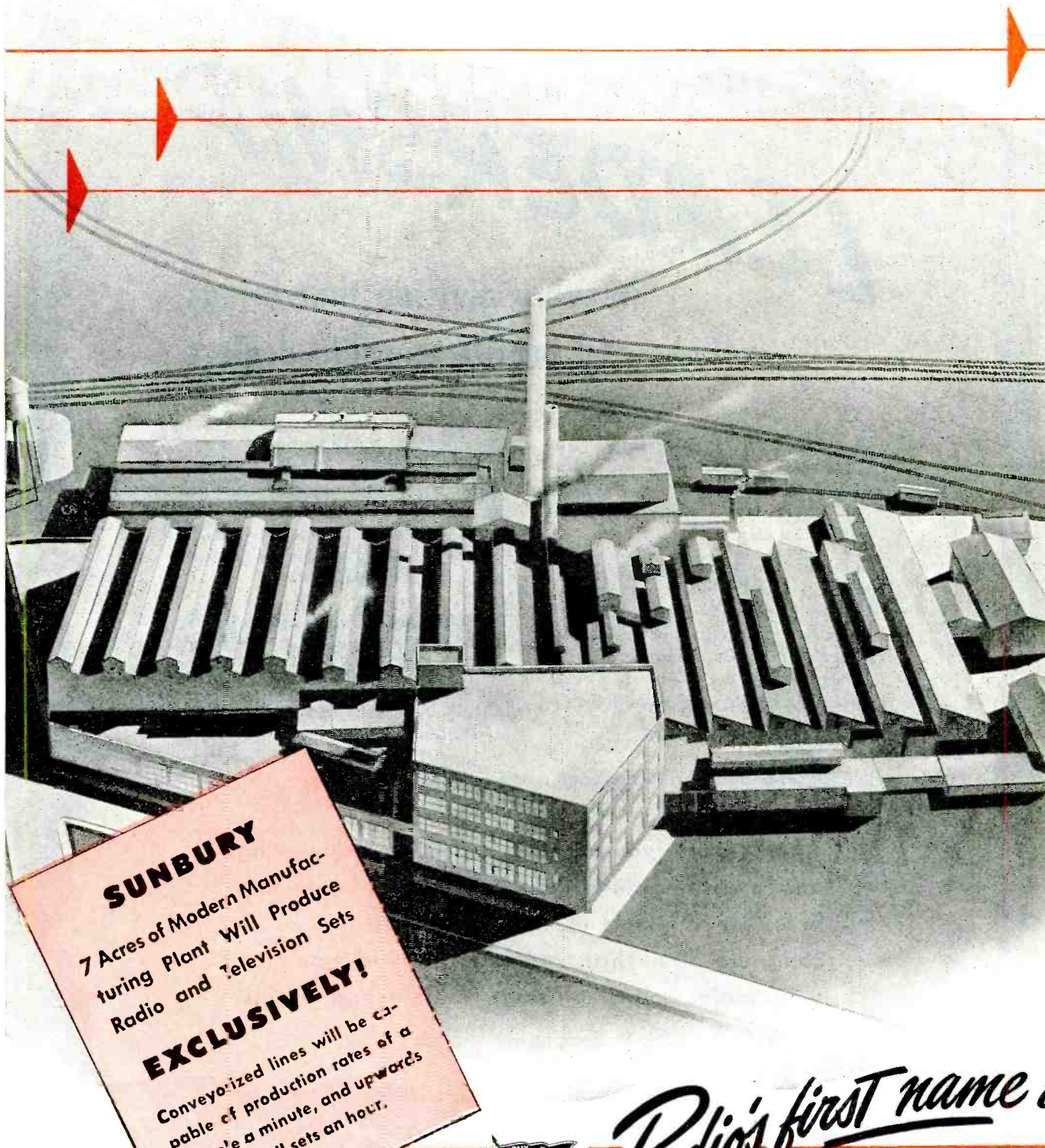
In Radio Phonographs, Philco engi-

neering and merchandising took the lead again. With striking features and outstanding values in mass and class markets, Philco made the phonograph business a source of real dollar volume and profits for *all* Philco dealers.

In Table Models, the first *quality* table model in the national market was introduced by Philco years ago, opening up a vast new field of radio buyers. And ever since, the policy of Philco merchandising has been to keep the *sell-up* and the *dollars* in its table model line.

After Victory, you can look to Philco engineering and merchandising again for *overall* leadership in every division of the radio business . . . a complete line that you can *depend upon* as your major source of sales volume and profits.

After Victory, Again, Look to
PHILCO for Leadership!



SUNBURY

7 Acres of Modern Manufacturing Plant Will Produce Radio and Television Sets

EXCLUSIVELY!

Conveyorized lines will be capable of production rates of a console a minute, and upwards of 200 small sets an hour.



Radio's first name

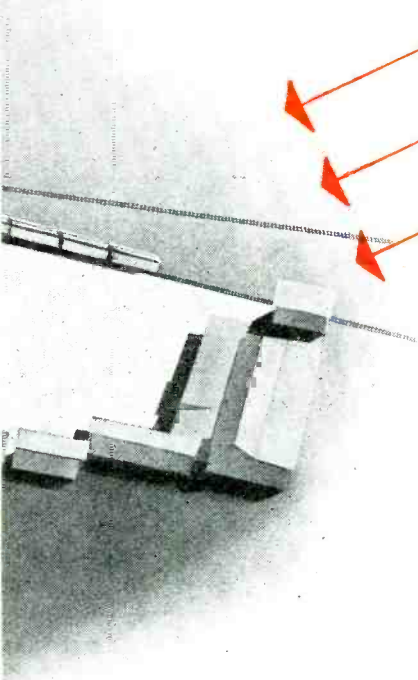
One

ORGANIZATION

PLANT

PURPOSE

...To build radio—for victory and for peace!



The Westinghouse plant in Sunbury, Pennsylvania, is one of the most modern, high-speed radio production units in the United States. Until the needs of total victory have been supplied, military radio and radar will pour from its production lines. Then it will be speedily converted to a plant with the single purpose of giving Westinghouse radio dealers quality products—on time—and at competitive prices.

The Home Radio Division of Westinghouse will be a decentralized and highly competitive organization from top to bottom. The men who manage it understand your business. The organization will perform flexibly... will produce features that sell... will advertise and promote these features aggressively... will distribute the production fairly... and will help retailers

sell Westinghouse radio and television sets at a profit.

Every purchaser of a Westinghouse radio is a potential user of several thousands of dollars worth of other Westinghouse home products. And we will build into our radio and television receivers the kind of quality that will assure continued purchases of Westinghouse products.

While it will be a worthy addition to the Westinghouse line of electrical appliances, the Westinghouse radio line will be sold *only* on its own merits. We are going to make it the kind of line you'll want to buy on merit.

• • •

**And When Television is Ready...
You Can Depend on Westinghouse!**

IT'S READY! *The Westinghouse Radio and Television Retail Franchise* There's a new booklet that tells how you can put the strength of this famous name behind *your* radio business. **WRITE TODAY FOR YOUR COPY!** Home Radio Division, Westinghouse Electric Corporation, Sunbury, Penna.



Westinghouse

RADIO TELEVISION

TUNE IN: John Charles Thomas—Sunday, 2:30 EWT—NBC • Ted Malone
—Monday, Tuesday, Wednesday, 8:00 EWT—Blue Network

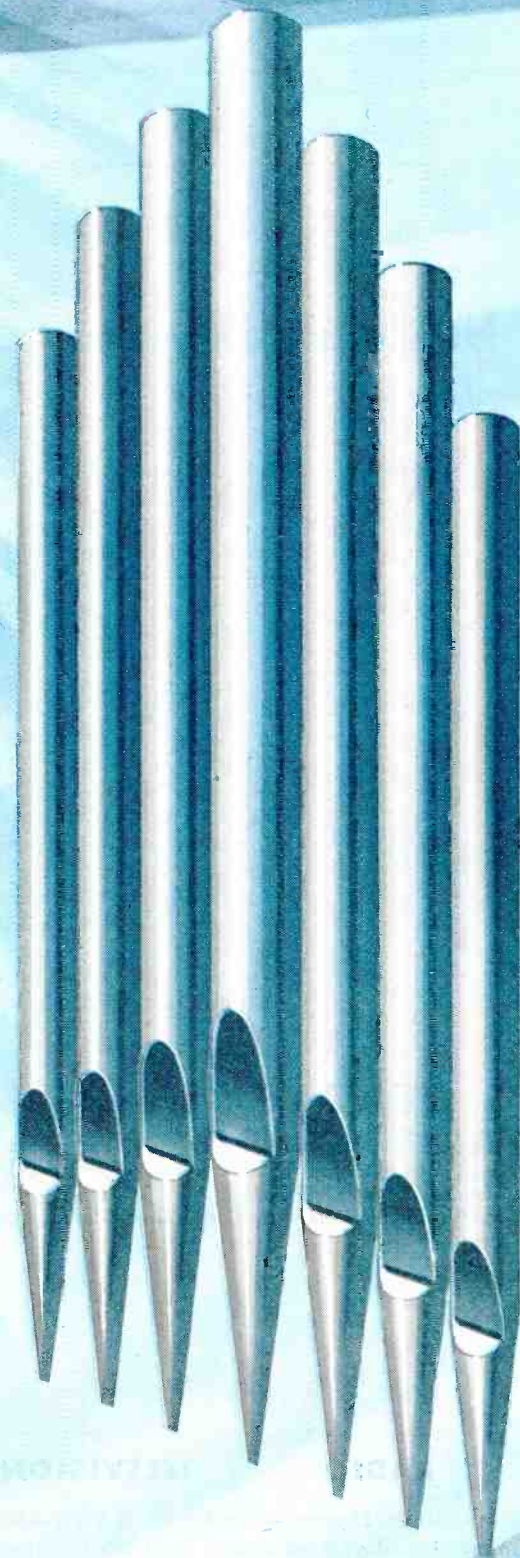


tru·base

REG. U.S. PAT. OFF.

restores

the



D I V I S I O N O F H A M I L T O N



"lost" bass tones

AREA OF ACOUSTIC LOSS

"Big Set" Tone in "Compact" Sets:

In Olympic's "tru-base" system, new electronic principles replace—within the electrical circuit—the rich bass tones...heretofore "lost" in all but large, costly consoles. By restoring true resonance to the bass register, "tru-base" releases "ear-balanced" realism throughout the entire tonal scale. "tru-base" will be available in modestly-priced, brilliantly styled Olympic table sets and radio-phonograph combinations. Register your interest by writing to: Olympic Radio & Television, 510 Sixth Avenue, New York II.

and only



has "tru-base"

R A D I O C O R P O R A T I O N

OFFERED TO ADVERTISERS



A NATIONAL SHOW for your product FOR \$37,200 A YEAR complete



No, it's not something done with mirrors. Neither is it one of those post-war miracles made out of soybeans.

Here is a national show for your product for \$37,200 a year, complete. We'll repeat that for you: \$37,200. Not \$370,000 or \$670,000.

The audience? 1,500,000 families, minimum — that's better than a 5.0 rating. And mind you, these are not miscellaneous families, but a distinctive, intelligent audience — the audience of people who enjoy reading.

True, they listen to radio, and they look through other magazines. But because good reading is their great pleasure Redbook magazine is Number One on their hit parade. To get this

show they pay 25¢ admission; they turn to each issue many times — give it three and a quarter hours a month.

Just think how your product can dominate this audience with a full page in every issue — 12 full pages a year. That's what you get for \$37,200.

Should you neglect such an opportunity? Especially when you stop to think that it is advertising like this that built most great advertisers of today!

While Redbook is now over-sold, we'd like to send you "The Rating You Can Expect in Redbook." Write Redbook, 230 Park Avenue, New York 17, New York.

A 20.0 Rating, Coast-to-Coast.



Six million families — 1 out of every 5 — read Redbook, Cosmopolitan and American, THE MONTHLY GROUP — with less than 15% duplication. A national rating of 20 points! In all advertising there is no national opportunity equal to it — at anything like the price of \$160,000 for 12 full pages.





ANOTHER GAROD "Scoop"

IMPROVED PERMATONE PHONO NEEDLES
now packaged in eye-catching, self-selling
DOUBLE-PURPOSE PLASTIC CASES in smart
designs and colors. **AT NO INCREASE IN PRICE!**

Here's merchandising that you dream about, but seldom expect to see. A glamour package with a built-in Record Brush* and plenty of eye appeal, plus an improved Permatone needle. In combination, they represent a powerful team of sales-builders that will click immediately. Only Garod offers you this full-profit, price-protected promotional "beauty"... place your orders now for fast delivery.



FREE!

*Record brush provided on back of each Superior and Deluxe package.

Three Different Needles! Three Different Cases! Four Different Colors!

	<p>"De Luxe" \$1.50 List</p> <ul style="list-style-type: none"> • Bent shank • 5000 plays • Plastic case • Free built-in record brush 		<p>"Superior" \$1.00 List</p> <ul style="list-style-type: none"> • Bent shank • 3000 plays • Plastic case • Free built-in record brush 		<p>"Standard" 50c List</p> <p>Plays over 1000 recordings. Complete with plastic case.</p>
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...Packaged to Sell on Sight

12 needles to a display card. Printed in four colors, with a complete self-selling message. Cases wrapped in protective cellophane bags. A real "silent salesman" that means real business.

GAROD  **RADIO**

GAROD ELECTRONICS CORPORATION - 70 WASHINGTON ST., BROOKLYN 1, N. Y.

Distributor territories open
Write or wire collect for details.
RADIO & Television RETAILING • May, 1945

THESE 10 CONTROLS REPLACE 95%

All controls
complete with switch



5M-A



10M-B



25M-A



50M-B



100M-B



250M-TX



500M-TX



1 MEG-TX



2 MEG-TX



500M-CB

N. U. *Save-a-Shaft* VOLUME CONTROLS

If you haven't already put in a stock of N.U. Save-a-shaft Volume Controls... order yours today from your N.U. Distributor. Here's a real time-saver he can deliver fast! Minimum investment in stock of only 10 types is all you need to get going. NATIONAL UNION RADIO CORPORATION, Newark 2, N. J.

7 REASONS WHY

1. 10 types handle over 95% of your volume control replacement needs.
2. Eliminates shaft sizing and knob fitting.
3. Adaptable to any standard shaft.
4. Controls are complete with switch.
5. If no switch is needed, use same control but don't pull switch lug.
6. Individually packaged with instructions.
7. All sizes \$1.00 list price.

NATIONAL UNION RADIO TUBES AND PARTS



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

Why Post Readers

THE SATURDAY EVENING POST

SURVEYS SHOW THE POWER OF POST PAGES

When people are asked, "In what one magazine do you pay most attention to the advertising?" surveys continually show that the great majority unhesitatingly name The Saturday Evening Post over all others.

are your Best Prospects

THE SATURDAY EVENING POST

Post readers represent the backbone of local purchasing power. Their incomes are well above average. They are well educated. They buy intelligently. They enjoy and can afford the better things in life.

POST HOMES ARE READY TO USE NEW RADIOS

96.9% of Post homes have electricity, compared to the U.S. average of 76.7%.

POST FAMILIES BUY MORE RADIOS

97.7% of Post homes have radios, compared to the U.S. average of 82.8%.

POST FAMILIES ARE READY AND ABLE TO BUY NEW RADIOS

In a recent national survey among Post families, about one in every three stated they expect to buy a new radio of an average price of \$150. These preferred customers look to the advertising pages of the Post as their authoritative buying guide.

The "Urge to Buy".... originates on the pages of

THE SATURDAY EVENING
POST

Enjoy this **EXTRA BENEFIT** from your first year's selling!



• Build the volume sales you will need at once during reconversion



• Get set solidly with dealers and consumers when competition intensifies

Get quick sales with your first year's factory output ... get set for later competition

If limited production will not permit you to do an adequate job everywhere, you can get going quickly in the Chicago market and cash in on the buying assured by diversified income from factory, farm and trade.

Single medium reaches \$4,496,734,000 market

Right in this compact area is a great pent-up demand for autos, washing machines, refrigerators, "big-unit" products generally . . . plus huge savings and a demonstrated responsiveness to selling.

Get set now with experienced dealers who, with their customers, can be reached through one powerful medium, the Chicago Tribune.

Throughout the Chicago market the Tribune is bought, read and bought from as is no other medium. It hits with a sales impact that gets sales action.

Practically every other family

One out of every three families in 756 cities and towns of 1000 or more population in this market reads the Tribune daily—on Sunday, almost every other family.

A powerhouse in building sales volume, the Tribune alone offers you a choice of monoroto, coloroto, comicolor, newsprint color and black-and-white.

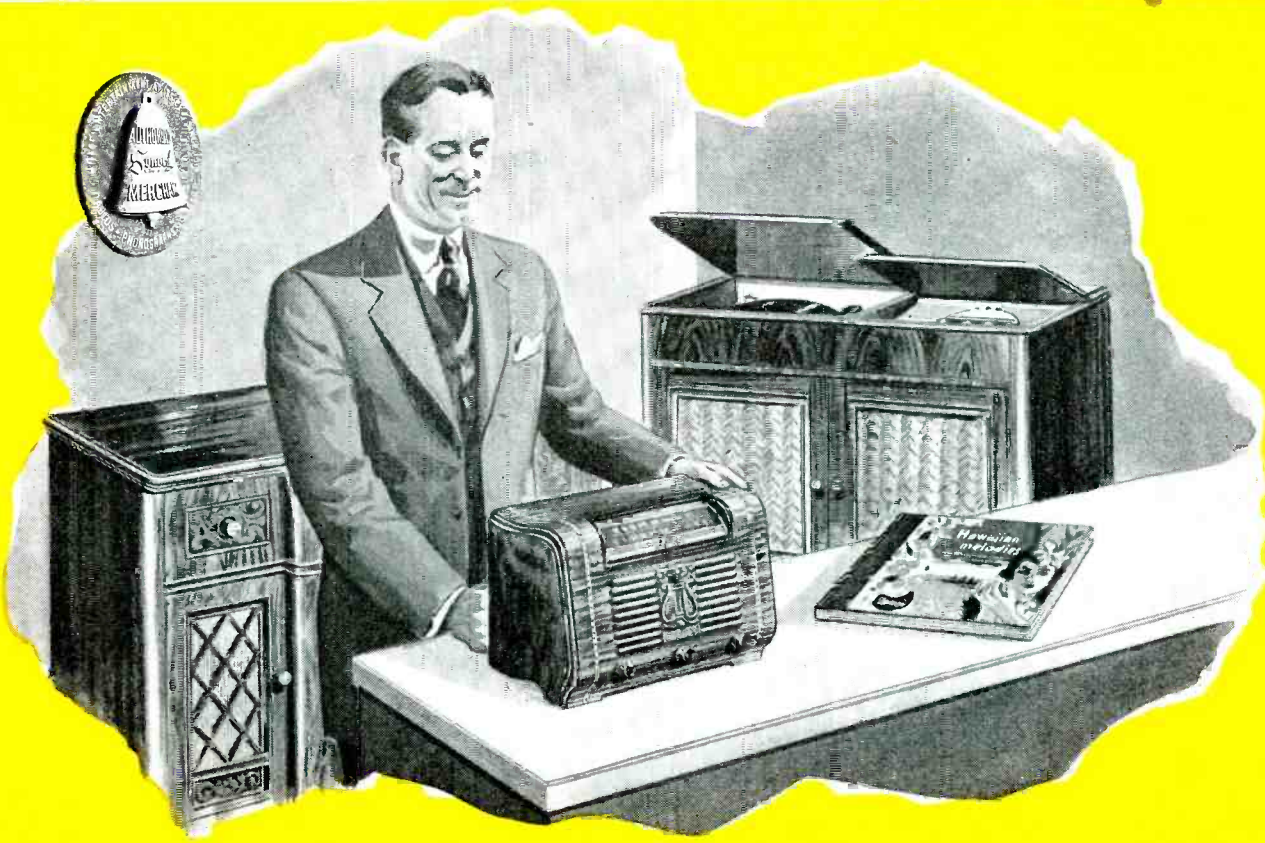
Whether your factory production is large or small, big units or packaged goods, the Chicago market will reward your special attention. It is too rich in sales to leave wide open to competitors. Get set today for your full share of the first post-war selling. Assure yourself of continued dealer and consumer preference when buying drops off and competition multiplies.

For market facts and merchandising ideas, call a Tribune representative.

The Chicago Area: located at the heart of America; famous for its wealth and huge buying activity; big enough to absorb all that many a factory can make. Available for your study and use is a specific sales program based on the findings of an auto and household appliance investigation among consumers and dealers. To get these pertinent facts, address C. S. Benham, Manager, National Advertising, Chicago Tribune, Tribune Tower, Chicago 11, Illinois.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER
March average net paid total circulation: Daily over 955,000; Sunday, over 1,300,000.



LOOK WHAT'S BACK OF EVERY SONORA DEALER!

The Sonora Franchise—and What It Means in Terms of Sales Support

That Sonora franchise behind the authorized Sonora dealer means that one of radio's largest manufacturers — Sonora — is backing up that dealer one hundred per cent!

HOW SONORA BACKS UP THE DEALER

With Merchandise. A complete line — 37 models — from de luxe combinations to compact portables. Radios that will sell on performance, because of the famous SONORA "Clear as a Bell" tone. They'll be ready, as soon as Uncle Sam gives the word!

With National Advertising—lots of it! Dominant. Colorful. The talk of the industry. Designed to focus the attention of all America on the

man who really does business — the SONORA dealer!

With Experience! For more than 30 years products bearing the SONORA name have been distinguished for matchlessly beautiful tone—the tone that's "Clear as a Bell." And advanced tone-engineering—in radios, phonographs, records — is SONORA's exclusive business. That's why SONORA means *home entertainment at its best.*

Get all the facts about the franchise!

Powerful advertising, a complete line of quality radios, a name famous for more than 30 years—that's strong support! It makes the SONORA franchise worth investigating. Why wait? For full details about the SONORA franchise, get in touch with your SONORA distributor today.

SONORA RADIO & TELEVISION CORP. • 323 N. Hoyne Avenue • Chicago 12, Illinois



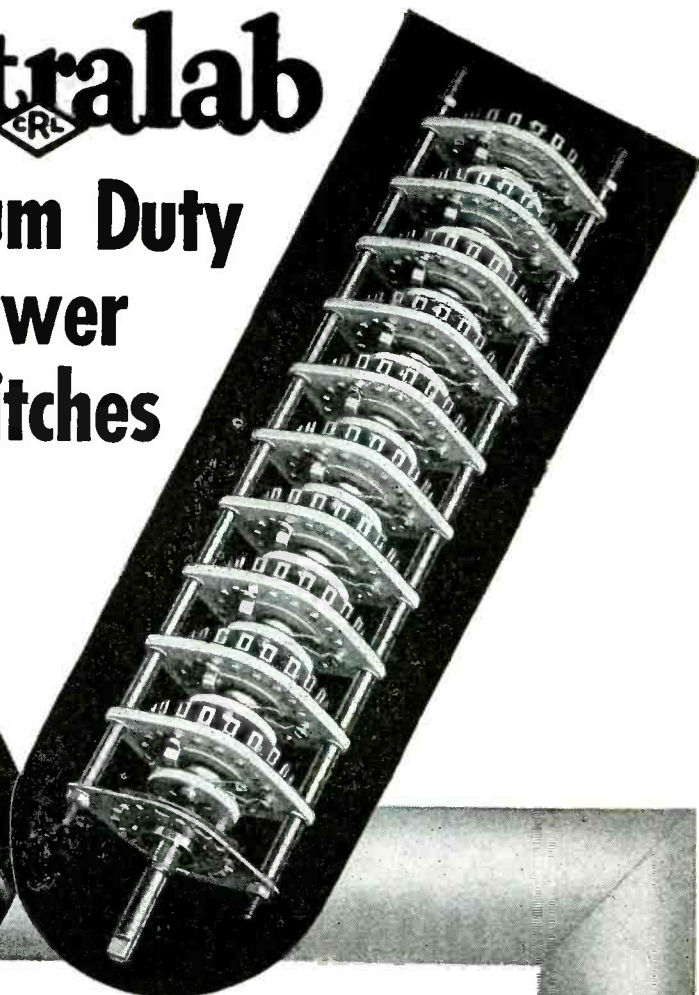
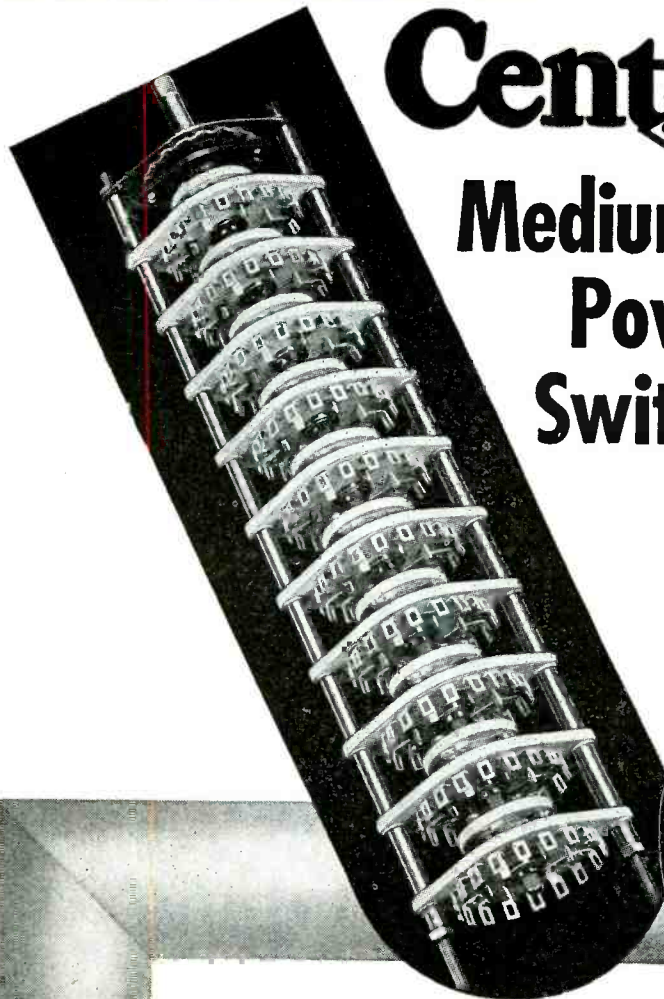
Sonora
Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST

RADIO • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS

Centralab

Medium Duty Power Switches



- 7½ amp, 115 V, 60 cycle A. C.
- Voltage breakdown 2500 V to ground D. C.
- Solid silver contacts
- 25,000 cycles of operation without contact failure
- Fixed stops to limit rotation
- 20° indexing

Centralab medium duty power switches are now available for transmitters (has been used up to 20 megacycles) power supply converters and for certain industrial and electronic uses.

It is indicated in applications where the average Selector Switch is not of sufficient accuracy or power rating. Its accuracy of contact is gained by a square shaft, sleeve fit rotor, and individually aligned and adjusted contacts. It is assembled in multiple gangs with shorting or non-shorting contacts. Torque can be adjusted to suit individual requirements. Furnished in 1 pole . . . 2 to 17 positions (with 18th position continuous rotation with 18th position as "off"); and 2 or 3 pole . . . 2 to 6 position including "off".

Centralab

Division of GLOBE-UNION INC., Milwaukee

PRODUCERS OF Variable Resistors • Selector Switches • Ceramic Capacitors • Fixed and Variable • Steatite Insulators and Silver Mica Capacitors

travel
with

Trav-Ler



Eddie Cantor, star of his own show on NBC



Eddie Cantor, dean of radio comics, is acclaimed for his top-flight entertainment. The public is also quick to acclaim outstanding radio reception — and to that end, Trav-Ler will present notable improvements in postwar AM and FM radios. Their realistic clarity gives wings to your armchair . . . **listening is like traveling** from living room to studio. Future-minded dealers and jobbers are invited to write.

TRAV-LER KARENOLA RADIO & TELEVISION CORPORATION

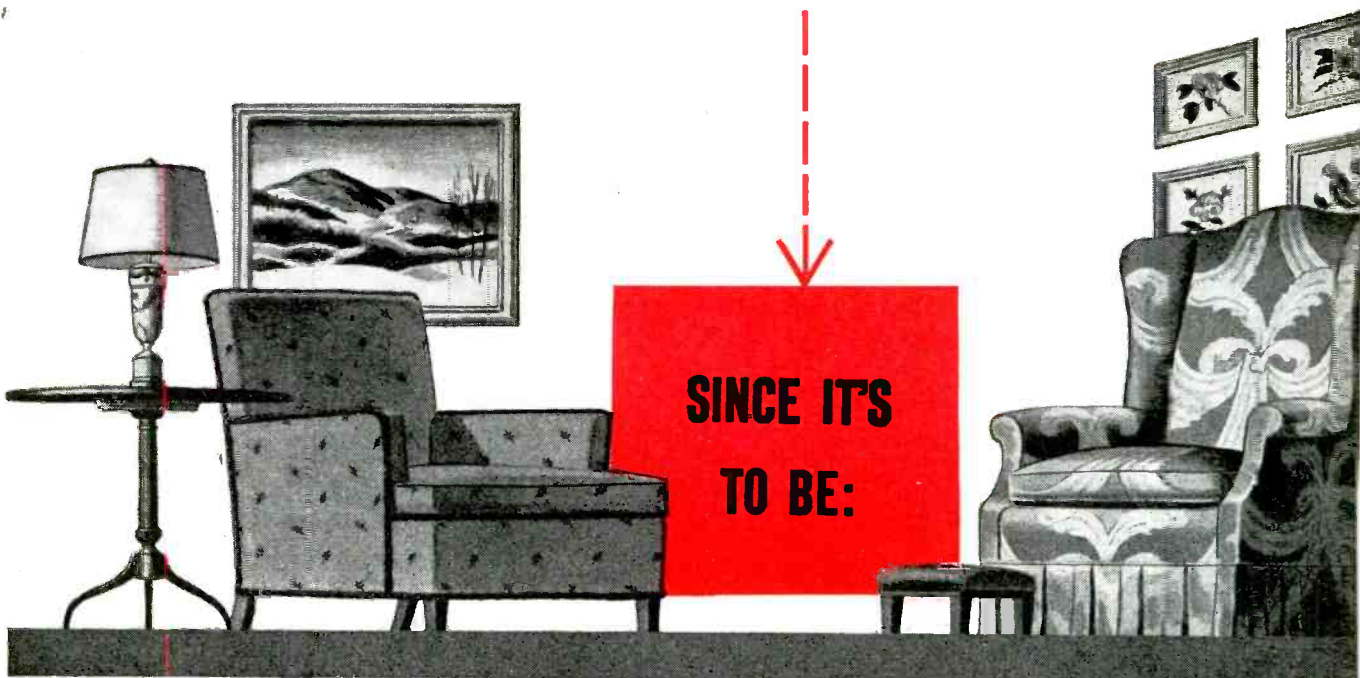
New Address—General Offices: 571 W. Jackson Blvd., Chicago 6, Ill.
Factories in Orleans and Bedford, Indiana



RADIOS

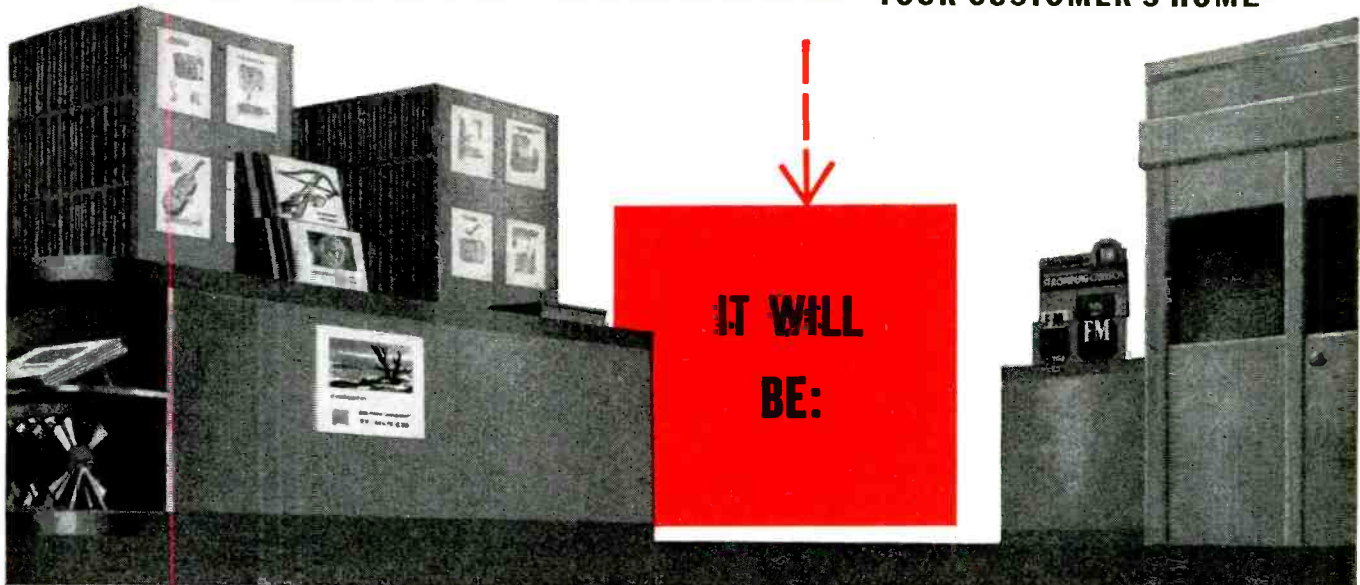
Karenola

**RECORD
PLAYERS**



**SINCE IT'S
TO BE:**

“STROMBERG-CARLSON FOR THE MAIN RADIO IN
YOUR CUSTOMER'S HOME”



**IT WILL
BE:**

“STROMBERG-CARLSON FOR THE MAIN RADIO LINE
IN YOUR SHOWROOM”

The thought that the main radio in any home should be as fine a radio as its purchaser can buy – a Stromberg-Carlson – is being carried to the radio-purchasing public by over 475,000,000 impressions in thirteen leading magazines. Turn this potent merchandising effort to your own direct service by becoming an authorized Stromberg-Carlson dealer under the very favorable Franchise Agreements now being offered. Get in touch with your local distributor or write us at once.

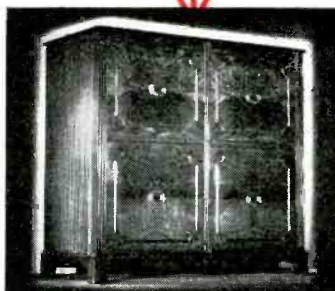
For Stromberg-Carlson is:

– the important radio unit – the radio unit carrying real profit opportunity – the radio unit with easy-selling public acceptance.

By becoming an Authorized Dealer now, you can organize your post-war business around the Stromberg-Carlson “main radio,” a consistent profit maker – whether in an outstanding table model, console, or radio-phonograph combination.

STROMBERG-CARLSON ... ROCHESTER 3, NEW YORK

RADIOS... TELEVISION... TELEPHONES
AND SOUND EQUIPMENT



Established in 1922 as ELECTRICAL RETAILING

RADIO & Television RETAILING

Including Radio and Television Today

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

Hail to the Independent Dealer!

Take rightful pride in your standing as an independent dealer, Mr. Radio Man!

For even the President of the United States made his business start as an independent merchandiser.

Harry Truman, operating a retail store, learned the same lessons of business, suffered the same headaches, met the same problems of dealing with the public, which you have faced. Perhaps it was this early contact with humanity across the counter that enabled him to master those kinks of diversified personality, and later led to his career in politics and statecraft.

* * *

But even President-to-be Truman enjoyed no such privilege as **you** now have, in dealing in the world's most marvelous merchandise—radio, television and electrical appliances. For, remember, it is you who will soon again bring to the homes of your community, entertainment, news, music, information, inspiration. And later you will add sight to your audio wares. And you will soon again be selling electrical appliances which lighten the labor of the home and conserve America's food supply.

Yours is a high estate, Mr. Independent Dealer. And yours is a grand career, when you add to **independence** in business, the distinguished **public service** which goes with being the **radio and electrical-appliance supplier of your community!** You contribute much to better American living standards.



Harry S. Truman, left, now President of the United States, is shown in the retail store which he operated in Kansas City, Missouri, from 1919 to 1922, shortly after his return from Army service.

RADIO, Electrical Appliances,

THE FUTURE FARM MARKET for radios and appliances looms large. Three reasons: 1. Tremendous increase in national farm income (and farmers are money-savers). 2. Predictions are that rural prosperity will continue, since American farmer will literally have to "feed the world," long after the war is over. 3. Ambitious rural electrification plans, under which about 200,000 farms per year will be hooked up to the "high-lines."

FARM ELECTRIFICATION FLASH!—Connecticut Light & Power Co. expects to achieve its goal of 100% rural electrification in its territory about 18 months after the war ends. Utah Power & Light Co. and Western Colorado Power Co. have liberalized rural extension policy, and hope to approach complete saturation within a few years.

AREN'T SOME DISC MAKERS overlooking a good advertising bet in failing to print their names on the "back-strap" of their record albums?—This is the only portion of the album visible to the consumer, when such albums are racked book-fashion on dealers' shelves.

WELL KNOWN AVIATION MANUFACTURER is reported to be going into the electrical appliance field postwar. The merchandise which this organization proposes to build includes electrical ranges, mechanical refrigerators, and oil-fired space heaters. The firm has already completed its first sample refrigerator model and is mapping out its merchandising strategy.



POCKET WIRE-RECORDER—A pocket sized recorder using wire magnetization with the Armour Research Foundation principles, has been designed in an experimental model. Tentative specifications include a recording time of 66 minutes using $\frac{1}{4}$ lb. of 0.004-in. wire. $2\frac{1}{4}$ hours of recording time is also possible with a $\frac{1}{2}$ lb. of 0.003-in. wire. The speed of the wire is $1\frac{1}{4}$ ft. per second. The experimental unit weighs approximately 3 lbs. and has overall dimensions of $7\frac{3}{4} \times 4 \times 1\frac{3}{4}$ inches. This model records only and does not play back. It is entirely self-contained, being battery operated. A compact microphone which may be held in

the hand, worn on a coat, or clipped to the side of the recorder, permits convenience in recording speech. After a spool has been recorded on the pocket machine, it is rewound and played back on a standard type of wire-recorder play-back instrument.

AUTHORIZED TO MAKE 500,000 HEAT PADS. Casco Products Corp., Bridgeport, Conn., plans early distribution of its product to jobbers. New Casco heating pads will probably retail at 15% higher than pre-war prices.

"DREAMS FOR EXPANSION into new categories of products" is phrase used by W. Gibson Carey, Jr., president of the Yale & Towne Mfg. Co., in his firm's financial report for 1944. Company rumored considering small electrical appliance field. As yet, however, there has been no official announcement of postwar plans.



CUSTOMER RIGHTS—AND LEFTS!—A St. Louis merchandiser has posted following timely reminder to his employees: "1941—The Customer Was Always Right. 1942-44—The Customer Was Often Left. 1945—Unless You Make the Customer Right, We Won't Have a Customer Left!"

NEW PROJECTION VIDEO SETS—DuMont shows new models (see page 112). General Electric has new set for postwar, producing picture about 18 by 24 inches, using new five-inch cathode ray tube and employing reflecting optical system.

LESS GEWGAWS AT EXPENSE OF FUNCTION, also more color and less chrome is the slogan of one appliance manufacturer in shaping up its designs for postwar. The public's past experiences in either the use or manufacture of the most functional war equipment the world has ever seen, has taught it a healthy respect for the operative qualities of any member of the machine family! The trend toward more color, other than the drab of khaki and jungle greens and yellows, is another reflex away from the memories

Records, and Television, **TODAY**

of war-time associations. "Give us a glorious new world to live in!" the public says. And the greatest part of this living will be in the homes!

PROHIBITS INFERIOR APPLIANCES. *The Salt Lake City commission has approved a sales control ordinance prepared by the Electrical League of Utah and the city electrical inspection department for the purpose of prohibiting the sale of defective or inferior electrical equipment and appliances intended for household use.*



JAPS! WELL-DONE, RARE, MEDIUM—We like 'em anyway so long as they're cooked! Detroit's Electromaster, Inc., peacetime makers of electric ranges, built the incendiary bombs Doolittle used in his Tokyo raid, and the company also had a hand in making the newer type firebombs now helping to bring the "Nip on Knees." One range maker who's really "cooking on the front burner!"

IRONER MARKET WIDE OPEN. *With national saturation figure on ironing machines claimed to be an optimistic 6.7%, laundry equipment manufacturers plan an all-out sales drive in the field. Late pre-war models will be featured by most makers in the immediate post-war period, but later on, it's predicted, we'll have greatly improved ironers and more effective demonstrating techniques.*

JOBBER-DEALER DISCOUNTS LOWER—with reduced prices to consumers. Planning along such lines is said to be in the works in the front-offices of some of our largest radio-appliance manufacturers. Dealers will be advised this formula is designed to compete with "chains" and private brands. One industry tycoon's advice to retailers: "Get set to sell more merchandise to compensate for reduced profit per unit." (See next page.)

ONE RADIO SET MAKER, *now lining up his wholesaler organization, asks each jobber to spend at once a stipulated sum for advertising in newspapers, over radio, etc. This plan to announce that the make will be distributed by them, and will be sold by leading dealers, appears to be popular with the jobbers who are participating.*

WOMEN ARE MORE WASHER-CONSCIOUS *today than ever before! This is the observation of one of the country's largest eastern manufacturers of appliances. Tomorrow's housewife, it is claimed, be she mistress of a mansion or a one-room flat, will remember yesterday's limited war-time laundry service. She will recall her "discovery" of the importance of her washer as an extremely necessary working appliance. Yes, the washer has definitely stepped from the luxury class into its true aura of appreciation as one of the most vital helps in running a household!*

RMA "MAIL-ORDER CONVENTION"—Because of war-time restrictions, RMA officers and directors only will constitute total attendance at the 21st annual "convention" of the Association. Meeting to be at Stevens Hotel, Chicago, next month, June 12 to 14. Annual election of officers will be conducted by proxy, via mail.

NEW OPA ORDER *requires radio-appliance repairers charging hourly rate to customers, to give detailed invoices in all cases and to keep detailed time records. Repair prices, generally, are frozen to their highest March, 1942, levels under the regulation.*

653 MILLION POUNDS OF FISH AND GAME taken yearly by American fishermen and hunters! U. S. Dept. of the Interior, Fish and Wildlife Service, estimates total expenditures by sportsmen, including licenses, equipment and travel to be two billion dollars annually. According to a Norge message to its dealers: "And come the peace, a lot of that fish and game is going to be put down in home freezers."

CHRYSLER BUYS STOKOL BUSINESS. *The Airtemp division of Chrysler Corp. has purchased certain assets of the Stokol division of the Schwitzer-Cummins Co., Indianapolis, and will use the latter's machinery, tools and inventory for the production of Stokol stokers and other equipment.*

RADIO'S DEBT TO "FDR" began in 1919 when Capt. (now Admiral) S. C. Hooper discovered that the Alexanderson patents were to be sold abroad, a step which would have stripped the U.S. of technical control of the new radio art. Hooper in alarm went to Admiral Bullard who in turn reported the danger to the young Assistant Secretary of the Navy, F. D. Roosevelt. From that point action was swift. Shortly, at the request of President Wilson himself, the contracts to sell the patents were cancelled, and instead a U.S. radio patent pool was formed, with Admiral Bullard on the board. But back of this critical nick-of-time move, which made radio preeminently an industry with American leadership, stood the vision and quick action of Franklin D. Roosevelt!

**KILL ?
or CURE ?**

**LOWER DISCOUNTS —
Will They Prove to be
Vitamin or Poison to
the Independent Dealer?**

**Reduced Margins for Retailers and Wholesalers of Radios
and Electrical Appliances, Postwar? Would Such Cuts in
"Spread" Benefit or Harm Trade?**

• The wholesale and retail *discount* structure is currently in the limelight.

Not alone *thinking*, but *planning for action* to put reduced profit margins into effect, is going on in the radio-appliance field.

"So what? That's old stuff," many a wholesaler or retailer will exclaim, recalling that talk about the subject of decreasing the "spread" on radios and appliances has been going on for a long time. But—now the whole situation is different. The important thing to remember right now is that delving into lowered discount projects is not only in the *thinking* stage at this time, but it is in the *planning* stage as well. And, next, *action* may follow!

For a great many years, economic theorists have been firing verbal barages at the "middleman." Claims were that he was unnecessary—that his participation in the field added materially to the cost of the product. But since no one adequate plan for replacing him could be suggested in the radio-appliance field, and since his role, particularly in servicing smaller retailers, has been definitely established as a necessary one, the cry of "eliminate the middleman" has been more or less abandoned.

Now, the whole question involving the desire to give the consumer *more for less*—through cutting down profit margins—is being approached on the premise that the independent whole-

saler and retailer *can and must* operate under shorter discounts.

While freely predicting lower mark-ups soon, most authorities feel that in the *immediate* postwar period, pre-war discount levels will prevail.

Certain representative independent manufacturers are telling their jobbers and dealers that they—the jobber and retailer—must accept lowered discounts in order to compete with chain stores and outlets selling private-brand merchandise. Proponents of the idea to work on lower discounts—at least those who are engaged in manufacture—claim that the very future existence of the entire radio-appliance "independent" business structure depends upon whether the independent retail outlet can offer *comparable* radio and appliance models to the consumer at prices *comparable* to those offered by the "chains" and similar companies.

Want the Answers

Champions of lowered discount techniques who approach the subject with purely theoretical viewpoints have nothing of interest to offer the independent wholesaler and retailer.

The independent wholesaler and retailer in this field are realists. They are hard-boiled and practical. They want all the profit they can get for their efforts. They are not interested in aesthetic approaches to the question of discounts. Nor do they want to see untried merchandising schemes foisted upon them.

But they want to know the answers to these two questions:

1. Will lower discounts prevail postwar?
2. How can we operate *profitably* with a lower profit margin?

Since there appears to be a very definite trend toward shorter discounts, independent retailers and jobbers can do *themselves* a real service by scanning their own business methods—from attic to basement. The object should be to cut operating costs, increase volume, and obtain *streamlined* efficiency.

If the retailer and wholesaler are able to cut their costs of doing business for the purpose of being able to work on lower profits after the war, and, if they find during the postwar period that discounts—in spite of

DISCOUNTS AHEAD?

predictions to the contrary—*have not* been reduced, then their efforts toward pruning and chopping at overhead expenses will result in *more profit* to them.

There are many arguments in favor of the greater likelihood of independent jobber-dealer survival, postwar, at the old levels of discounts. Discounts roughly between 40 and 50 per cent. The independent merchant, for example, is firmly entrenched as a "personal contact man" in the minds of the consumers in his territory. As a general rule, *many* of his customers believe that he charges a *little more*, but they are willing to pay this "extra" because they know they can get better service.

There are numerous instances where a well-known "chain" offered standard-brand merchandise—refrigerators, radios, washers, vacuum cleaners, etc., in competition with local dealers at *nationally advertised list prices* and did practically no business with them, because the local buyer—realizing that no price saving could be effected—chose to give his business to the "independent," because he felt sure that the latter would *stand back of the products*.

On the other hand there is a

OPA Now Analyzing Discount Practices

The Office of Price Administration is reported to be making investigations of the price discount structure in the radio-appliance field at this time. Already OPA men have held "clinics" with manufacturers, jobbers and retailers. It is understood that forms are being readied for distribution to retailers in our field, asking such dealers to fill in pertinent figures on business operation costs.

It is said that OPA is favorably inclined to give the manufacturer a price increase, although the government agency has as its aim lower prices to the consumer of radios and appliances to be accomplished through the paring down of discounts to wholesalers and retailers.

The Case For and Against Decreased Discounts in the Radio-Appliance Field

FOR Decreased Spreads

- 1 The survival of independent wholesalers and retailers rests on their ability to meet "chain" and other modern forms of competition.
- 2 Shorter discounts will help prevent the independent from "going overboard" on trade-ins, and other inducements. Also will act as brake against price-cutting and lax credit policies.
- 3 Less profit per unit will spur independent organizations to increase sales volumes. Will prod salesmen into working harder, and will increase the independent's selling effort.
- 4 Shorter discounts will give the consumer more for less money—the ultimate goal of American mass production techniques.
- 5 Consuming public is developing an awareness to the fact that in many instances private brands at lower prices are virtually identical with higher-priced units offered by independents.
- 6 Shorter discounts will tend to increase production demands, thus aiding employment.
- 7 Decreased discounts will help to curtail present agitation against so-called "unwieldy" and "unsound" techniques in routing radios and appliances from factory to consumer.

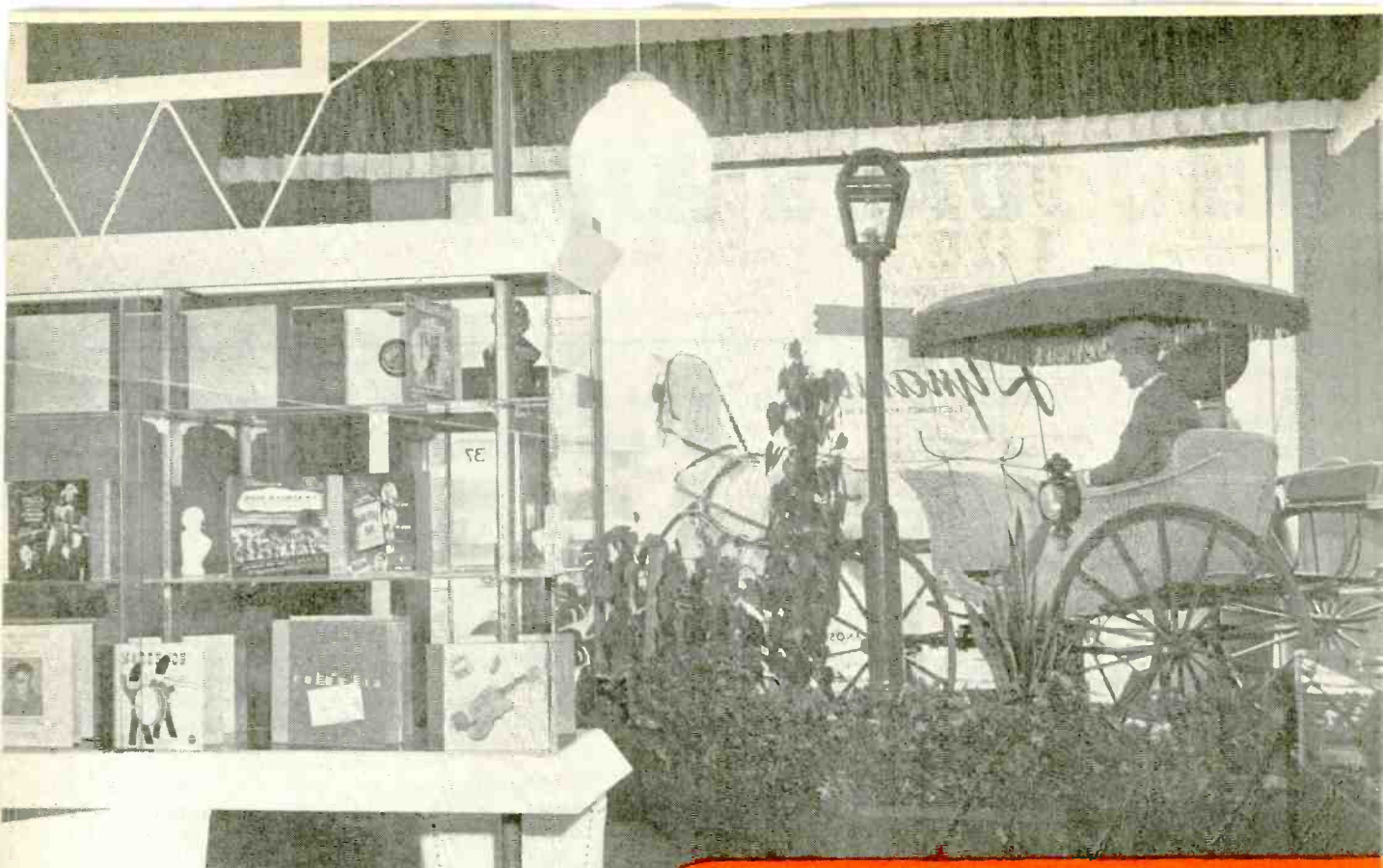
AGAINST Lowered Discounts

- 1 Independent wholesalers and retailers should not be forced to accept lowered discounts because hidden "free" services by independents make adequate discounts imperative. "Chains," and similar groups, side-step most "free" service.
- 2 Independent jobbers and retailers must render "personal" service, and this costs real money.
- 3 The independent wholesaler and retailer cannot avoid losing money now and then on "open account" customers.
- 4 Independents do not believe that "quantity discounts" will ever be eliminated. Buyers for chains, department stores and mail-order houses will continue to get better "breaks," independents claim.
- 5 The independent needs longer discounts because he cannot buy advertising on large enough scale to compete with huge operators. Independent's ad copy must be more subdued, more accurate.
- 6 The independent's service set-up is an expensive - to - operate "must." Many of the independent's "streamlined" competitors "farm out" all their service.
- 7 During war, many chains, department store sections, etc., retrenched on big scale. Many abandoned maintenance entirely. Independent bore brunt of service, operating under upped-expenses.

definite trend toward lower-profit selling on the part of the "chains," and the streamlined groups are influencing more and more people to buy from them. Many consumers believe that anything and everything sold in a chain, mail-order house or

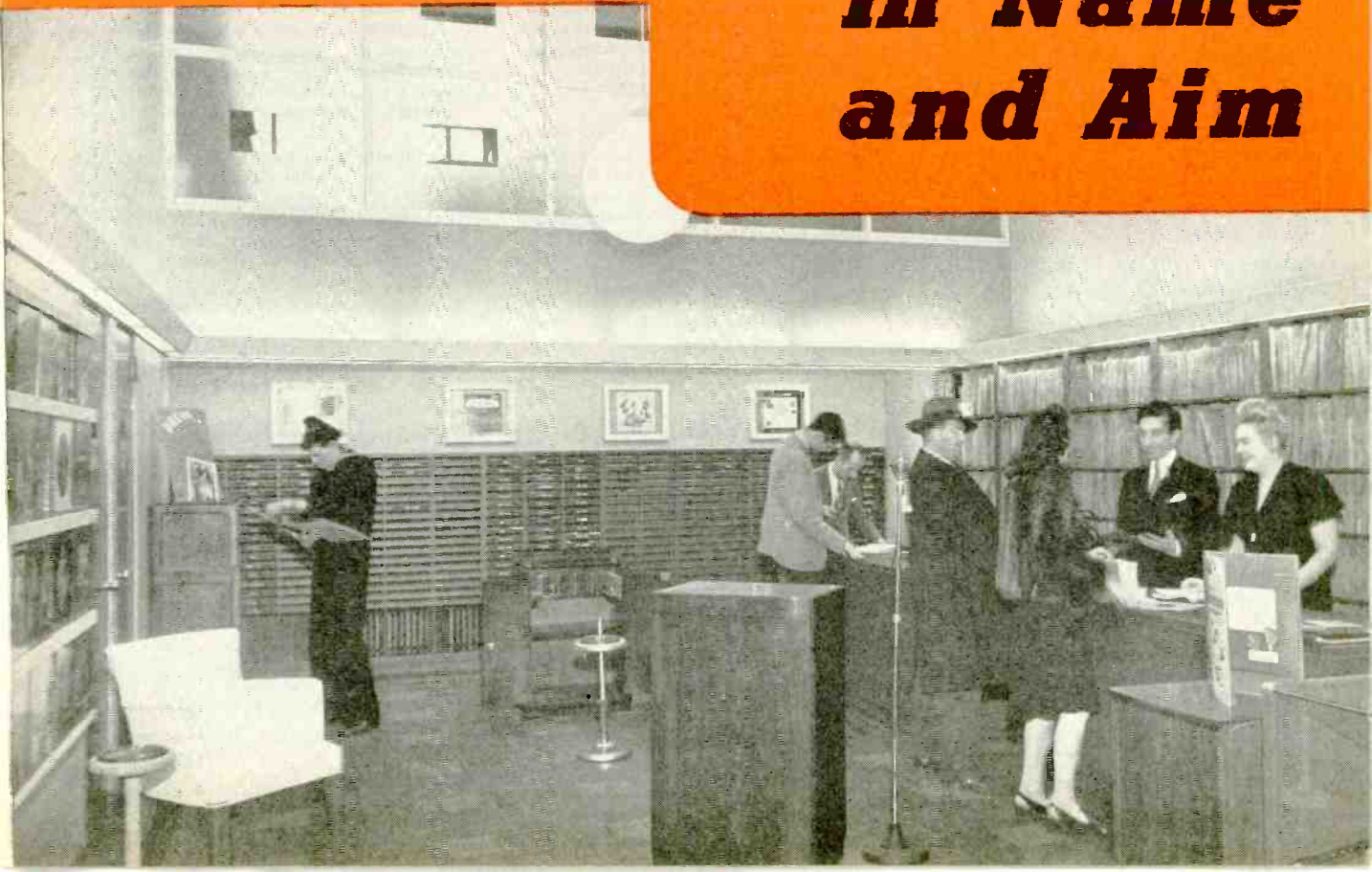
department store, costs less. An example of efforts to combat this was seen before the war in signs in independent retailers' windows reading: "Mazda Lamps Cost the Same Everywhere." Such signs were de-

(Continued on page 98)



▲ Close-up, from within, of Dynamic's traffic-stopper window. All-glass showcase for albums permits visibility from all sides. ▼ Horizontal single disc file for customer selection across rear of store. Glass partition above conceals mezzanine offices.

"DYNAMIC" in Name and Aim



Radios and Electrical Appliances Move to New York's Swank 57th St. Records Will Build the Traffic

By using the dictionary definition of electronics, Dynamic has fashioned a slogan for itself in the merchandising of radios and appliances, geared to postwar operations: "Dynamic . . . featuring 'the phenomena of electricity in motion' as applied to music, records, radios, phonographs, gifts, and things electrical."

The meaning of Dynamic, for that matter, is interesting to note, also, in connection with this firm's activities, "Dynamic—Pertaining to motion as the result of force or to mechanical force of any kind. Producing or involving action; efficient."

"Mink Coat" Market

Formerly located on Broadway in the 60's, Jack Winer, owner of Dynamic, was established for many years, previous to the war, merchandising radios and appliances in the building he owned at that location. Today he has already established his postwar location on West 57th St., New York City, between 5th and 6th Avenues, in the heart of the "mink-coat" section. Jack Winer intends to prove that the woman in the mink coat is just as interested in selecting her radio and home appliances as are her many sisters in cloth coats and less expensive garb.

The old building on Broadway will be retained for storage and service.

Beauty Sells

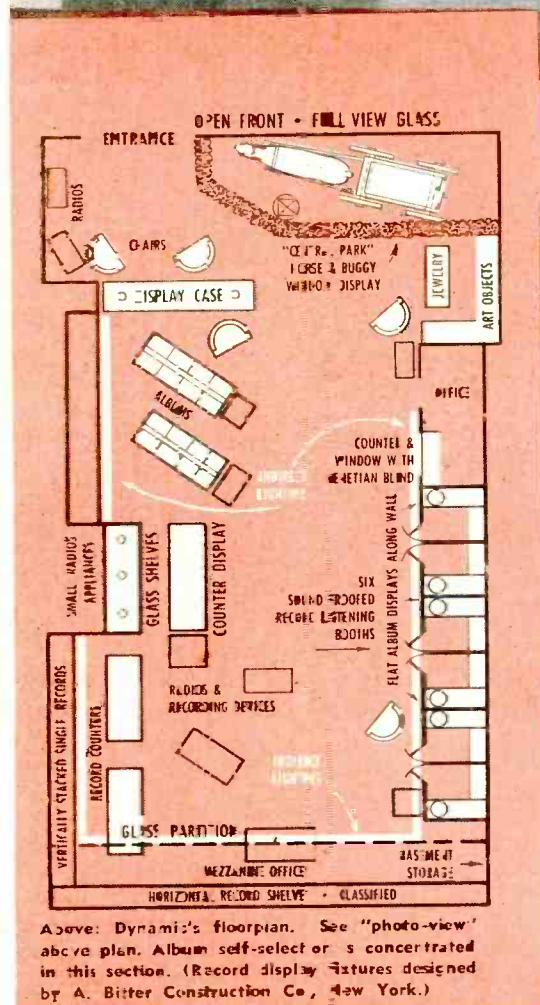
The new store is a joy to the eye and its beauty is functional in selling, as well. Colors were carefully selected to present an inviting atmosphere that is definitely colorful, yet not obtrusive, and permit plenty of opportunity for the bright colors on album covers to do their full selling job.

Unfortunately, we are prohibited by war-time publishing methods from reproducing the pictures of this store in full color. The walls are flat painted plaster surfaces in grey green; doors and wood-trim are slate blue. The spaces between the listening booth doors on the left side of the store are lined with flat album rack display. The opposite wall towards the front of the store is used for a handsome bookcase-style display of albums. Large spherical frosted glass lighting fixtures are suspended from

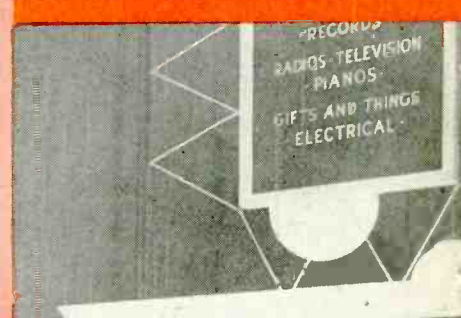
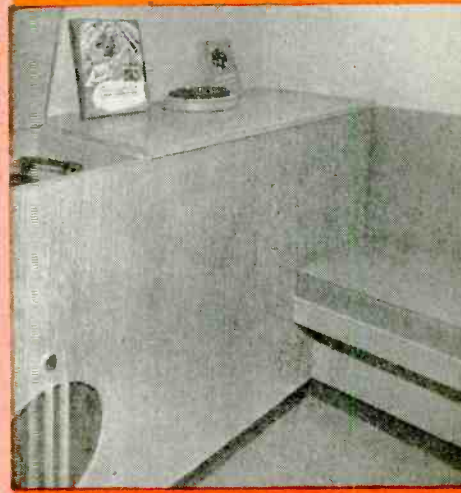
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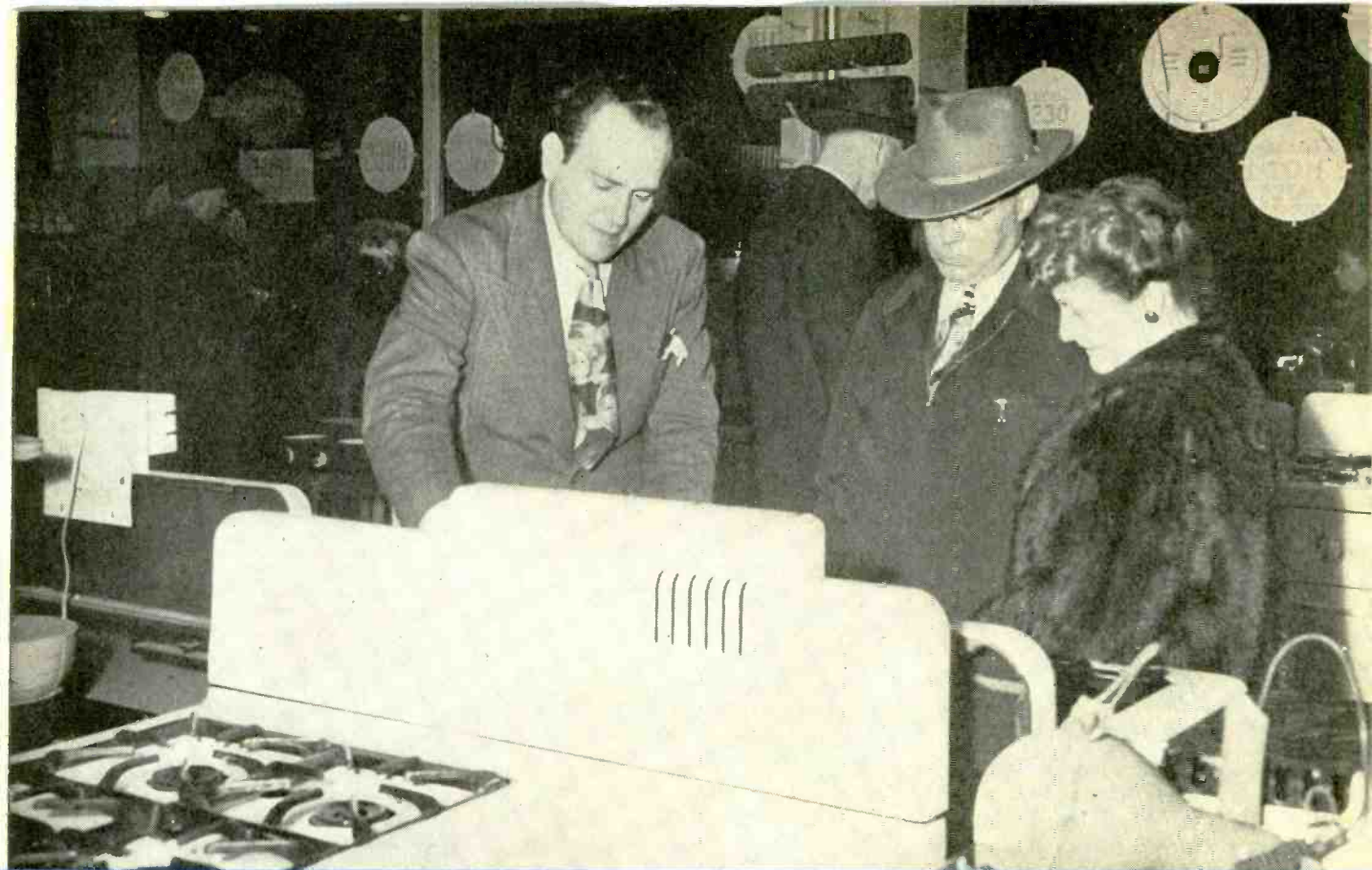


Below: Built-in player, shelf and wall seat in record booths save space, but not at the expense of customer comfort. Jewelry and gift lines are invitingly arranged at left of store's entrance.



Above: Dynamic's floorplan. See "photo-view" above plan. Album self-selectors concentrated in this section. (Record display fixtures designed by A. Bitter Construction Co., New York.)





David D. Polk, manager of the Central Appliance & Furniture Co., demonstrates an appliance to prospective purchasers.

Electrical Appliance Sale

Chicago Firm Stages Exhibits to Help Sell Available Goods, Promote Future Sales of FM, Television and Home Equipment

• During the days when merchandise was in abundance, the Central Appliance & Furniture Co., 3334 N. Central Ave., Chicago, Ill., sold carloads of radios, refrigerators, washing machines, ranges, and similar goods every month.

In order to attract and stimulate sales of its current lines of available consumer items, the organization holds open house Thursday and Saturday nights. Television shows are being used to "pack 'em in." This interesting and highly successful form of promotion is paving the way for future teletest sales, and serves to build up a large prospect list for appliances and FM as well.

The excellent public response to these showings is a definite indication that John Q. Citizen is ready and eager to purchase video receivers as soon as they become available. Tele receiver customers can also be

good appliance prospects, and these exhibitions should mean many major appliance sales for this establishment.

The present public interest in tele-sets is at a high pitch, and a store carrying video receivers may find that this merchandise will be a stimulus to the appliance business. Establishments holding tele shows, today and after the war, will attract customers and build volume.

Builds Prospect List

During the six months in which demonstrations have been given at this Chicago store, not one evening has passed without requests similar to this being made: "Yes, Sir! I definitely want to buy a television receiver after the war. Mark me down for one as soon as a set is available."

David Polk, the aggressive manager of the store, keeps careful rec-

ords of names and addresses of all persons who attend the showings. When radios, refrigerators, washers, "electric" sinks, kitchen cabinets, oil heaters, stokers, electric and gas ranges, and other goods which the firm normally handles, begin to roll down the assembly lines in great quantities, the firm will act promptly and develop these leads.

All prospective purchasers will be contacted and an effort made to sell the customer any merchandise which he may need. If present indications are fulfilled, the sales volumes for this establishment should mount steadily, postwar. This radio and appliance firm is not wasting time but is getting into its stride for future selling at the present time.

Postwar sales of FM receivers are also getting attention from the management. During and after each television performance, an FM set is

monstrated to the group in attendance. Persons expressing interest in M's performance—and many of them do—are requested to register their names, and are told that they will be notified as soon as a receiver comes available. In this manner, an excellent FM prospect list is being built up.

"From the standpoint of advertis-

ing and promotion, the demonstrations have proven to be very effective," declares manager Polk. "The people who come to see the television programs are not only good future customers for the merchandise which we will sell, but good present customers as well."

Sales of any available goods are not ignored in this firm's plan. "The

video shows help to increase the volume of items which are currently being sold. All articles on display are so exhibited to catch the attention of any one passing through the aisles on the way to the television demonstration," asserts Polk.

The manager of this establishment believes that "what the eye sees, the heart wants, and the customer's pocket-book buys," is a sound idea. Polk carries out this principle in actuality by the showing of articles offered for sale. The store takes full advantage of the display value of its unusually large window area. Most of the merchandise within the store is visible from without.

This type store front will permit television receivers to be shown in operation behind the windows in postwar days. Customers can be sold on the merits of video sets or radios or appliances which will be on display without setting foot into the establishment. The advantages of this sort of show-window layout are many, and offer innumerable display possibilities.

(Continued on page 114)



View of audience at television demonstration. Shows are held Thursday and Saturday nights.

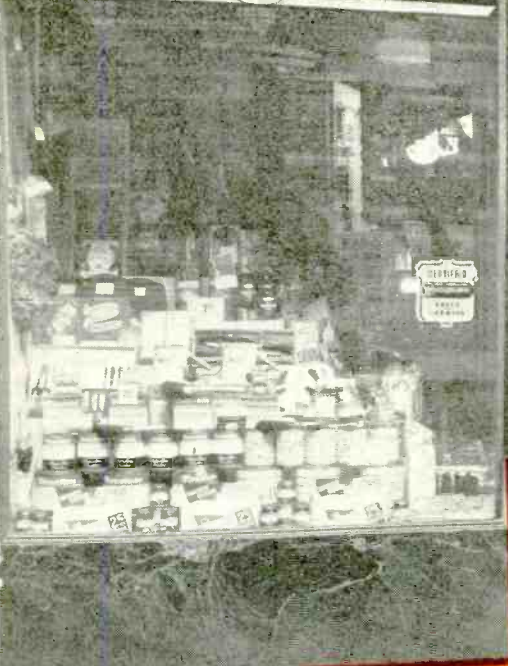
Boosted by Video Shows

Central's store interior presents heavily-stocked appearance. Normally the firm carries a complete line of radios and home appliances.



MONARCH ELECTRIC CO.

411



MONARCH ELECTRIC CO.

411



Displays of paint and housewares attract customers, keep sales up, and furnish excellent contacts. Below, salesmen Ray Pfender and R. S. Collins wait on customers.

Tested Methods in



"Exposure Selling," No Over-Talking, and Care in "Selling Up" Are Used to Build Radio-Appliance Sales Volume

● The Monarch Electric Co., 411 Wood St., Pittsburgh, Pa., according to its proprietor, M. E. Lindenberg, was one of the first stores in the country to merchandise radios and radio parts. When the firm first opened its doors for business in 1919 it was engaged in the contracting and distributing of electrical equipment. Two years later, when radio was still in its infancy, this organization began a successful selling career with those "new-fangled" radio parts.

This store has been on the same street in the downtown section of the city since its inception.

Prior to the war, the company merchandised radios, refrigerators, washing machines, vacuum cleaners, ranges, small appliances, etc. Among the

article was put on "exposure," not demonstration, in the latter's home. "Placing the article to be sold in the proper atmosphere definitely enhances its chances of being sold," Lindenberg stated. After the radio or appliance had been "exposed" to the customer in his home for a certain length of time, an effort was made to close the sale.

Selling in the Home

This independent retailer has found this type of selling successful, and plans to continue it postwar. "Exposing" radios and appliances in this manner has in the past resulted in 50 per cent sales out of every 100 home demonstrations arranged.

This dealer has found from his

pressure or over-sell the customer. The salesforce of this organization has been trained to believe that customers are as smart as most salesmen. Facts are given to the prospective purchaser "straight from the shoulder," and "song and dance" routines are definitely out.

Salespeople are warned never to belittle or ridicule a customer's old radio or refrigerator, or any other appliance. The article concerned probably supplied good service for many years, and the owner no doubt had a great deal of sentimental feeling for the "faithful old appliance."

In an effort to sell a higher priced item, Lindenberg insists that his staff should not "run down" any article in the store in an effort to build up a more expensive one. "Running down" some merchandise, this store finds, will kill future sales for these goods, and the firm has its own method to cope with this problem.

In selling a more expensive item over a less costly one, the features of the former article are stressed, while the customer is told that the latter has utility but lacks certain improvements found in the higher-priced appliance. In this way, cheaper goods still maintain a measure of prestige.

It is Lindenberg's belief that, to a great extent, it is the customer who consummates the sale, not the salesman. When a purchaser walks through the door of the store, this retailer assumes that he is ready to buy. At his first contact with the customer, this dealer is prepared to close the sale.

Specialty Sales Staff

The Monarch Electric Co.'s sales staff is composed of highly trained specialty men, some of whom have been with the concern for more than fifteen years. As most of the goods sold in the store today are wartime substitutes, many of the salespeople find selling these cheaper lines disagreeable. However, Lindenberg feels that his employees will be rewarded postwar since he plans placing them in key positions in the several new stores he intends to open at that time.

This merchant plans to have each department in his stores run by a key man. He insists that his managers have a good working knowledge of merchandising, and he intends to keep

(Continued on page 116)

Merchandising

radio makes handled were Philco, RCA, Farnsworth, and other leading brands. The firm continues to retail and wholesale lighting fixtures and electrical supplies, which represent a permanent part of the store's business.

When men and merchandise were plentiful, the organization maintained five stores in this area. "In pre-war days, when sufficient goods were available, the extra outlets more than paid the expenses of operation. However, today we find that we can effectively merchandise what goods can be obtained in one establishment," Lindenberg explained.

In the past, the firm engaged in a great deal of outside selling. Crews, often made up of as many as thirty men, were actively employed soliciting business, and many major appliances have been sold by this method.

Questioned about his method of sales operation, this aggressive retailer informed the interviewer that whenever a customer expressed interest in a certain radio or appliance, the arti-

experience that this method of merchandising "in the home" is especially effective in the better type residential sections.

Lindenberg cautions his salesmen about "over-talking" to customers. Permitting the prospective purchaser to do most of the talking, and "feeling" him out, has proven a successful sales practice he has found. To illustrate just what he meant, the following imaginary instance was cited:

Customer: "Do you have X range?"

The salesman shows the article to the interested party, explains the item's salient features, and then remains quiet.

Customer: "Is this range available for immediate sale?"

If the article is stocked, the answer is in the affirmative.

Customer: "How old is this model?"

Whereupon the salesman explains that the range is relatively new, and compares its merits with an older model. No attempt is made to high-

Dealers See Smooth

RADIO

APPLIANCES

RECORDS

MERCHANDISING

SERVICE

FM

LAWRENCE, Kan.—Efficient operation of radios and household appliances is necessary for maintaining the morale of the people at home, believes H. J. Hanna, of the Hanna Radio and Electric Co. While doing his share keeping radios and appliances in working order, Hanna is taking full advantage of every opportunity to build his postwar business. Customers will return to trade at the store they know best, Hanna says, and with this end in mind, he maintains close customer contact.

Hanna established this business in 1913. Later his son, who is now in the Navy, became a partner. The store has handled Philco and Emerson radios, Frigidaire products, Hoover cleaners, ABC washers, and other popular lines. In addition to thousands of radios, they have a record of over 2,000 Frigidaires and over 2,000 Hoover cleaners sold in their territory.

PHOENIX, Ariz.—"Electric City," a new building designed especially to house a modern radio and electric appliance store, suitable to the rapidly expanding metropolitan area of Phoenix, is now under construction. The store will be operated by Robert Goldwater, a leading retailer.

Ground area of the new building is 50 by 135 feet. It will be one story in front, with two floors for the rear 50 feet. Cost of the establishment is estimated between \$75,000 and \$80,000.

Among the features of the store will be: a front largely of glass, glass "Herculite" doors, complete air-conditioning, special indirect fluorescent lighting, newly

designed floor subdivisions for a model kitchen, model laundry, and other room units where radio, appliances, and sound reproduction equipment can be demonstrated. Basement arrangements under the kitchen and laundry rooms will facilitate easy changing of plumbing connections as required.

The location of the new site was selected outside the zone of maximum traffic density, but near the post office and Westward Ho Hotel, at the corner of Central Ave. and McKinley St. The building fronts on Central Ave., which is the main route between the leading residential section, and the downtown area.

PITTSBURGH, Pa.—A quarter of a century of merchandising is a long time for anybody. The Camera Radio Shop, 5905 Penn Ave., Joseph Segal, proprietor, has been selling radios since 1921, when receivers were only a "fad." All this time, in addition, the store has been operating in the same part of the city in which it is now located.

Originally, this establishment sold only cameras and camera accessories, but this farsighted retailer foresaw the value of radio and got into the "swing." He was among the first dealers in the country to sell radios.

Prior to the war, the store sold RCA and Farnsworth radios, Frigidaire and Electrolux refrigerators and other appliances. Today, the mainstay of the business is radio servicing. Segal is looking forward to the day when radios and appliances will once again be available.

SUFFOLK, Va.—Elizabeth G. Brady, 107 N. Saratoga St., wife of Cpl. Paul K. Brady, now overseas, has been in complete charge of her husband's business ever since he left for the service in 1943. Mrs. Brady employs two part-time radio service men, and an appliance repair man to work in the recently opened electrical appliance repair department. A complete line of radios and appliances will be taken in after the war, and servicing of auto radios will be resumed.

MONTROSE, Colo.—Another new appliance store opening is that of the Mash Appliance Co., 307 Main St., C. V. Mash, proprietor. He will deal in Maytag washers, Thor ironers, Frigidaire and other lines. Mash has remodeled his store, and has especially equipped rooms for radio repairs, and another for refrigerator service.

TOLEDO, Ohio—The Lion Store, popular retail establishment, has opened an additional appliance department at 2120 West Central Ave. Located in a popular shopping center in a rapidly growing residential area, the launching of this store at the present time, will help lay the groundwork for future business. Lester Nelson, the manager, has found that by carrying a wide variety of items in addition to the regular stock, more people are brought into the store. Norge and Caloric ranges, Washington room heaters, and quantities of records and albums are carried.

Another Lion Store branch specializing in records and appliances has been opened in nearby Bowling Green. Major appliances will be stressed more and more once these are available. Several products lined up include such makes as Frigidaire, Spartan, Philco, Norge, GE, and RCA.

OGDENSBURG, N. Y.—Louis Webb charges juke box operators a weekly sum per box for servicing. This fee covers weekly check-up, and a guarantee to be "on call" in case of emergencies. In addition, Webb picks up radios which he repairs, at the hotels, and restaurants he visits during the course of his rounds. Another source of summer profit for Webb, is his sponsorship of an amusement place for youngsters, supplying radio, phonograph and a weekly change of records. The municipality pays Webb a nominal monthly sum for this service.



NEW BEDFORD, Mass.—The C. F. Wing Co., 790-794 Purchase St., prominent radio and record store, has been established in this city since 1874. Note spacious store layout.

Sailing into Postwar

TELEVISION

REFRIGERATORS

WASHERS

REPAIRS

SIDELINES

POSTWAR PLANS

DAVENPORT, Iowa—The Schmidt Music Co., 113 W. 3rd St., is doing a good selling job with a small book in which a record of birthdays can be kept. This book has sold amazingly well. Over \$1,200 from sale of these books came in last year. When radios and musical instruments disappeared from the market, Edward A. Schmidt, the store's owner, took in lines of giftware and decorative pieces to help maintain profits at a high level, and keep customer contact.

AUGUSTA, Ga.—The basis of George Shaw's success as proprietor of the Shaw Hardware Co., is the fact that he works in cooperation with other merchants. Lots of time and energy spent in the pick-up and delivery of appliances is saved by Shaw's system. He inserts an ad at the various country stores reading, "Leave your radio or other appliances here for repair. . ." When customers inquire, merchants explain that the Shaw delivery truck will call for the appliance and take it to be repaired. On completion of the job, the truck brings the finished units back, and the local merchant collects the charges for Shaw. Last year, in addition to other appliances, Shaw had more than 350 radios sent in for repairs.

BRIDGEPORT, Conn.—In anticipation of postwar business, and to keep his name in the forefront, Thomas Cafora, owner of the Radio Center Service, 1629 Main St., engages in a variety of advertising which includes: phone book, newspapers, theatre programs, and on the screen of a local movie house. When radios are once more available, this is one store where many buyers are sure to go for their new sets. Also included in Cafora's plans are the remodeling of his present establishment and the opening of another store in the community.

Almost all of the store's business today is repair work, although the installation and servicing of sound systems in the city's war plants also accounts for a good share of the sales volume.

Prior to the war, Cafora's sold television sets satisfactorily, and intends to resume the sale of these receivers after the war. Through study and actual experience, this dealer has learned a good deal about video repair and maintenance over a considerable period of time. This experience will prove of inestimable value in peacetime television servicing.

SUPERIOR, Wis.—The Ross Electric Co., 1717 Belknap St., is another one of the many stores already geared for the postwar. This company moved into new quarters twice the size of its pre-war establishment. The new location provides ample room for displaying refrigerators, ranges, and washers as well as the smaller appliances. R. W. Springer, owner and manager, has found the field of appliance servicing extremely profitable. In addition to his regular customers, Springer does an excellent business in servicing industrial electrical appliances. The Ross Co. does work for oil companies, bakeries, creameries, hotels, newspapers, and some occasional construction work.

SALT LAKE CITY, Utah—C. V. Behunin, Radio Service & Engineering Co., 430 South State St., has been in the radio service business for 18 years, and finds that the best way to build success is to keep customers satisfied. To facilitate giving good, but fast, repair service he has constructed six sound proof laboratories for his technicians, enabling them to concentrate on the radios they are repairing without outside interference. There is also a "drive-in" auto radio repair department in the rear of the building to give efficient service on auto radios. Behunin will handle a complete line of Westinghouse appliances in the postwar, and is promoting future sales by giving service now.

CHICAGO, Ill.—"If we can't fix it—throw it away," is the motto of the Stillmanks Radio Service, 6918 W. Fullerton Ave. M. Stillmanks, the proprietor, opened his store in December of last year—to be ready for the time when radios and appliances will again be available. Stillmanks distributes match booklets, and airs records and important news events over a loudspeaker, as part of his program for attracting attention to his repair service now, and advertising his name to future merchandise customers.

SAN DIEGO, Cal.—Ray Gerner has taken over Radio City's branch store at 2348 El Cajon Boulevard, and is now operating it under his own name. For the present, he is confining his business entirely to repair work, but Gerner has definite plans for radio merchandising after the war. In order to make friends

of his new customers, and to avoid disappointment, Gerner has a set policy of never accepting repair work for more than a week in advance.

NEW YORK, N. Y.—Located near the Broadway theatrical section, Jack L. Caidin, 825 Seventh Ave., an authority on rare recordings, has built up an extremely profitable business of selling out of print records. Caidin has approximately 30,000 records in stock, but his old-time masterpieces are what he is



Proprietor Caidin, and an enthusiastic record collector, Pvt. Joe Fortgang, who owns over 3,000 discs, and was interviewed on the radio.

known for. One of the most valuable discs in his collection is a record made by Lillian Russell in 1912. Caidin is now preparing a library of re-recordings of his rare discs, which he intends to sell at moderate prices. He plans also to sell de luxe radio-phonograph receivers postwar, feeling that this tie-in with his present unusual business will prove to be a profitable "natural."

PROVO, Utah—A. W. Adamson and Frank Pinneo, owners of Adamson's, 495 Center St., have already made plans for postwar merchandising of major appliances. As soon as equipment is available they will be agents for the Frigidaire line. The firm specializes in plumbing, heating and electric farm equipment work. They also handle various types of appliances and equipment including milking machines, ranges, water softeners, and small appliances. A service department for appliance and equipment repairs is also maintained.

New Profits from

Service "Side Lines" Keep Dealer Busy; Prove Value of Independent Merchant to Community

● To carry them over the postwar period when they can return to their first love—radio and appliance merchandising—many radio retailers have depended on radio servicing. Still others have resorted to substitute lines of an amazing variety to keep their accounts on the credit side of the column. In both cases, most dealers are doing a swell job of staying active in business, and in building a customer list for future use.

Commercial Work Pays

The Prosser Radio Service, 224 32nd St., Bellaire, Ohio, is using a third method to stay alive, and to keep its volume at a satisfactory level. Morris Prosser, the store's able proprietor, has found that supplying service of various kinds to theatres, factories, schools, utilities, and other organizations is a profitable sideline which has enabled him to keep active.

While many radio retailers dropped out of business in his trading area when civilian production was curtailed in 1942, this merchant, primarily a radio and appliance dealer, has stuck to his guns. "I feel that the radio business is going to be very good after the war is over, and I, like other merchandisers throughout the country, expect to reap dividends from future radio and appliance sales," Prosser declared.

Theatre Sound Work

To augment the income received from the radio servicing department—which is going full blast these days—this retailer is doing the following (and profitable) outside work:

(1) He services theatre sound systems within a radius of thirty miles. There are fourteen movie houses on Prosser's list, each of which pays him \$10 when he reaches the box office in addition to \$2.50 per hour, plus the cost of materials. This dealer performs the above services once every three months. Besides that, he makes regular monthly calls on many of these theatres to inspect their movie sound equipment, for which he receives \$5 per visit.

PROSSER'S 6 SERVICES

Which Are Carrying Him Over Until "M Day"

- (1) Radio and appliance repairs.
- (2) Installing and servicing theatre sound systems.
- (3) Repair of photo - electric street lighting equipment.
- (4) Sound apparatus and sewing machine repair for schools.
- (5) Repair of photo-electric devices for gas ovens.
- (6) Maintenance of thermostatic controls for utilities.

(2) Repairs, and maintains in working order, photo-electric equipment used by the local utility company for street lighting. Street lights are turned on or off by the amount of light directed on the photo-electric cell. Prosser feels that this device might be adapted for use in homes, stores, factories, offices, etc., to regulate lighting.

(3) Takes care of the public address systems and sound movie equipment for the schools in his community. In addition, he repairs sewing machines for these institutions. As his contribution to the schools, Prosser teaches radio theory and servicing to the school's students.

(4) Enamel manufacturers using gas ovens in their plants employ Prosser to service photo-electric gas valves, which act as a safety device, when the gas flames are extinguished, by shutting off the supply of fuel. This retailer finds that these valves are very important to many factories and consumers using gas ovens.

(5) Thermostatic controls, used by the local utilities, are kept in working condition by this merchant-technician. These controls, he points out, require filtering from radio interference. He

is also of the opinion that utilities may be excellent prospects for postwar appliance sales, and suggests that dealers keep this in mind.

Important as all these activities may be to Prosser Radio Service, the establishment is concerned, first and foremost, with radio and appliance merchandising. Prior to the war, the firm sold RCA, Motorola, Howard, GE, Hoover, and other brands.

Remodeling Plans

In preparation for "M Day," this Ohio retailer intends to completely remodel his establishment in the very near future to make room for displays of postwar merchandise. He is planning to redecorate the store before Victory, as he feels that he may not have sufficient time to devote to this job when goods are once more available.

In these days of merchandise scarcity, Prosser thinks back to the boom-days of radio retailing prior to 1929, when he did \$32,000 gross volume during a thirty-day period. During that time he had 87 consoles being demonstrated at one time with 10 salesmen waiting on the customers. As store space was limited, he continued, receivers were lined up on the sidewalk for almost an entire city block, unpacked, tested, and ready to be shipped directly to the customer's home. Prosser thinks that this situation is unlikely to happen again. "Ah, those good old days," he said.

Treats Customer Fairly

These sets were sold, he points out, to people who had never owned a radio before, and before some homes in that area were wired for electricity.

While being interviewed by a representative of this magazine an incident occurred which should be of interest to radio retailers, and which is probably a common experience to many dealers and technicians.

A customer came into the store with a receiver which was not in working order. The set had been recently serviced in another state. After the customer told him how

New Sources

much she had been charged, it was quite obvious that an exorbitant sum had been made for a minor repair job. Instead of telling the customer that she had been overcharged by a dishonest technician, this astute merchandiser simply informed the set owner that he was going to check the radio and determine what was wrong.

After the customer had departed, Prosser said to the RADIO & Television RETAILING representative: "My twenty-three years of experience in the radio game has taught me never to tell a prospective purchaser that another radioman had given her a bad deal, or that unfair prices had been charged. Such practice lowers the status of the radio dealer as a whole, as well as creating the false impression in the customer's mind that all radio merchants are unethical. Why create customer suspicion?" he asks.

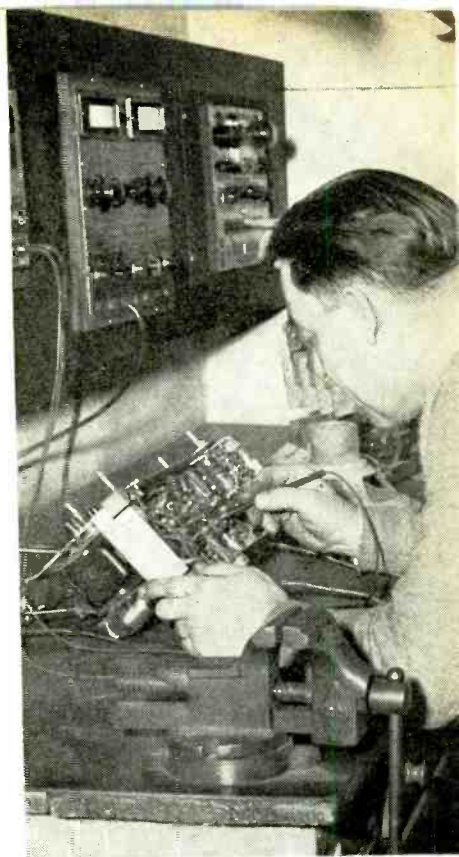
"Radiotrician"

This dealer feels that the position of the radio and appliance dealer or technician should be raised, and for this reason he advertises himself as a radiotrician or technician—never as a radio serviceman or mechanic.

The proprietor of this radio store teaches radio and electronics to boys attending Bellaire High School. The

institution sends a promising student to the retailer who instructs the boy in the practical and theoretical aspects of radio. At the close of school each day, the student spends four hours learning how to do actual work on receivers that are in the store awaiting repairs. In addition to this, the science and theories of electronics are explained to the boy by this competent dealer.

This arrangement is working out very well, bringing prestige to the merchant and benefitting the boys instructed, the school and the community. At the present time, Prosser is teaching his fourth pupil. His three previous students are already doing



Prosser at work on an "in shop" repair job. Will concentrate on merchandising, postwar.

How This Ohio Dealer Operates

- Advertises in rural papers.
- Gives fast and efficient service.
- Keeps servicing on professional and highly skilled plane.
- Teaches radio to local students.
- Will remodel before Victory.

This dealer's store is well-filled with radios and appliances which are awaiting repair.



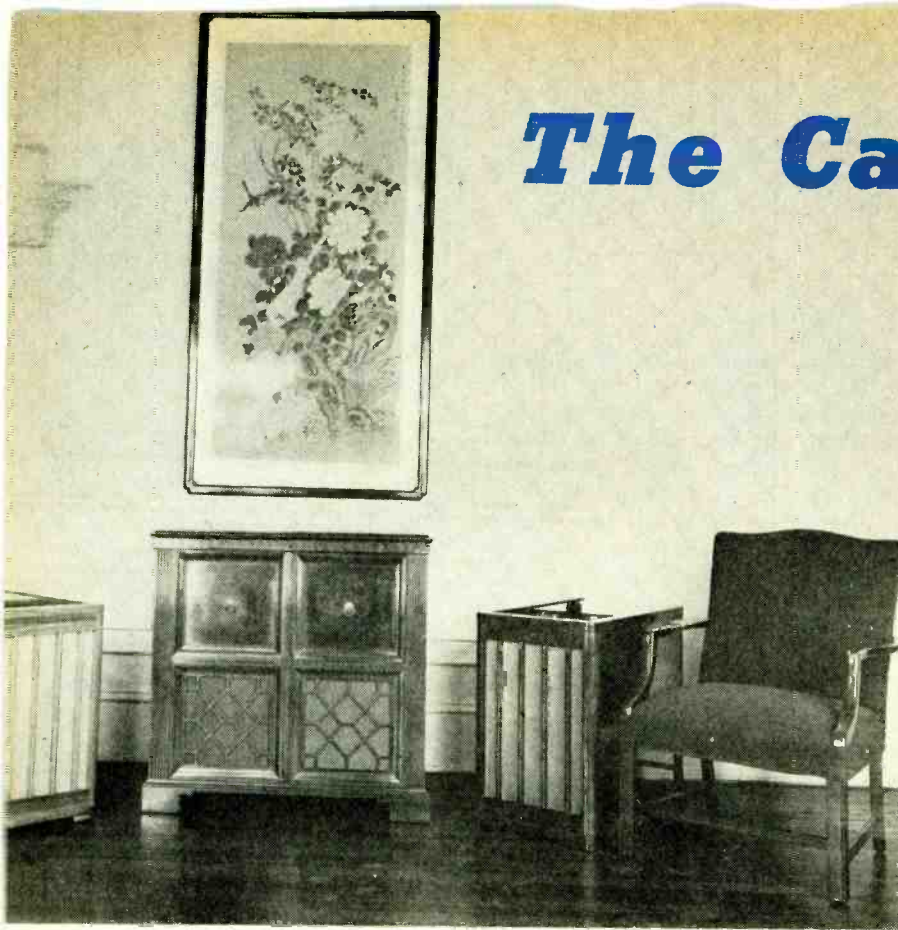
practical work in the radio field, and are doing an excellent job. The first boy who was taught is now working in a broadcasting station; the second is doing ship-radio installation in a shipyard; and the third is a radar technician in the armed forces.

For advertising and publicity, this Ohio retailer does not rely solely on instructing students. From his experience he has found advertising in rural and farm newspapers to be very effective. For his purpose, advertising in these papers has brought more results than he would have obtained by running ads in city or large-circulation periodicals.

An advertisement running for three months in a rural newspaper costs Prosser \$4.50. On checking, he has found that this publicity has frequently drawn a minimum of 100 replies during this period. Thus, customers are drawn to the establishment at relatively little cost.

Servicing may be profitable for this dealer today, but he is more interested in merchandising tangible goods in the days following Victory. If he continues to display the same resourcefulness and good-business-sense which he has shown in the past, Prosser's account ledgers will make pleasant (and profitable) reading during postwar days.

The Campbells are UP



A corner of the radio, phonograph display and demonstration studios at Campbell Music Company's modern establishment, 1108 G St., N.W., Washington, D. C.

pleasant surroundings, and absence of high-pressure are unusual. Perhaps the contrast to the prevailing competitive setting for radio and music sales which exists in some stores in the Capital is a relief to the customer—an attraction in addition to the stock itself which is sure to beckon return visits.

Campbell's slogan is: "The Best in Music."

In the radio field, this firm makes a deliberate appeal to quality buyers. Campbell's today is known as the home of Magnavox and other de luxe radio-phonograph combinations, as well as of Hammond organ, Steinway, Kimball and Gulbransen pianos.

Its library of recordings and sheet music caters to all tastes yet its stock of best music is one of the largest in the Capital area. Its sheet music de-

Washington Dealership on March with Plans to Multiply Postwar Sales Without High-Pressure Methods

• Earl Campbell, owner of the Campbell Music Co., 1108 G St., N.W. Washington, D. C., is today promoting plans which he expects will multiply sales tomorrow.

The Campbell policy is that of an aggressive retailer, but it has a high level of merchandising ethics which removes its salesmanship from anything like the type of appeal sometimes encountered in "high-pressure" stores.

When the alert founder first opened the store for business nearly five years ago, he regarded then, as today, the radio department to be of paramount importance; hence his decision to personally supervise it.

In the creation of this department, it was the application of Campbell's personal ideas that set it apart—in both stock and salesmanship—from some radio and music stores. In fact, the department was such that he created a studio type of sales room, a sales institute of music, so to speak.

In its five stories, the Campbell

building is a music department store with a studio atmosphere. Its several floors subdivide into smaller studios, through which its clients are free to roam at will and leisurely play records on radio-combinations or use its instruments when playing from sheet music. In reality, this non-commercial setting is a successful sales method and a subtle sales build-up.

Further Music Appreciation

These floors, dedicated to music, are so arranged—and the personnel so well trained in the art of making the customer feel unhurried and unhampered—that the music shopper finds it natural to act in precisely the same manner as if he were at home. This release from high pressure produces a leisurely setting in which the customer feels free to make careful decisions, and discovers the sales person to be a counsellor whom he can trust, rather than a mere salesman.

Many retailers will concede that, even in peacetime Washington, such

department is operated by manager Dallas Tucker, who has a background of more than 20 years in the field, while the record department is directed by Mildred Miller. Aside from these able executives, seven clerks assist in these departments.

Earl Campbell is currently drafting his postwar pattern of operation. His sales promotion in records has proven itself already. In conjunction with WMAL, Washington Blue network station, Campbell's presents its "Music Box" radio program daily. This consists of a Hammond organist and a chatty master of ceremonies who invites the radio audience to send in a song or instrumental request to be played. The object of the program, aside from providing pleasant music, is to try to "stump" the organist with unfamiliar requests. He does not know what he will be asked to play until the program goes on the air.

1. If the selection requested is known to the organist, it is broadcast—

and COMING!

with mention of the person who requested it.

2. If the organist cannot recall and play it, a "Certificate Award" of an album of records is sent to the person making the request.

Sales Booster

This Certificate of Award reads:—"Upon presenting this certificate to Campbell Music Co., 1108 G St., N.W., the addressee is entitled to one album of records (your choice of any standard \$2.50 Victor, Decca or Columbia album). This is given to you with the compliments of WMAL." This has resulted not only in an increased volume of sales but has brought from 30 to 50 new customers weekly into the department.

This sales promotion has a two-fold build-up: Upon receipt of the

album, the winner signs his name and address on the card, and on the back he is asked to state whether he has a radio or piano—how old, and what make. These cards are filed and a list is set up of what records and music the average radio listener desires. This becomes a constantly increasing prospect file which keeps Campbell's posted as to what make and model of radio the addressee owns, and by the address location given, supplies the knowledge of whether the customer is in the brackets high enough to buy a de luxe set.

Aside from radio promotion, this company is starting a series of mailing promotions to local piano and music teachers to induce them to bring students to the firm for new instruments. This is implemented by Campbell's having the largest stock.



Owner Earl Campbell

Another successful sales stunt is the way the company ties up its newspaper advertisements with the picture of an outstanding musician and a testimonial by the artist featured. The amateur musician respects the testimonials of local professional musical figures of radio, concert, and teaching circles. These testimonials serve as an attraction to the patronage of the average music buyer. For example, Joe Lombardi, orchestra leader at

(Continued on page 86)

View taken from front of the Campbell store shows attractive and orderly display technique. Five floors are occupied by the company.





MUSIC in the HEARTS

Because Music Bridges Distances, Builds Morale, Record Sales Have High Potential for Today's Retailers

• Can the retailer hold this present mounting disc market when war-time thoughts are no longer a current pressure? We think he can. Just how to plan to maintain today's demands is within the scope of every alert radio-record merchant, in accordance with his individual needs.

One of the greatest general helps is the expert dealer sales-aid material furnished today by many of the large manufacturers.

Today's active retailer will not bypass the really fine, free tie-in material offered: tie-ins with national magazine advertising, nationwide popular radio programs, and special displays for the dealer's store, such as: counter cards, window blow-ups, colorful streamers, counter pieces, etc.

Despite production limitations, the manufacturers are continuing to do a

fine job of supplying the retailer with a good variety of music on discs.

Columbia captures the public's reminiscent mood with set M571, "By Request," album by Nelson Eddy, which includes "Without a Song," "Great Day," "Because" and "Strange Music."

Continuing the Frank Sinatra parade is Columbia's new disc "There's No You" and "Dream," 36797. Horace Heidt has waxed "Anywhere," 36798; Count Basie, "This Heart of Mine," 36795; and Ginny Simms sings "Stardust" on disc 36796.

Columbia's Masterworks for May include the ever popular music of Jerome Kern, set M-568, "Rise Stevens in Songs of Jerome Kern." These selections are from "Show Boat," "The Girl from Utah,"

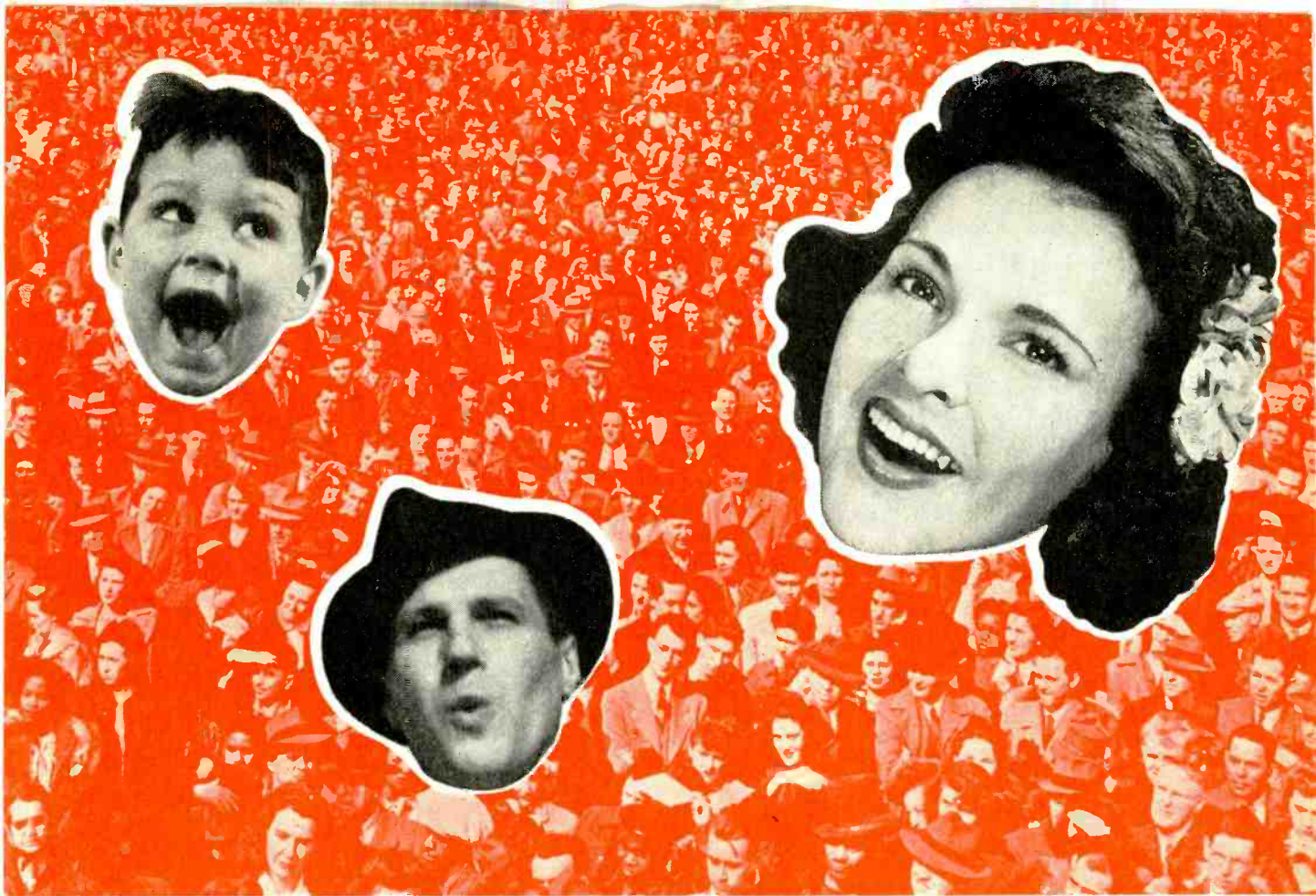
"Roberta," "Sally," and many other familiar musicals of past years, dear to the hearts of millions.

Addenda: Dealers report 24-hour sell-outs on Frank Sinatra's "Ol' Man River," Columbia 55037.

The Modernaires have returned via Columbia in "You Belong to My Heart," 36800.

Decca harks back to World War I with one of its latest releases: the Andrews Sisters and Dick Haymes singing "Pack Up Your Troubles in Your Old Kit Bag," coupled with "Great Day," 23412.

More "sweet music" via Decca with Fred Waring—"Sweetheart of All My Dreams," 18667; Helen Forrester, "He's Home For a Little While," 18668; Bing Crosby, "You Belong to My Heart," 23413; and another waxing of "Sweetheart of



of MILLIONS

The power of music is great and its universal appeal in war-time has created one of the largest booms in record merchandising history.

Dealers everywhere have an opportunity to sell more discs now, and to maintain the market's momentum by careful planning for the future.

All My Dreams" by Felix Knight, 23411.

Not to be overlooked is Dick Haymes' "Laura," 18666; and the beautiful rendition by Deanna Durbin in her album A-387, selections from the film "Can't Help Singing," which includes "More and More."

Decca's Fred Waring directed a benefit concert for professional music contact men at New York's Carnegie Hall April 28. In conjunction with the Collegiate Chorale, Norman Dello Joio's "Western Star," a symphonic work, was presented for the first time. His composition is based on the poem by Stephen Vincent Benet.

Ethel Smith is scheduled for appearance on the "Hit Parade" during May, and expects to make some new recordings for Decca, rumored to be a new album of swing organ music.

Victor's new "Showpiece Albums" pack a real sales wallop and should offer active merchandisers plenty of "dress-up" for their stores and windows, as well as sales potential.

This new type album consists of 2 discs, foldered to give the ultimate in display value to front and back cover and to the *inside cover spread*, as well. This space is given to dramatizing the artist, composer and the tie-in vehicle.

First of these is "Music to Re-

member" featuring José Iturbi, Chopin and the motion picture "Song to Remember."

As indicated by this initial Showpiece, the series is keyed to current musical entertainment as derived from hit stage shows, motion pictures, ballet, radio and concerts. A good deal of its appeal, Mr. J. L. Hallstrom, Victor's record merchandise manager, stated, will be to record purchasers not too eager to buy lengthier works, but who would go for better types of music, popular songs that have lasted, the semi-classics, and even classics. Here is one of a retailer's strongest and most lasting markets.

Victor has specifically designed Showpiece albums, both as to musical content and background presentation, so as to be lasting additions to record libraries, and likely gifts to music students. Here, incidentally, is a good angle for Music Week promotions.

To introduce the new line, Victor is supplying its dealers with an impres-

(Continued on page 124)

From Stokers to Records

Illinois Dealer Switches to Discs During War-Time

● When war-time demands dried up the appliance sales market, Jack Gianoli, radio and appliance retailer in Rockford, Ill., like many another dealer, began to look for new lines which could be turned into profit-makers for the duration.

However, the new lines which were available didn't appeal to him as fitting into his business policy. So his attention turned to phonograph records, because he already had a small section devoted to discs. He had acquired this line several years before, as he knew it would build store traffic, which is an essential part of appliance merchandising.

During war-time, records, Gianoli decided, would have to do more than build traffic. They would have to earn enough profit to carry most of the store overhead, independent of the revenue derived from appliance repairs and service.

Profitable Sales Plan

To do this, Gianoli knew he would have to display and sell records on a larger scale. He remodeled the entire first floor of his store, containing about 1200 square feet of display space, into an elaborate record display room.

Under the new program, this dealer greatly expanded his record library. He also installed four attractive listening booths. In addition, he arranged for numerous record displays in parts of the store, where customers could make their own selections if they wished.

He was aided by the fact that his store is located near a busy street intersection. The store has wide show-windows which give countless people an opportunity to look into his store every day and be "sold" by the displays of records. While he is situated in a high rent location, this is compensated somewhat by the fact that almost every bus in this city stops at this corner. Rockford has a population of 110,000 and is a busy war-time city with large purchasing power.

Gianoli also encourages people to visit his store while waiting for buses. This helps to bring folk into the store, many of whom buy records.

Early in the war period, and within a very short time, discs helped this



Owner Jack Gianoli, right, shown checking stokers, did big selling with radios and appliances pre-war. Now records fill the gap; hold customers for peacetime sales of home equipment.

merchant to show a profit, and the trend has continued that way ever since. Because of the large volume of record business, store traffic has increased five to six times. Many of these platter customers, once they get into the habit of buying records here, come back very often for additional discs throughout the year.

Insures Future Business

A buying trend like this, Gianoli says, should prove very valuable to the store in postwar, when a full line of appliances will again be stocked and sold. Satisfied record customers certainly should also become satisfied appliance customers.

The average record purchaser may spend from \$3 to \$25 at one time in this store. Albums, priced in the higher brackets, are frequently sold, largely because of intelligent salesmanship and through good display. The browsing customer is encouraged

to spend all the time he wishes looking over the records on view at convenient locations throughout the establishment. This friendly attitude has done much to make this establishment, The Zenith Store, one of the favorite record shops in Rockford.

This store maintains its service department in the basement where competent technicians, paid on a salary and commission basis, are able to give fairly rapid service to set owners. Most customers bring in their own receivers for repair, and call for them when finished. Customers can usually get service on radios within one week, providing parts and tubes are available.

In postwar, Gianoli plans to expand both sales and service departments. He states that he will maintain a large record department, because records have proved themselves as traffic builders and profit makers.

Build

~~INSURE~~

YOUR FUTURE

by

BUILDING

WITH THE PRESENT.



DON'T WAIT for post war plans—
SELL SOMETHING NOW!
Something that is "NOT waiting on the
drafting boards," RECORDIO DISCS
and *Recordioint* NEEDLES...
fine quality merchandise developed and
manufactured by Wilcox-Gay to the high
traditions established over a long period
of years.

The famous RECORDIO went to war....constantly
improved and tested on the proving grounds of our
military needs it will return with a history of even finer
achievements and a promise for a glorious future.



Recordioint of Sale Display 13 inches high and 9 1/2 inches wide featuring 1 dozen Sapphire-Tipped Recordioint playback needles. Six harmonizing colors are supremely effective in eye appeal for this fine quality merchandise carried by display.

"SELL RECORDIO ACCESSORIES for MORE PROFIT IN YOUR POCKET!"



RECORDIO
Recording instruments for home,
commercial and professional use.

MANUFACTURED BY

WILCOX-GAY CORPORATION
MICHIGAN, U. S. A.
CHARLOTTE



"Big Three" news about BT resistors

1

NEW MIDGET TYPES

To meet the growing demand for smaller, space-conserving components, IRC presents two new insulated METALLIZED resistors . . . Type BTS, ½ watt and Type BTA, 1 watt. Thoroughly dependable and engineered to embody the 'high-quality standards that have made BT's "preferred for performance", these tiny units can be counted on to do a man-size job. Like other BT's they operate at lower temperature than ordinary resistors of comparative size.



2

NEW LOW PRICES

New methods and new techniques in the stocking and packaging of resistors for Servicemen make possible the introduction of new lower prices on IRC Type BT and BW resistors. This means that you can now buy premium quality resistors at prices comparable to non-branded or "unknowns". For example, here are a few of the typical reductions based on list prices: BTS now 13c (BT-½ was 17c), BTA now 17c (BT-1 was 20c), BT-2 now 25c (was 30c), BW-½ now 15c (was 17c), BW-1 now 17c (was 20c), BW-2 now 25c (was 30c). Under IRC's new price set-up you can operate even more profitably than before.

3

RMA PREFERRED RANGES

IRC's standardization on RMA Ranges in both BT's and BW's as stock values for Servicemen, enables you to replace the same values you take out when making resistor repairs. Long used by set manufacturers, and now adopted by the Army-Navy in Specification JAN-R-11, the RMA Preferred Number System is a mathematical sequence of ranges which gives complete coverage with the least number of values. RMA Ranges listed for ±10% tolerance resistors are carefully spaced so that preceding or following values are never more than 20% apart, thus assuring complete coverage of every value with regularly stocked BT's and BW's.

INTERNATIONAL RESISTANCE CO.

DEPT. 21-E · 401 N. BROAD ST. · PHILADELPHIA 8, PA.

IRC makes more types of resistance units, in more shapes, for more applications than any other manufacturer in the world.





Majestic

HERE'S THE BIG NEW NAME IN

Phonograph Records

MAJESTIC! It's a name that you—and your record-buying customers—are going to become more and more familiar with... because great things are ahead for Majestic Records, and for dealers who handle them.

Look for sparkling new hits on Majestic Records!

Look for top-ranking orchestras and artists that will record exclusively for Majestic Records!

Look for variety in Majestic Records that will meet every type of musical taste!

Look for improved recording techniques!

Look for advertising that will bring these Majestic features to the attention of record-buyers—and bring these buyers to you asking for Majestic Records!

WRITE FOR INFORMATION about Majestic Records! Let us show you all the reasons why...

MAJESTIC MEANS BUSINESS... AND LOTS OF IT!



Majestic Records, Inc., St. Charles, Illinois. A subsidiary of Majestic Radio & Television Corporation

**THE BIG
PARADE
IS TOWARD . . .**



**.. Bendix
Radio**

"THE FRANCHISE WITH A FUTURE"

BUILD BEST WITH BENDIX FOR

SEND FOR THIS FACT-FILLED BOOK

Read the story that is winning to
Bendix Radio the "Bluebook"
names in radio merchandising

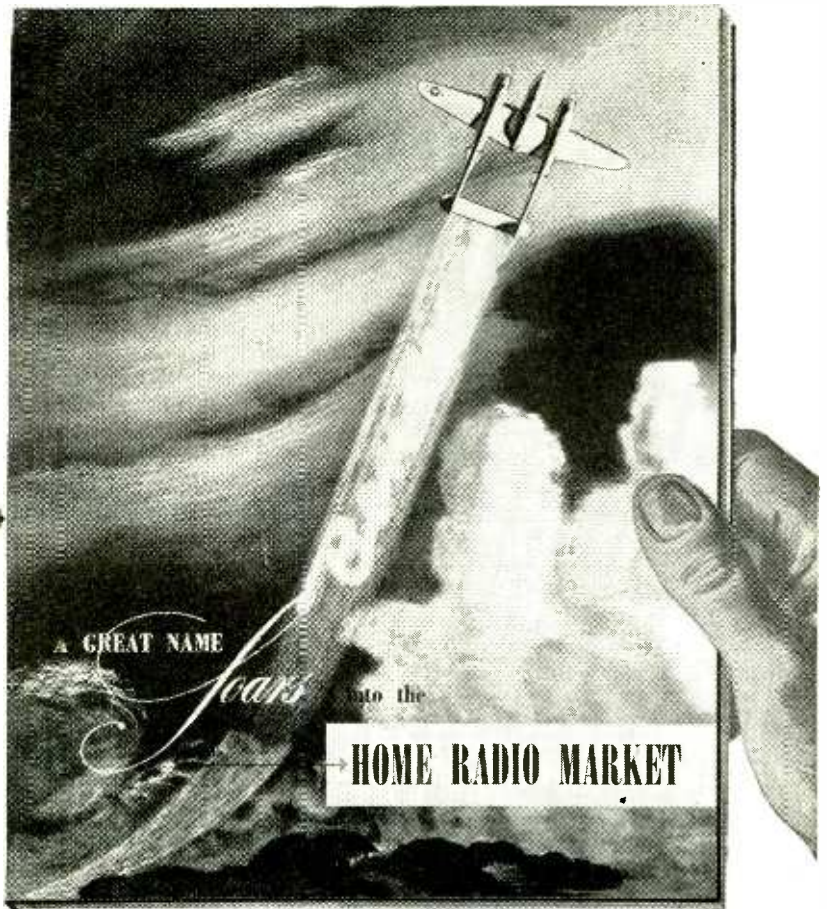
No question about it—Bendix is the big news of radio. The finest distributing organizations in the country have signed up to build with Bendix. Dealers by the hundreds are taking the *Franchise With A Future* every day. *And this book tells you why.* Send for it—get the facts about the biggest name to enter postwar radio, and let your own good judgment tell you why it's your biggest opportunity as well.



WRITE DIRECT TO

Bendix Radio Division
Baltimore 4, Maryland

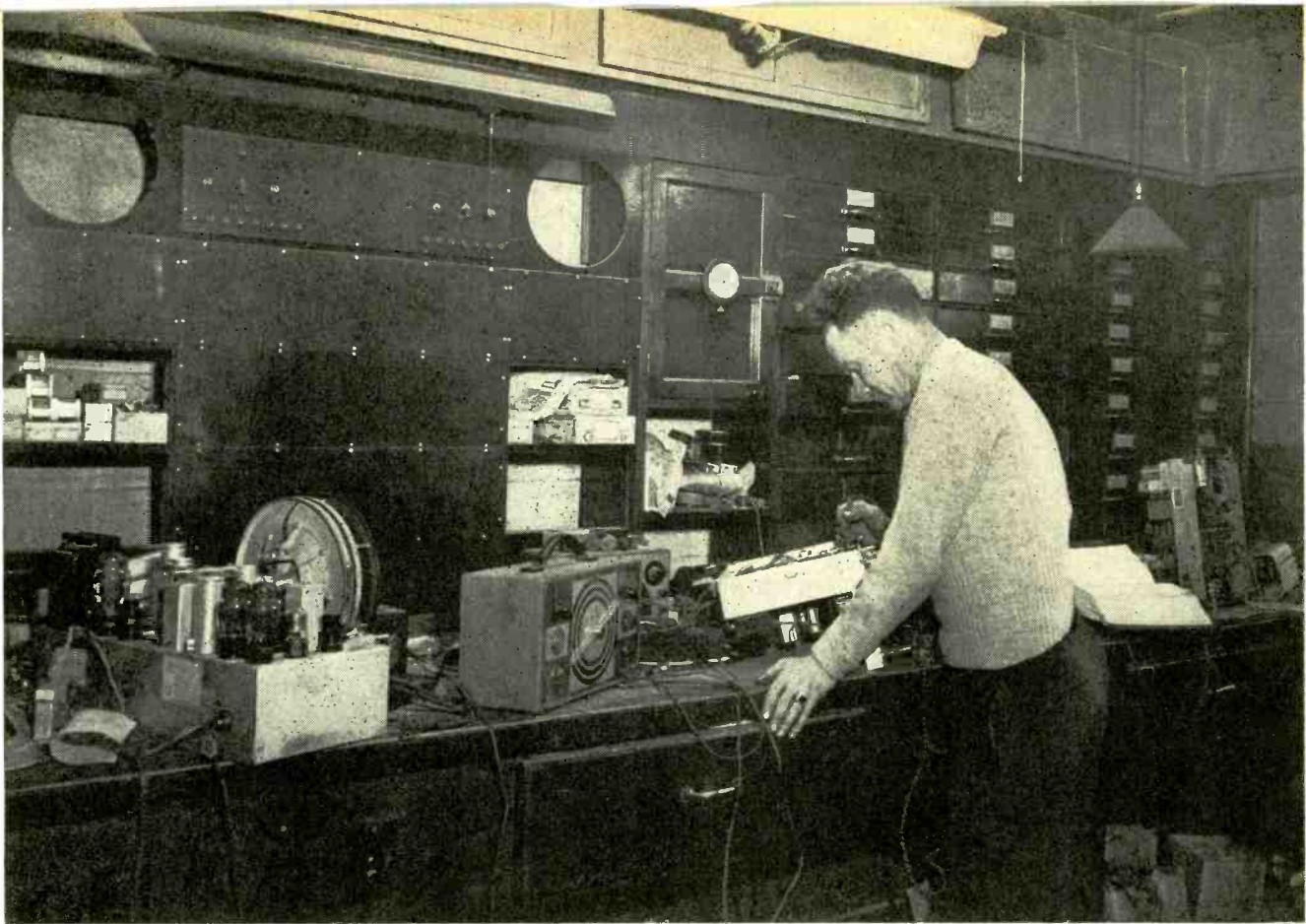
PRODUCT OF
BENDIX AVIATION
CORPORATION



BENDIX RADIO

REG. U. S. PAT. OFF.

PRESTIGE . . . PROFITS . . . PERMANENCE



C. E. Hull at his repair bench in New Brunswick. He claims that knowing how to service the goods you sell makes for better sales.

Service to Sales

Technical Know-How Real Aid to Selling Radios and Electric Appliances

● Out of a successful service business C. E. Hull is building a merchandising set-up for the future.

Owner of Radio Service Technicians, 100 Louis St., New Brunswick, N. J., Hull puts out from three to four hundred repaired receivers a month from this location, with the assistance of one part-time helper.

At this site of operations for a number of years, Hull has built up a good business handling home and car set repair for most of the dealers in town and for the car agencies throughout the county.

Basic Knowledge

Proof of his versatility may be seen from his New Brunswick store card: "We specialize in special radio work of all kinds: public address, sound systems; automobile radio service and installation; noise filtering motors, oil burners, etc."

Hull, however, is extremely interested in entering the merchandising field on a sound basis just as soon as

radios and electrical appliances, both large and small, for the home are available.

His first step was to figure out a satisfactory new location, and he chose the commuting town of Metuchen, just four miles beyond his home location at Highland Park, which in turn is just two miles from New Brunswick.

Plan for Sales

Each morning Hull and his wife, who manages the Metuchen store, leave in opposite directions—he to carry on his servicing at the New Brunswick shop and she to run the store in Metuchen. However, they are both working in the same direction, as they plan eventually to have a similar selling establishment in New Brunswick, as soon as war conditions permit, and to establish the service department for both stores there. And the final result will be a good two-store independent retailing operation.

Plans call for the merchandising of

refrigerators, washers, ironers, and table appliances, radios and television receivers. Franchise for Admiral's complete line has just been arranged and the Hull's are working toward the establishment of additional well-known manufacturers' lines.

Meanwhile, the present operation at the Metuchen store, known as Hull Radio, is primarily in records, both in singles and albums. Minor "duration" lines are carried in addition to discs, such as: coffee makers, fluorescent and Mazda electric light bulbs, and other small items, but records comprise the bulk of the business just now.

"Showcase" Technique

A firm believer in display and in the fact that the public will buy what it can see, Mrs. Hull keeps the window attractively arranged at Metuchen and changes the display often. She finds her customers return often, and frequent requests are directly traceable to planned display.

Through Technical Genius-

—through Intensive Merchandising—Emerson Radio Dealers will Lead **LOCALLY** with the **WORLDWIDE** Leader in **SMALL RADIO.**

A THEATRE IN EVERY HOME



Emerson Radio and Television

As featured in National Billboard Advertising

"p.d.q."
*Building Business for
Today and Tomorrow*

Are YOU using this dramatic **ADVANCE SALE** promotion in your windows and store? The Emerson Radio "p.d.q."—**Preference Delivery Quota plan**—is pulling in customers for merchandise you're selling now and piling up a backlog of profitable orders for tomorrow. Write for details.

Yours—as a Franchised Emerson Radio Dealer—**LOCAL LEADERSHIP** with a line that millions have preferred in the past. You'll rank **FIRST** with "great engineering ideas in small packages"—not just "small radio," but **EMERSON** Small radio—and what a whale of difference that *specialization* makes!

In sensational new Table Models, in Portables, Pocket Sets, Combinations and spectacular Television, the advanced Engineering, Styling . . .



Emerson Radio and Television Models
for Every Purpose and Every Pursue




World's Largest Maker of Small Radio

Performance and Value of Emerson Radio products will stand out from other makes . . . in a class by themselves.

Emerson Radio and Television advertising—stream-lined merchandising—promotion **TEAMWORK**—are dynamic factors that will speed your prosperity—backed by greater engineering, production and merchandising resources than ever before.

Write **TODAY** for Complete Details of the Emerson Radio Dealer Franchise

EMERSON RADIO AND PHONOGRAPH CORP'N, NEW YORK 11, N.Y.



WHAT ABOUT FM?

Frequency Modulation poses obvious problems in the design and building of loud speakers and loud speaker systems. The answers to these problems are not simple, but research and precise engineering based on long experience in and knowledge of audio-acoustics, will result in a complete postwar line of JENSEN speakers to meet the most particular requirements of FM. Other new and special loud speaker applications will be met just as satisfactorily with other JENSEN postwar products, some of which will employ the new JENSEN **ALNICO 5**.

To help the service man, dealer and engineer solve the special problems of FM sound reproduction, JENSEN has made available technical Monograph No. 3 entitled, "Frequency Range in Music Reproduction." This Monograph, one of a series of four, is available for 25c.

Other Monographs

- No. 1—"Loud Speaker Frequency-Response Measurement"
- No. 2—"Impedance Matching and Power Distribution"
- No. 4—"The Effective Reproduction of Speech"



Jensen
SPEAKERS WITH

ALNICO 5

Specialists in Design and Manufacture of Acoustic Equipment

JENSEN RADIO MANUFACTURING COMPANY, 6601 SOUTH LARAMIE AVENUE, CHICAGO 38, ILLINOIS

RADIO & Television RETAILING • May, 1945

HOWARD *Radio*

*Choose
Your Radio
Line for
Permanence!*



is NOT a WAR BABY!

Since the early days, when radio was first introduced to the American public, Howard has been a leader. Through boom times and depression, Howard Radio Receivers have been developed, engineered and created under *one* management by Howard trained craftsmen. This policy of Howard engineering and production personnel working together over the years adds up to greater value for the consumer and assured profits for the Howard dealer.

You have an opportunity to build sustained success in the retail radio field with Howard

Millions know Howard as a maker of fine radio receivers, radio-phonographs and radio-recorders. Identified with all that is best in radio entertainment, Howard has consistently developed an outstanding reputation for progressiveness, dependability and performance. By tying in your post-war sales activities with Howard, you will be in a preferred position to capitalize on this valuable background of consumer acceptance.

HOWARD RADIO COMPANY
1731-35 BELMONT AVE • CHICAGO 13, ILL.

America's Oldest Radio Manufacturer



... . **But you can see
the results**

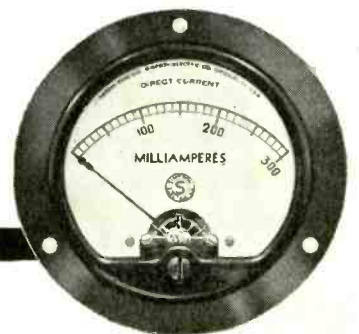
Pieced together this picture shows one step in the making of dials for Simpson Instruments. We have scrambled it deliberately to emphasize the fact that Simpson employs many processes others do not in manufacturing electrical instruments and testing equipment. To the man who knows instruments this extra measure of engineering skill and craftsmanship is evident in every detail—a reflection of Simpson's never-ending quest for refinements in design that will at once improve performance and permit more efficient production. It is the experience gained through more than 35 years of such study which promises you, in Simpson Instruments, the ablest application of the great advances that will be forthcoming.

SIMPSON ELECTRIC COMPANY
5200-5218 W. Kinzie St., Chicago 44, Ill.

Simpson

INSTRUMENTS THAT STAY ACCURATE

Buy War Bonds and Stamps for Victory



Here's the portable for **EXTRA SALES**



**WHEN YOUR CUSTOMERS ARE TAKING VACATIONS AGAIN—
MAKE SURE THEY HAVE ONE OF THE NEW REVOLUTIONARY,
SELF-CHARGING GENERAL ELECTRIC PORTABLE RADIOS!**



ADDING a portable to every home radio sale you make is going to be one of the best ways to make multiple-set selling a success in the post-war period... especially when you are selling the revolutionary, self-charging G-E portable.

The only pre-war radio of its kind ever built, this G-E portable has a built-in, non-spillable airplane-type storage battery and charger... When it's played indoors... it stores up power to play outdoors! It's the ideal extra radio and it is going to be back with many *startling* improvements.

A portable for every requirement will be featured in the coming line of General Electric models.

Hear the G-E radio programs: "The World Today" news, Monday through Friday 6:45 p. m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p. m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p. m., EWT, CBS.

*The entire line of G-E Radios
will be outstanding*

FM—the biggest thing in radio immediately after Victory—will be a top feature of the new G-E radio line. There will also be unprecedented quality and values in AM, radio-phonographs and television receivers. Take advantage of G-E's great coming line and the tremendous consumer pre-selling campaigns that are winning thousands of customers. Investigate the G-E radio dealer franchise *now!* See or write your nearest G-E radio distributor or drop a line to the Electronics Department, General Electric, Bridgeport, Conn.



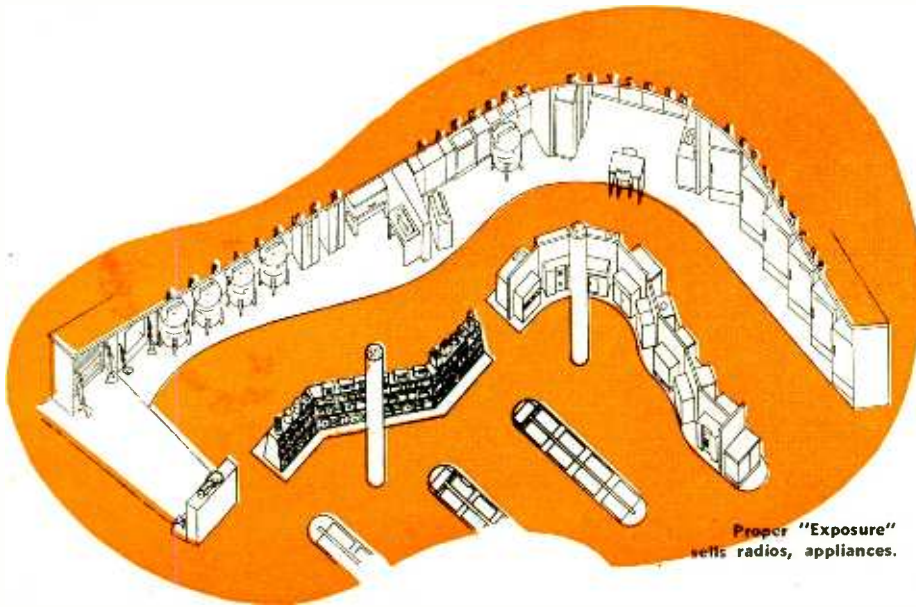
GENERAL  ELECTRIC

175-DS

PORTABLES • TABLE MODELS • CONSOLES • AUTOMATIC PHONOGRAPH COMBINATIONS
RADIO & Television RETAILING • May, 1945

General Electric consumer advertising is greater than that of any other home radio manufacturer.

"Curve" in Store Design



Modernization a Must for Efficient Merchandising in the Coming Streamlined Marketing Era

• Radio and appliance retailers who expect to "cash-in" on sales of new merchandise in the future will have to prepare themselves with modern and up-to-date establishments. After the first flush of reckless buying immediately after Victory, the time will have passed when poor-looking, unappealing stores will do any profitable volume of business.

Many stores today are in bad shape to cope with the increased competition that will come with the return of men and merchandise. The radio-appliance dealer's store must be revamped and modernized today—for tomorrow's customers may turn their patronage over to those establishments where shopping is both convenient and pleasurable.

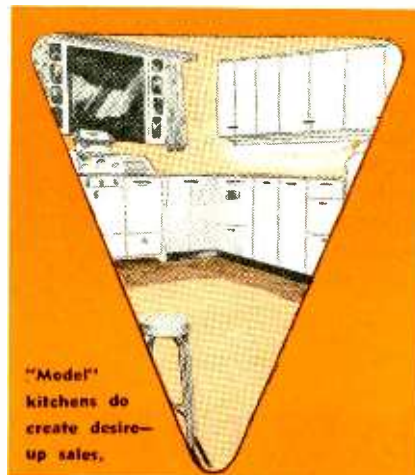
The Time is NOW

In the past, an insufficient supply of manpower and materials, in addition to priorities, has prevented the majority of dealers from beginning a store modernization program. However, the day is at hand when retailers must gear their stores for maximum merchandising efficiency.

Simply standing idly about and dreaming for something to happen which will brighten a radio merchant's place of business will get him nowhere—except, perhaps, in the "red ink."

The dealer should sit down now and prepare the plan with which to remodel his store. This includes the establishment's interior, exterior, displays, lighting, flooring and other factors which will help make more profits.

To assist merchants with their store planning program, Landers, Frary & Clark, manufacturers of Universal home appliances, New Britain, Conn., is sponsoring a store modernization program under its copyrighted title of "Moderneering." Richard M. Bennett, consulting architect, and professor in the Department of Architecture

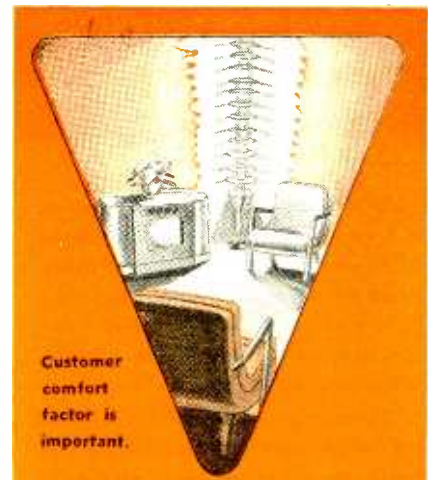


at Yale University, has been retained by the company to create the ideas behind "Moderneering." He will also act as coordinator of the recommendations and specifications submitted by various manufacturers who are participating in the program.

The principles behind Universal's program has suggested the ideas which are used in this article. The need for store modernization is acute, and it will become increasingly important in the days to come. Mr. Bennett's plans are presented in an effort to lay store planning helps before the dealer who is interested in serving the public and earning a profit.

Displays That Sell

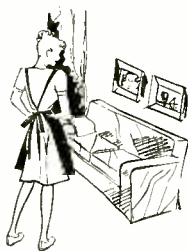
The primary purpose of the radio and appliance dealer should be a store layout which will focus interest in the merchandise on display. An establishment's walls, ceiling, floor, or fixtures should center attention on the goods. The store's attractiveness should not detract from the mer-



chandise, thereby, "stealing its thunder," but should accent the value of the items to be sold.

Home cleaning equipment such as vacuum cleaners can be sold and demonstrated to the retailer's best advantage in an area having a carpeted floor. This section of the store ought to be adjacent to a display of venetian blinds, curtains, or drapes, where the cleaner's ability to do an all-around job can be demonstrated to the customer's complete satisfaction. The sale of vacuum cleaner accessories, extensions, and attachments will also be increased by this arrangement.

(Continued on page 140)



Furniture changer— ... practically incurable

Her husband says his sometimes barked shins are the penalty of living with a progressive!... Not satisfied with the status quo, she does the best with what she has, wants something better if possible... She may make a lot of mistakes, but learns by doing, and incidentally lifts the level of American living...

She is sideline cheer leader and reception committee for frosted foods, deep freeze units, air conditioning, better bathroom and kitchen equipment, radiant heating... anything to save labor, stretch time, up quality. Demonstrator and sampler, she works well for better products and their makers... sells other women by sheer example... is the best focus for advertising, first prospect in every community... She is found



all over, in every income bracket!

Life Story editors picked her as the hardest but best prospect to attract and hold... designed a magazine to her liking and needs... enlisted the best writers and artists, put emphasis on functional fiction founded on experience, and articles of real help to women... The formula has succeeded in gathering more than 600,000 circulation—98% newsstand, at 25¢ per copy... in producing greater response and interest to both editorial and advertising, and more definite results for advertising... in proving *Life Story* a major medium, potent now, of increasing potential!... Inquire *Life Story*—a Fawcett Publication, 295 Madison Avenue, New York 17, N. Y.

LIFE STORY

Tracing Radio Noise

Location of Internal Receiver Noises. Suggested Remedies

● Last month, suggestions were offered on tracking down noisy tubes. This month's article will concern itself with other sources of internal noise.

Noise service problems can be divided into three categories. In the first may be placed noise that is continuously present while the set is being serviced. In the second, we may put noise that is intermittent. In the third, we can place noise that does not readily develop and must be forced to occur.

When noise is continuously present, the service problem is not too difficult. The most likely offenders are checked at once—volume and tone controls, short-wave switches, and ganged tuning capacitors.

The quickest way to determine if a volume control is noisy is, of course, to rotate it, listening for the typically

one point on the control, however, perfect reception, without hum, was received. It was this peculiarity that indicated to the radioman that the control, and not the filter capacitor, was to blame.

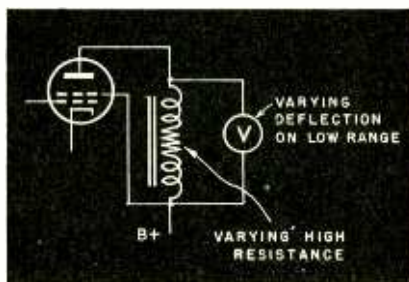


FIG. 2—Corroded coil turns often cause noise.

After spending a moment checking the volume control, the short-wave switch should be checked. Contacts on these switches frequently become dirty or corroded, causing noise. Not infrequently the switch jaws lose tension. In all these cases, not only noise, but fading and intermittent operation may occur. Moving the switch to and fro from broadcast to short-wave usually intensifies the noise, leading to easy detection of the trouble. Dirty switch contacts can be cleaned with any of the prepared products or by tetrachloride and brush. Tension on loose contacts should be increased.

Ganged tuning capacitors are also checked in the quick, preliminary inspection. Noise occurring during their rotation indicates where the trouble lies. Tuning capacitors become noisy because of dirt, plating blisters, bent plates, or imperfect ground connections. When dirt gets between the plates, the tuners will be noisy over most of the dial. A small brush may be used to clean out large particles of dust. Smaller dust particles can be removed by dropping tetrachloride through the plates with an eye-dropper.

Scraping noises at particular points on the dial indicate bent rotor plates, or blisters. Bent plates are readily repaired; blisters, however, may have to be burned off. A power transformer whose primary is plugged into the line, and high voltage secondary attached to rotor and stator terminal points with test prods, may be used.

When noises occur throughout the rotation of the tuning capacitors, and no dirt is present, imperfect rotor ground springs are to blame. These springs should be removed from their position on the capacitor assembly, cleaned, polished, and bent to create more tension.

RF and oscillator padding capacitors may also become dirty. It is sometimes difficult to locate this trouble, but turning the screws of the padders slightly back and forth will usually determine whether or not they are noisy. If they are, noise symptoms will be intensified, and reception may sometimes completely disappear, due to dirt particles shorting the plates together.

Tetrachloride can be dropped on these padders to clean them. The screws may be rotated back and forth slightly during the process, but returned, of course, to the same position afterward.

When volume and tone controls, short-wave switch and tuning capacitors have been eliminated as causes of noise, the tubes should be checked.

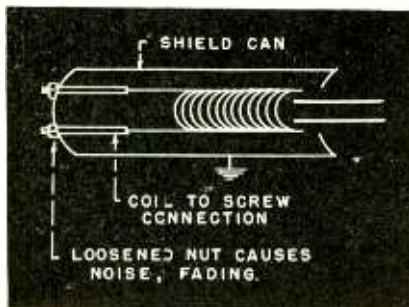


FIG. 1—Poor coil ground can cause noise.

scratchy sounds that a defective control produces. Tuning the set off a station while rotating the control eliminates the possibility that another source may be responsible for these sounds. Noisy volume controls result when dirt gets between the movable contact and the fixed resistance, or when the composition element wears "thin" in spots. Not only noise, but fading, hum, rise and fall in volume, and distorted reception, frequently result.

Sometimes a noisy volume control produces symptoms that closely resemble those of an open filter capacitor. On one service inspection of this sort, noise, hum, distortion, and decreased volume were the symptoms, and a fairly loud hum was present even when the control was turned to minimum—an almost certain indication of an open filter capacitor. At

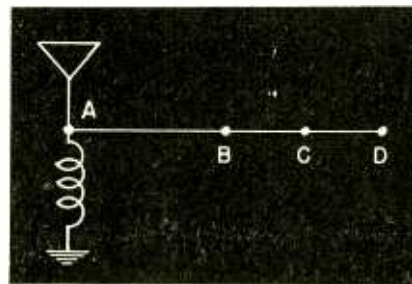


FIG. 3—Finding aerial breaks. See text.

Suggested tests and procedures for locating noisy tubes were described in the March issue of RADIO & Television RETAILING.

When noise is continuously present, radio components may be checked by simple mechanical means, such as tapping and wiggling suspicious capacitors, resistances, and leads. When tapping can be regulated so that one unit alone produces noise when struck—no response, or a much lesser response, being received from other units, by sympathetic vibrations—the defective part has probably been discovered.

Noisy by-pass and coupling capacitors generally have other associated

symptoms that help identify them. Noisy screen by-pass capacitors, for instance, tend to cause fading, whistles, and squeals, as well as noise. Noisy coupling capacitors are apt to open and produce intermittent low volume. Noisy AVC audio filter capacitors often open intermittently, causing low volume, distortion, and low noise level between stations. When intermittently shrill reception, accompanied by hisses and noise, occurs, a plate by-pass condenser on a detector or AF tube may be opening.

RF and antenna coils, especially on TRF sets, often produce noise. A lug that grounds the coil is frequently used to support it as well, and is soldered directly to chassis. Because of the coil's weight, the solder connection may become imperfect, causing noise and fading. Moving the coil about will intensify the symptoms and help locate the trouble.

Some of the old-type RF coils are enclosed in cans placed under the chassis. The ground lead of the coil is attached to a screw mounted on the coil form, and a nut on the outside of the can fastens the screw to the chassis. When the nut works loose—a frequent occurrence—noise and fading are produced. Care should be used in tightening the nut, because it is very easy to break the screw off from the coil form. See Fig. 1. A good lock washer helps.

Coil Corrosion

Primaries of IF coils sometimes become corroded at some points due to moisture. The result is a high resistance contact that produces noise. This type of trouble can be detected by using the low range scale on a voltmeter. Place leads across coil terminals—usually from screen to plate—and watch for an erratic de-

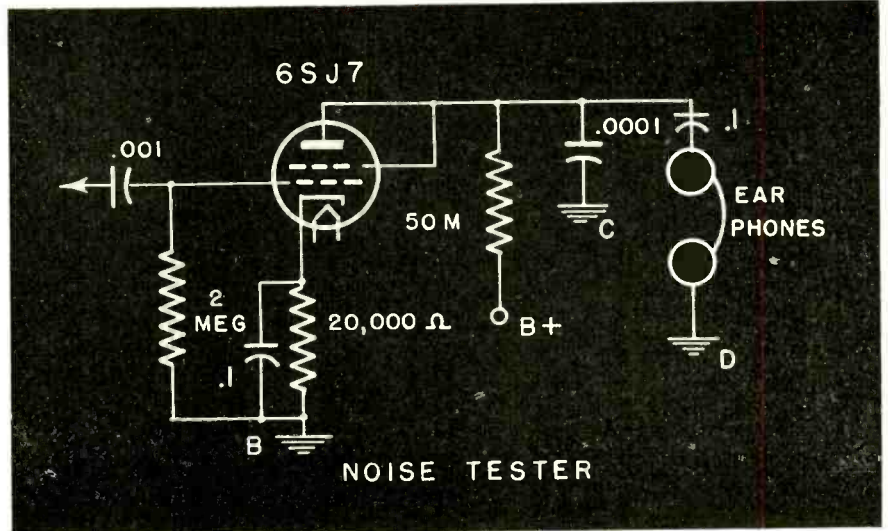


FIG. 4—This one-tube noise tester amplifies and detects noises in any stage.

flection of the needle. See Fig. 2. The volume control should be turned to minimum to avoid deflections due to the signal.

To repair this type of defect, the coil will have to be removed from its shield can and unwound. Green traces on the coil form indicate the corroded area. The break in the wire is generally found at this point. Rewind the wire carefully after repair, duplicating original spacing. Use only high grade rosin core solder.

Poor connections in line cords or plugs produce short, ripping 60 cycle sounds. Tube lighting will be affected. Moving the line cord or plug about will generally reveal the source of trouble.

Aerial leads (the attached types) often open beneath their insulation, causing noisy and intermittently low reception. If noise is intensified while the aerial lead is being shaken, the trouble lies in the lead. To locate the break, hold wire at point C (see Fig. 3), keep section A to C immov-

able, and shake portion C-D. If noise is not increased, grip wire at B, keep A-B still, shake portion B-D. Keep this procedure up till a noisy section of wire is reached—this will indicate that the area of the break has been located.

Aerials may also short against the chassis, when the insulation wears off in that portion of the lead which comes through the chassis eyelet. This type of short is quickly discovered.

Aerial capacitors may open intermittently, producing noisy, as well as intermittently low reception. Tapping the unit while keeping the aerial lead still usually indicates the source of trouble.

Pushbutton sets frequently become noisy, due to dirty trimmer capacitors on the pushbuttons. This is particularly true of AC-DC midget sets. Tetrochloride dropped on the trimmers, while moving buttons in and out continuously, will repair them.

Imperfect solder connections sometimes cause noise. These bad connections are not always easy to locate. Tapping tests may elicit equally loud responses from all units and connections in a large area, and thus be ineffective. Resoldering all the solder connections in the area under suspicion may take too long.

In obscure cases like these, where continuous noise is present and cannot be located by mechanical or voltage tests, several further test procedures may be used.

A one-tube noise tester may be rigged up (see Fig. 4). On AC sets, the filaments of this tester may be connected in parallel with the 6 volt filament supply. The earphones alone cannot be used for checking noise, because when they are placed across

(Continued on page 68)

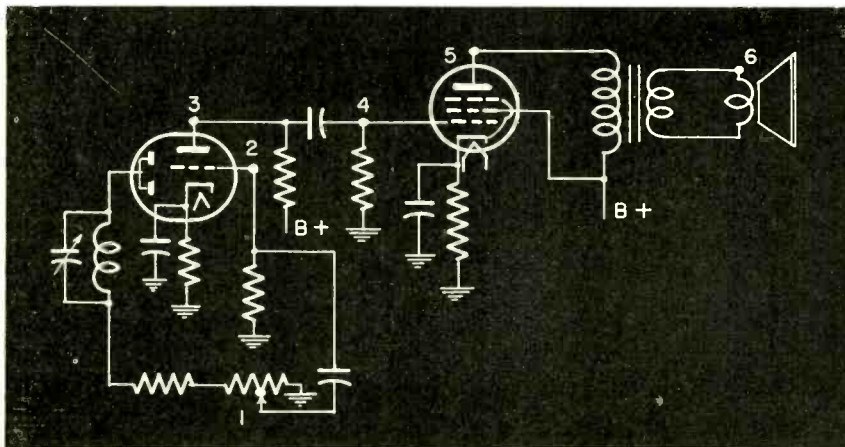


FIG. 5—Locating audio sources of noise. Probe numbered points with signal tracer's "hot" lead.

Tracing Noises

(Continued from page 67)

high impedance circuits, load and change of characteristics in these circuits occurs. The high impedance of the tube prevents such changes. With points B, C and D hooked to set common ground, prod A can be used to probe all suspicious points. Look for trouble where the greatest noise is heard.

Radiomen who own signal tracing equipment can use it to good advantage in hunting noise. The same procedure is used as in tracing a radio signal. No test oscillator is required—the noise itself serves as a signal.

Place test probe in order on points 1, 2, 3, 4, 5 and 6 (see Fig. 5). Noise will be evident by fluctuations on the v-t voltmeter. Earphones may be connected and used for more certain identification of the noise.

For RF and IF sections of the receiver, the tuned v-t voltmeter is used—for power supply and AF checking, use AF v-t voltmeter.

If noise is found at the plate of an amplifying tube, test at a B plus terminal. If the noise response is equally great there, the fault probably lies in the power supply, which should be probed.

Localizing Noise

Noise can be localized to particular stages by turning volume control to minimum. If noise remains just as loud at either setting, its source is in the AF or power stages. If noise disappears at this minimum setting, it originates in the RF and IF sections.

If noise is found at the plate terminal of a socket, but not at the grid, check the tube, which may be defective, by substituting a new one. If noise persists, the output transformer may be to blame. When the noise level is much stronger at the plate of the output transformer than at a B plus terminal, the transformer is probably at fault. If the noise level is the same at both points, the transformer may be eliminated from consideration. RF, IF, and AF transformers may be checked in this way.

Where internal noise is not very evident, a test oscillator may be used to bring it out. If the origin of the noise is suspected to lie in the RF, 1st detector, or oscillator stages, connect the test oscillator to set aerial and ground, leaving modulation switch in the *unmodulated* position. Feed in a very strong RF signal. The noise will substitute for the customary modulation, and will be received

much more loudly than before. Bad tubes are a frequent cause of hum modulation.

By tapping and moving suspected parts about, the noise may become worse—in which case the guilty unit will be easily detected.

When testing IF stages, procedure is the same, except that an IF unmodulated signal is fed into the grid-cap of the first detector. This IF signal should be even stronger than the RF one previously introduced, since the amplification has been reduced.

Noisy coils, transformers, volume controls, intermittently noisy condensers and resistors are quickly located by this method. Microphonics and acoustic feed-backs are also brought out by this test method.

In cases where noise is the complaint, but fails to appear, it must be forced to occur. Allowing the set to play for several hours in its cabinet may be tried. It may heat up sufficiently to cause the faulty unit to break down and produce noise. Enclosing the set in a box

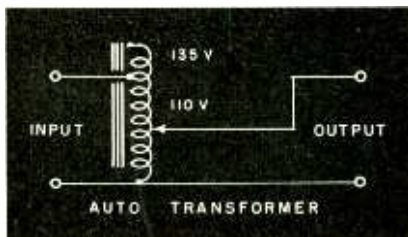


FIG. 6—An auto transformer can step up line.

may further reduce the ventilation and speed up the breakdown process.

Stepping up the line voltage often forces an intermittent defect to show up. An auto-transformer may be used for this purpose (see Fig. 6). A bell transformer may be similarly employed. Depending on the lead connections (see Fig. 7), either 100 or 120 volts will be delivered from a 110 v. power supply line.

Simple mechanical methods should not be scorned in forcing noisy units to go bad. Squeezing a suspected condenser with a pair of long-nose pliers—not too hard, of course—often brings intermittent defects out. Tapping and wriggling parts is also helpful. Heavy pressure from a screwdriver may be used on heavy bakelite case capacitors.

Sometimes light taps and wriggling will prove better than heavy action in getting results. It goes without saying that making sure the guilty unit has actually been located is important.

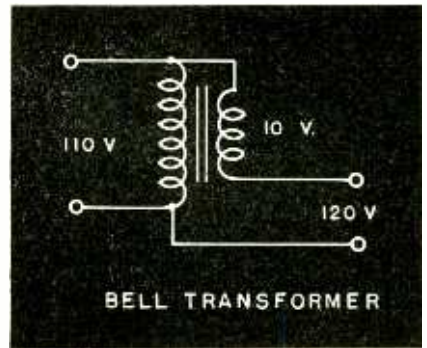


FIG. 7—Bell transformer hook-up for 120 v.

Not one method, but many methods, may have to be used in hunting down intermittent noises. Where instruments fail, bare-handed ingenuity can succeed.

Service Notes

Peculiar Grid Short

The complaint on this Philco mid-geet was no reception. The 6Q7 was burnt out, and since another one was not available, a metal 6R7 was used to replace it. Set still remained inoperative. When set was turned over for voltage tests, set began to work. It was turned right side up again, and after some tapping, went dead once more. When external aerial was placed to grid-cap of 6R7, very little noise response was received. When grid-clip was removed and aerial now placed to grid-cap, noise response was normal. Grid-clip was restored to cap, and wiggled about. Intermittent reception resulted. Close inspection showed that the large grid-clip was shorting against the metal, grounded envelope of the 6R7. When it was turned over, the grid-clip's soldered edges were further removed from the metal side of the tube, and no further intermittent short occurred.

Output Transformer Substitution

Late models RCA Record Changers and Recorders use an output transformer with a tapped secondary for use when radio programs are being recorded. On one model, the output transformer was hopelessly shorted internally, and had to be discarded. No replacement was available. An ordinary transformer designed for operation with a 50L6 tube was used instead. A wire was soldered to one of the secondary windings near the center. This home-made tapping worked perfectly.

(More Service Notes on Page 70)



"My sales record is unbroken!"



Slick chick, this dame. She comes up to me and says, "I want a radio-phonograph that's really modern. I'm particularly interested in the phonograph because I collect records." Well—this is just my dish—So I slip the Demonstration Record into the Crosley Combination and turn it on.

The record turns—not a sound. "You've forgotten to put in a needle," she points out. "Yeah—on purpose," I says. "That silence you hear is the Crosley Floating Jewel* Tone System. Goodbye needle noise forever. No needles to buy, change or hear—your records last up to 10 times longer.

That "silent treatment" gets 'em! Then the music starts lush and full—so I wise her up to the buttons of the Master Tone Control—"64 different tone combinations—pick the combination you like best for anything you're ear-ing—radio or records."

HEARING is believing

Nothing sells a Crosley faster than a *Crosley itself!* Let your customer listen to the "silent treatment." Show her the diagram of the ordinary sharp needle and the Crosley Floating Jewel*. Play the Demonstration Record and her own ears will convince her that there's nothing like a Crosley.

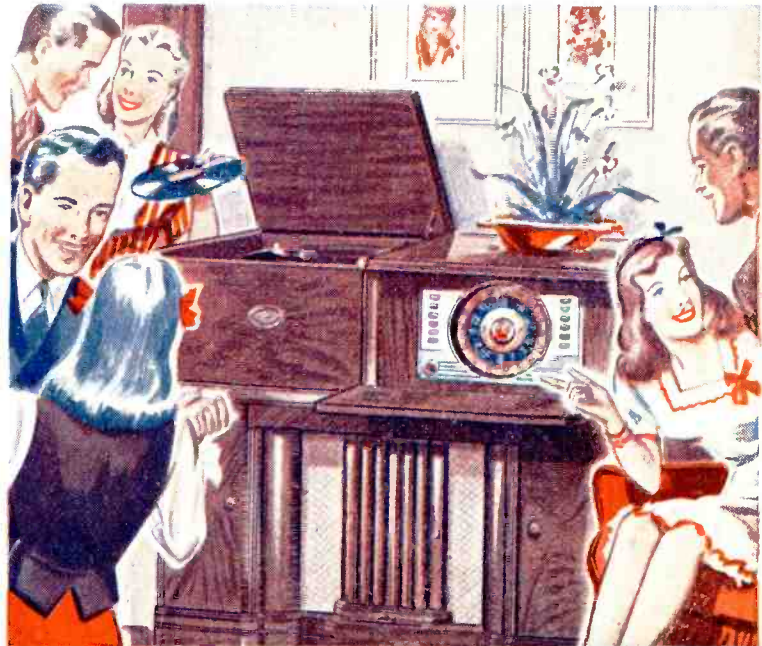


But you can *tell* her this: Crosley offers every modern improvement in radio-electronic design, plus the finest cabinet work, plus unsurpassed mechanical skill, in producing top quality, long-lasting, dependable products.

Every Crosley household appliance and radio brings your customers PLUS advantages and features they can *see*, or *feel*, or *hear!*—always features you can *demonstrate!*

CROSLEY

THE CROSLEY CORPORATION, CINCINNATI, OHIO



Oh, brother!—Did that record sell her!—Better than that, she's been selling her friends for me. As I always say, hearing is believing.

*Patented

Radios : Radio-Phonographs : FM : Television : Short Wave : Electronics : Radar :
Refrigerators : Home Freezers : Household Appliances : The Crosley Car :
Home of W.L.W., "The Nation's Station"

Service Notes

A "Toughie" is Serviced; Equipment Lack No Bar

"Let's not quibble about how many years of experience I've had," said the radioman to his prospective employer. "Give me your toughest radio repair—I'll finish it in 90 minutes or less."

"Maybe you're biting off a little more than you can chew," suggested the radio dealer. He brought in an old, battered set and placed it on the work-bench. "Our last mechanic had ten years experience. He worked on this set off and on for two months, but couldn't fix it. Think you can?"

The radioman replied that he would like to try, and went to work. The store's test oscillator had been sent to the factory for repairs. The roof antenna was down, and a ten-foot length of wire strung along the wall of the work-room was being used as an external aerial in its place. The dealer had a Channelyst on order, but the only instruments actually available at the time were a tube-tester and a volt-ohmmeter.

The set was completely dead. Maker's name and model number must have been obliterated years ago. The conditions certainly didn't look favorable for a quick repair.

The radio was a straight AC. Filaments of all tubes lit when the power supply was turned on. When the '42 was removed after the set had warmed up, a slight click was audible. The rectifier and last audio stages were working, but how well, was uncertain.

The indoor aerial was touched to the control grid of the '42. A slight hum came through the speaker. It was hard to tell whether this response was normal or subnormal, because the strength of the indoor an-

tenna was uncertain. Voltages on the rectifier and power tubes seemed normal. Antenna signal was injected into the other side of the coupler capacitor, on the plate of the 6F7. Hum response was absent on one trial, present on another. The capacitor seemed intermittent, especially as one of its leads was very loosely connected internally. It was replaced, and further testing continued. An open screen resistance was quickly located by the absence of voltage on the screen of the 6B7. Detector plate voltage—6F7 was used as detector—seemed low. No shorts were present. It was hard to determine by the ohmmeter whether the detector load resistance had increased, because the color coding on the resistance was not legible, in the first place. In the second place, the ohmmeter could read only to 1/2 meg, and so an increase of resistance in a resistor of 1/2 meg or more could not be detected. The radioman decided to replace the suspicious resistance by a new 1/2 meg one, since antenna signal response from the grid of the 6F7 was considerably increased by this substitution.

Alignment Necessary

The set still wouldn't play, however. The radioman placed antenna to the grid of the 6B7, and aligned the set for greatest noise response. A weak station finally came through at one point on the dial. Even this reception was intermittent. When band switch was turned from broadcast to short-wave and back, reception did not always occur on the broadcast setting. This led to cleaning of the switch, and the clearing up of this latest intermittent.

The radio dealer's expression lost its skeptical smile as the service man tuned up the set by ear, working

from 2nd IF, to 1st IF, to oscillator trimmer and padder, and finally to RF padder.

"Eighty minutes, on the clock," he said approvingly to the servicer. "This job is certainly yours."

Socket Test for Shorted Filter Capacitor

When a cathode of an AC-DC rectifier tube is burnt out, it is customary to check the filter capacitors for shorts, in order to arrive at a correct repair estimate. Taking the set apart for this purpose may be avoided by checking at the rectifier socket. Remove rectifier tube, place one ohmmeter test prod in cathode terminal hole of socket, the other test prod in filament hole. One filament connection will give no reading, because removal of the tube has open-circuited it. The other filament connection, however, goes to switch through the other tube filaments. With the switch closed, a deflection or "kick" reading should be obtained on ohmmeter when test prods go from cathode to correct socket filament prong. (See diagram.)

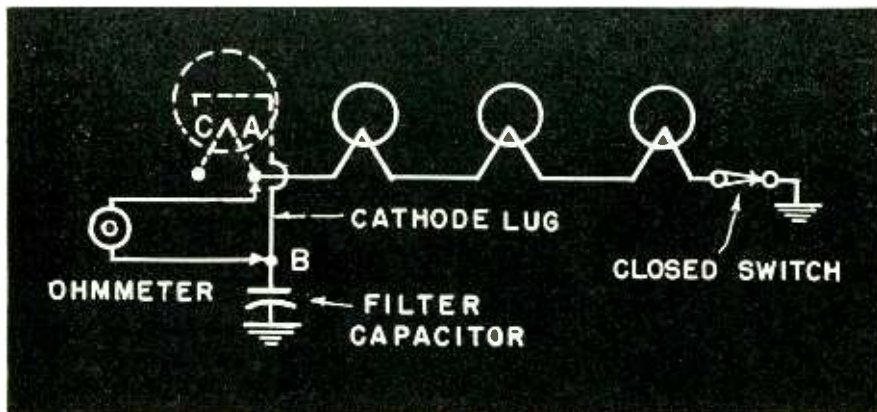
Remember, when figuring out which holes correspond to cathode and filament, to reckon *counter-clockwise* from tube key. When socket is looked at from below chassis, reckoning, of course, is clockwise.

If no "kick" reading occurs, 3 possibilities exist, assuming other filaments are ok. One, is that the filter capacitors are completely open. The second, that good contact has not been made. The third possibility is that the wrong socket holes have been used. Retests should be made. When no deflection occurs after retests, set should be taken apart and checked. When short reading is obtained, the set should similarly be taken apart and checked to find the exact trouble.

What, then, is the value of this test? Simply this: If no shorted filter, or by-passes, or other shorts are present, this socket test will determine it quickly. Considerable time then is saved when no shorts are present—no time is saved if they are. Socket tests can also be used to check open line and resistance cords.

Emerson U5A

A small dry cell is used for detector grid bias on this set. When this cell opens volume is decreased, distortion may occur. Poor internal contacts may cause the cell to open intermittently. Short cell out to remedy.



Placing ohmmeter from B to A will make pointer "kick" if filter capacitor is o.k., or deflect continuously if shorted.

**SERVICE
WITH
METALS**



**FOR
MORE
PROFIT**

RCA was first to market and manufacture metal tubes back in 1935. Since then, RCA has made more than 150,000,000 metal tubes... more than all other manufacturers put together. After the war, RCA Preferred-Type metal tubes will offer both the stock-saving advantages of the RCA Preferred-Type Program, and the high performance assured by the greatest experience in producing metal types.

RCA PREFERRED-TYPE Metal Tubes make your servicing easier and quicker

DURING the war it's been hard to get metal types... you have had to substitute glass types for metals. Result? We all realize, more than ever, how much easier metal tubes make servicing! And for good reason...

How many times have you had to add shields to sets... how many hours have you spent realigning... when self-shielding metal tubes would have done the trick pronto! How much time have you spent in grounding shields... when easy-to-work-with metal tubes are self-grounding?

Yes, metal tubes save trouble from the word "go." Even when you're just testing tubes, metal types are easier to take out and put in... without fooling with clumsy shield cans.

We hope it won't be long until plenty of RCA

Preferred-Type metal tubes are available again. And they'll be welcome as replacements for unshielded glass types. For, the time metal tubes save in servicing means more money to you... bigger, better profits and more satisfied customers.



When *new* sets start rolling, look for RCA metal tubes in them. Sell your customers the sets you *know* are easier to service.

Listen to
"THE MUSIC AMERICA
LOVES BEST,"
Sundays, 4:30 P. M.
EWT, NBC Network



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



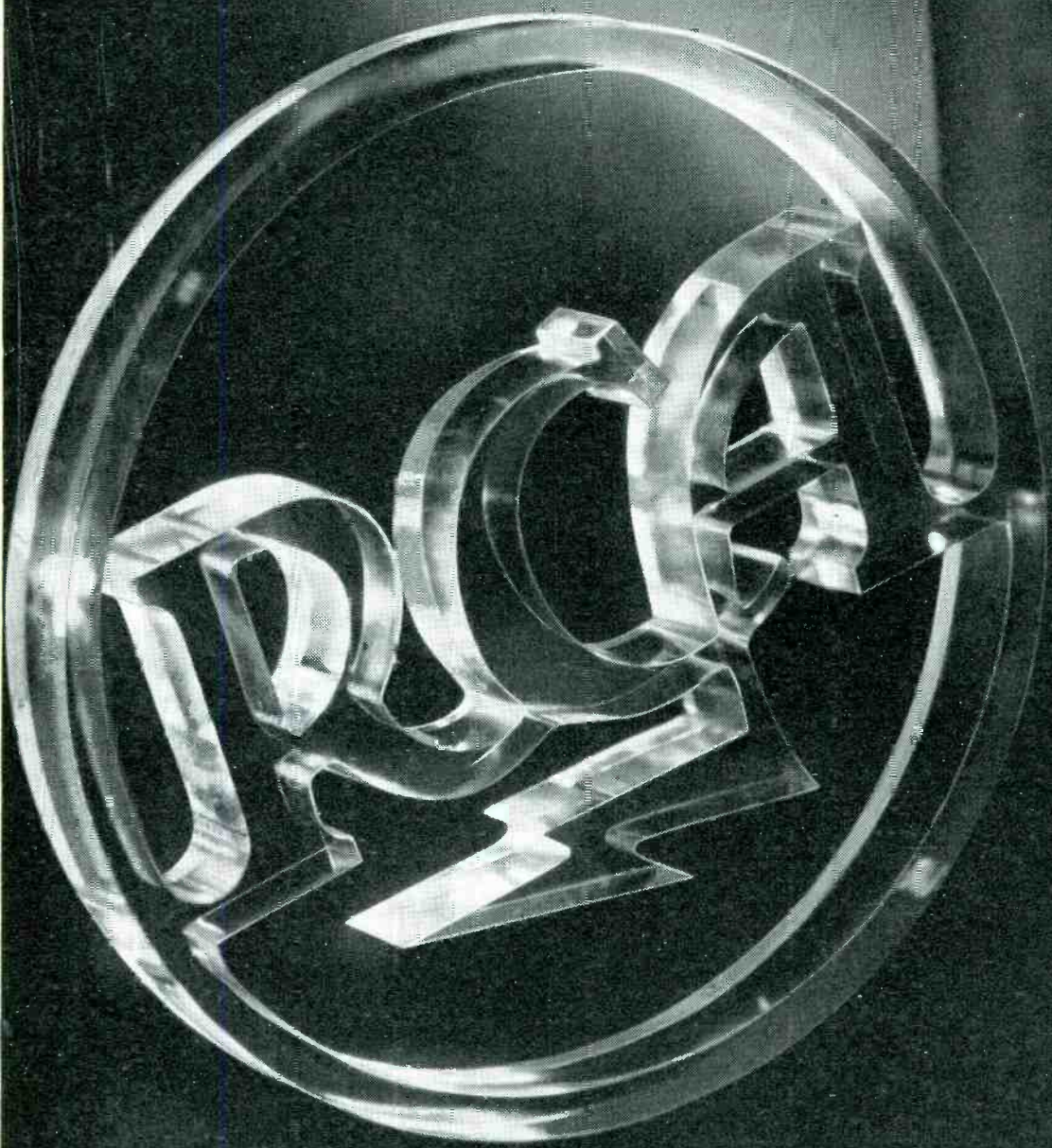
**BUY
WAR
BONDS AND KEEP'EM!**

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION, CAMDEN, N. J.

LEADS THE WAY . . . In Radio . . . Television . . . Tubes . . .
Phonographs . . . Records . . . Electronics

Radio's Richest Experience



WILL GIVE YOU A FLYING START ON

Postwar Profits

**IN RADIOS!
VICTROLAS!
TELEVISION!**



TOMORROW only one line of radios, Victrolas and television receivers will reflect the experience of consistent engineering leadership in Communications... Broadcasting... Research... Radar... Tubes... Television... as well as in home instruments. That line is RCA—product of Radio's Richest Experience—and your assurance of plus quality and customer acceptance.

Think it over and you'll agree that no other organization is better equipped to "get you going" faster or keep you on a surer road to profits. So when you move up to the postwar starting line, remember this: *For a flying start it's RCA Victor!*

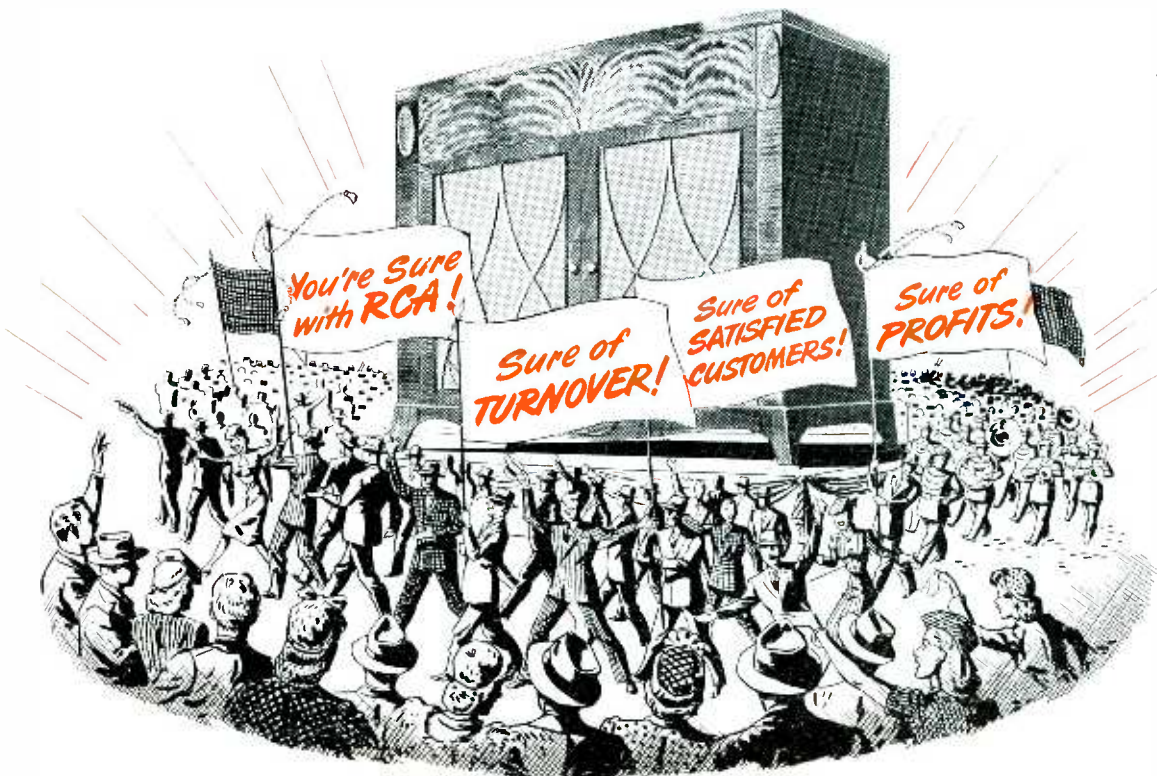


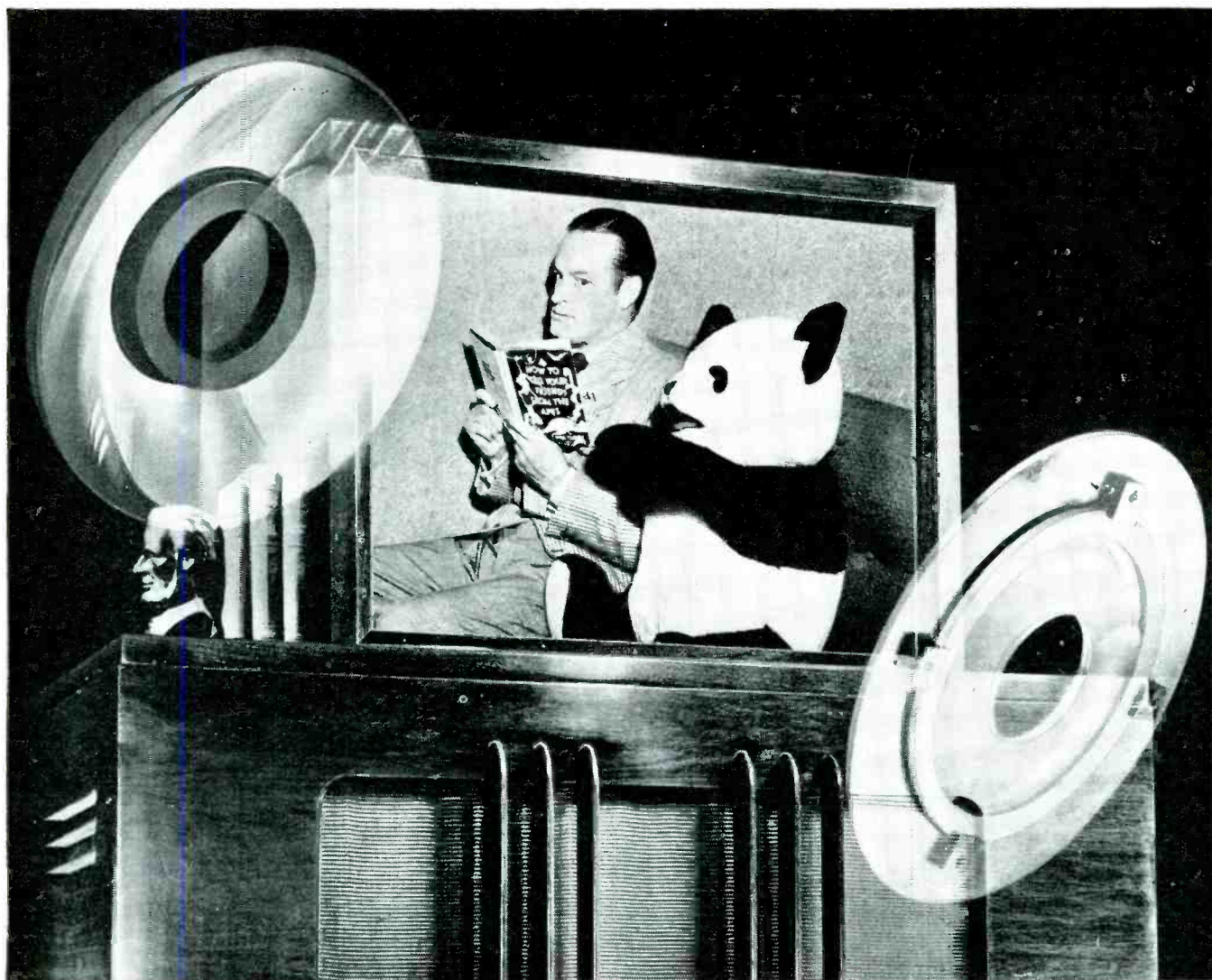
RCA Victor



RADIO CORPORATION OF AMERICA • RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal





RCA Laboratories model with an 18 by 24-inch screen showing how Bob Hope may appear on future home television.

New Projection Television - Bob Hope's face "big as life"

Can you picture Bob Hope on television . . . seeing his face *big as life*—right in your own living room?

Well, you will—for now, thanks to RCA research, all limitations on the size of home television screens have been removed.

RCA Projection Television sets can have 18 by 24-inch pictures, or for that matter, pictures as large as the screen in a "movie" theater!

When you tune in an NBC television broadcast you'll almost think the actors are in the same room with you—and trust NBC, America's No. 1 network in sound broadcasting, to bring you the best in television entertainment.

This revolutionary improvement was achieved in RCA Laboratories by development of an entirely new reflector and lens, shown in phantom above. This lens, of inex-

pensive plastic, is 8 times as efficient for the purpose as the finest optical lens.

When you buy an RCA radio, phonograph or television receiver—or any other RCA product—you receive the benefit of the latest research development of RCA Laboratories. It is this *plus value* which is your assurance of lasting satisfaction.

The widespread public recognition of this plus value has given to RCA world leadership in the radio, phonograph, television and electronic art.



Dr. D. W. Epstein with a projection television tube, reflector and lens unit. Here the image on the end of the tube hits the reflector, is corrected by the lens, projected to the screen, then enlarged . . . making possible larger and clearer television than ever before.

RADIO CORPORATION of AMERICA

PIONEERS IN PROGRESS



RADIO & Television RETAILING • May, 1945

Balance Your Business

Added Goods and Services May Mean More Profits for the Dealer

• If your situation is like that of most key radio dealers we have talked with lately about their postwar plans, you have decided to handle a full line of electrical appliances—perhaps for the first time. You plan also to maintain complete stocks of AM and FM radio and television sets.

Although you may still be thought of in your community as a radio dealer, your establishment will emerge as a radio-appliance center carrying diversified lines.

When new radio receivers disappeared from your store, you displayed resourcefulness by expanding your service work on radios, and a variety of appliances, or by selling non-electrical products. You now tell us that you will want to retain at least some of these war-born services and products in the days following Victory.

When you balance your sales of radio sets by selling a variety of other products and services, you will have attained several direct advantages:

Non-Related Goods

1. The costs of your overhead will be distributed over several lines instead of placing the entire burden on radio receivers.

2. You will increase your sales the easy way, by selling a greater variety of goods to each customer.

3. With lower overhead and increased sales, you will have attained a new high level of profit.

You will profit indirectly as well from having a diversified business. For example, the reputation you have established for your service department will bring you dividends in prestige. Market surveys show that people are demanding a degree of quality never imagined before in the new radios, television sets and appliances. The public will recognize that these costly and often intricate appliances will require a high type of service, and will buy them from you because you have proved that you can provide good service.

Even your non-electrical lines may remain profitable. Many dealers plan to retain their phonograph record departments. Other retailers will balance their stock of radio sets with a complete line of musical instruments, and attempt to make their store a music center. Still others may retain

ELECTRICAL PRODUCTS for a Radio Dealer

Accessories
Air conditioners
Batteries
Clocks
Coffee makers
Cooling units
Electric light bulbs
Fans
Floor lamps
Fluorescent lighting
Grills
Hair dryers
Hand irons
Home freezers
Kitchen food mixers
Laundry equipment
Oil Burners
Radio tubes
Refrigerators
Ranges
Sunlamps
Table lamps
Toasters
Vacuum cleaners
Waffle irons

such lines as furniture, glassware and cutlery, to provide extra sales volume and to bring customers into their establishments.

But, no dealer can stock everything or perform every service "under the sun!" There are some lines that will not pay their own way. Other lines may interfere with the retailer's efforts to merchandise specialties, such as radios and appliances, which require active selling. How, then, can you decide what lines to stock and what to drop?

We think the answer lies in being cautious in adding new lines. Study your trading area. Check your potential competition. Start now to ask

your prospects what products and services they want to buy. Then make a thorough canvass of sources of supply to see how you can fill those wants.

It is easy to feel today that if you could only get a new line, you could sell an infinite number of items in that line. But by the time you get deliveries, your competitors may also be receiving similar merchandise. So before you sign a contract or a franchise calling for a large quantity of new goods, see if you can't try out the line on a

NON-ELECTRICAL PRODUCTS for a Radio Dealer

Automobile accessories
Automobile polish
Builders' hardware
Cameras
China
Cocktail sets
Cutlery
Floor coverings
Floor wax
Furniture
Gift items
Glassware
Hardware
Kitchen cabinets
Mirrors
Musical instruments
Paint
Picture frames
Sporting goods
Tools
Toys

Types of Service for a Radio Dealer

Automobile radio
Charging radio battery
Electric fan
Electric motor
Floor lamp
Industrial sound system
Laundry equipment
Oil burner
Plane radio
Police radio
Radio, home
Recording studio
Refrigerator
Small appliance
Television

smaller scale, even at a temporary sacrifice of extra discounts.

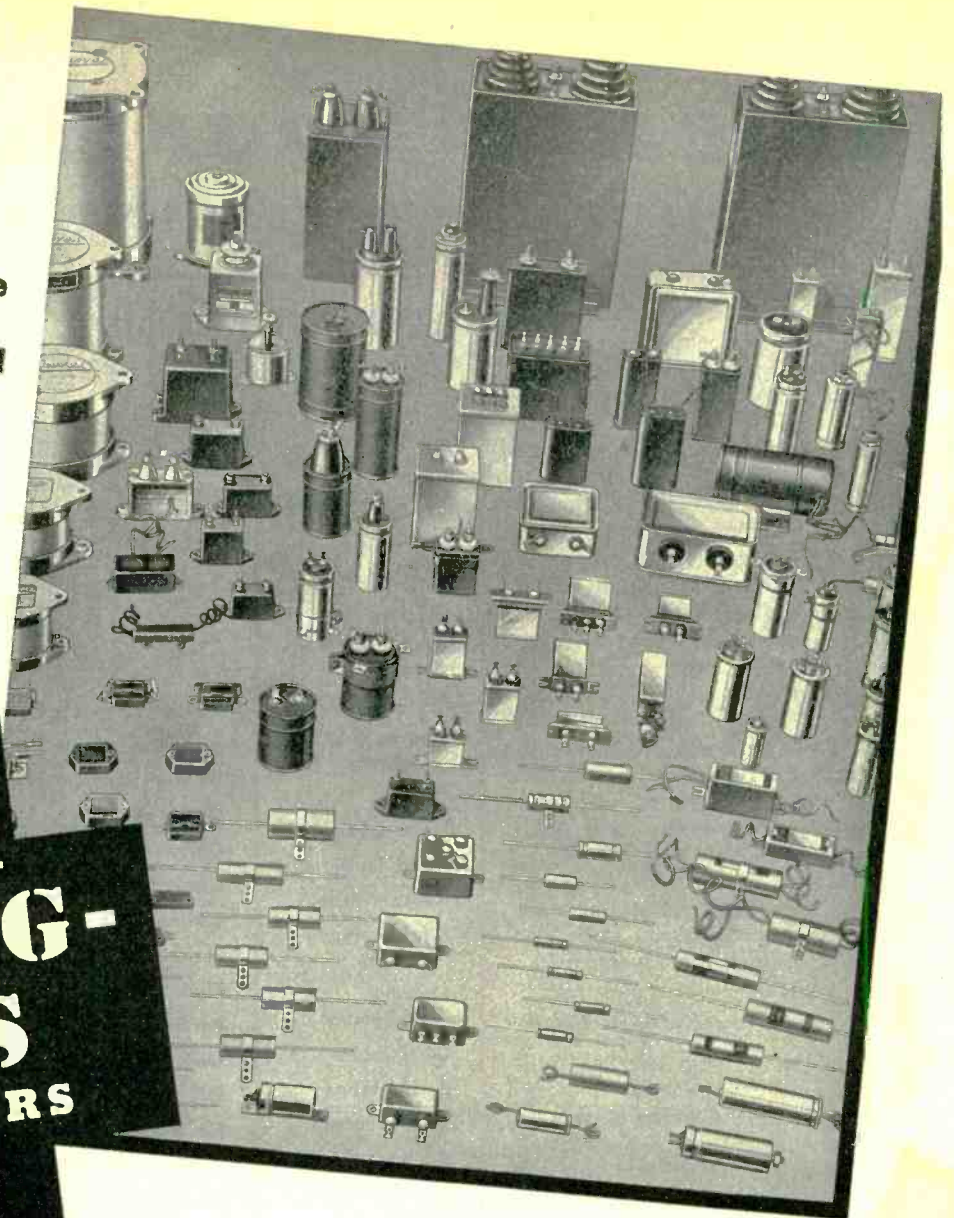
When you know what you can sell, and how much of it people will buy, you are then in a position to add the line and have it help, not burden, your business.

Keep in mind the physical limitations of your store when you think about the new lines you will handle. See that you have enough space to display this merchandise properly. Do

(Continued on page 126)



For the widest range
of transmitting and
severe-service
electronic
assemblies



**AEROVOX
RATING-
PLUS
CAPACITORS**

● Critical equipment designers, builders and users are insuring their assemblies with Aerovox rating-plus capacitors. That Aerovox extra safety factor is widely recognized today. Service records speak for themselves.

All Aerovox paper-capacitor voltage ratings are for standard temperature, pressure and humidity conditions,

namely, 20° C., 30 inches of mercury (760 millimeters), and 50% relative humidity.

Where Aerovox capacitors are in hermetically-sealed cases, the only effect caused by changes in standard conditions will be in the external flash-over voltage occurring at lower voltages for conditions involving reduced pressure and increased humidity. The capacitor proper remains unaffected.

The maximum operating temperature for continuous operation at rated voltage is 65° C. ambient. If temperature is greater, operating voltage must be reduced. Derating data will be supplied on request.

Yes indeed, it will pay you to look into this matter of Aerovox rating-plus insurance. Remember, it costs no more but it can save you much expense and trouble.

● Ask your jobber about Aerovox heavy-duty capacitors and necessary priorities. Ask for latest catalog—or write us direct.



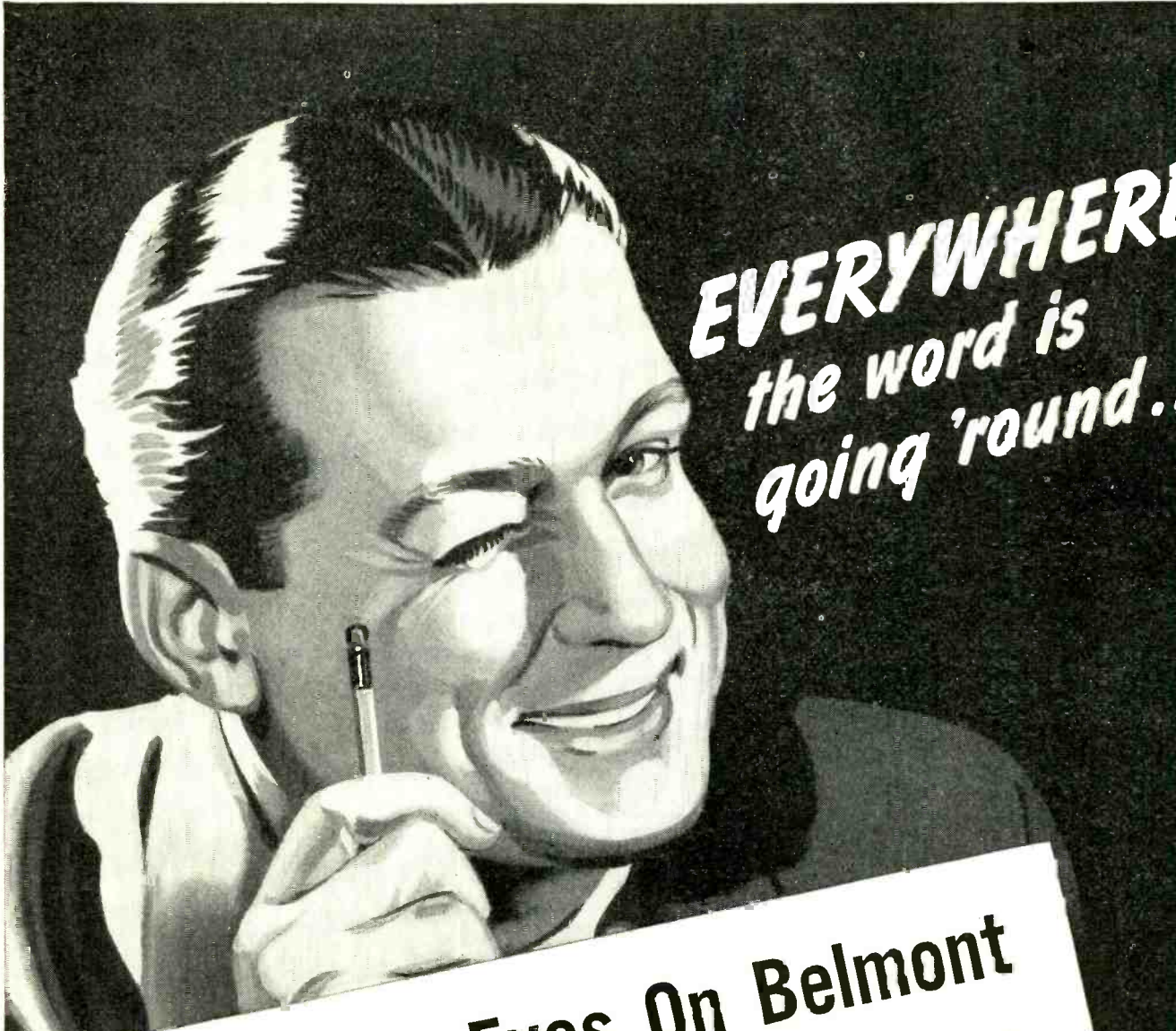
Capacitors

INDIVIDUALLY TESTED

AEROVOX CORPORATION, NEW BEDFORD, MASS., U. S. A.

SALES OFFICES IN ALL PRINCIPAL CITIES

Export: 13 E. 40 ST., NEW YORK 16, N. Y. • Cable: 'ARLAB' • In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.



EVERYWHERE
the word is
going 'round...

Keep Your Eyes On Belmont

It is a matter of general knowledge that outstanding value distinguished the millions of radios that Belmont built before the war. It is an equally well known fact that Belmont now is one of the large-volume producers of electronic equipment for the Armed Forces. And it is no secret that Belmont expects to make important contributions to the development of the better radio and television reception of tomorrow.

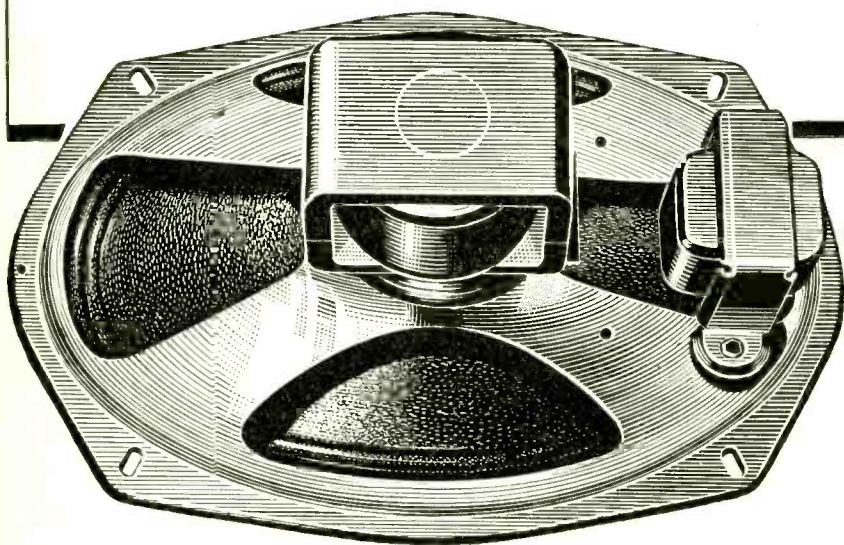
With years of successful peacetime experience on which to draw... with greatly en-

larged research and experimental laboratories... with new skills and methods perfected under the driving needs of war... Belmont has the facilities for doing big things in a big way. When the time comes for reconversion to peacetime production, these facilities will be applied full force to the manufacture of advanced FM radio receiving sets, greatly improved television receivers, and a complete line of phonograph, television and radio combinations. Belmont Radio Corporation, 5921 West Dickens Avenue, Chicago 38, Illinois.

Belmont Radio

RADAR * TELEVISION * FM * ELECTRONICS

LOUD SPEAKER HEADQUARTERS ... MAGNAVOX



MODEL 69. 118 additional models will be available for the postwar manufacturing trade.

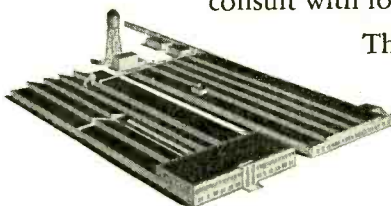
PIONEERING in the production of elliptical speakers, Magnavox filled an important need in receivers for automobiles, as well as for larger model home sets and phonograph combinations.

★★ The elliptical speaker offers decided acoustical and mechanical advantages . . . desirable frequency response . . . compensation in the speaker for lack of an adequate baffle . . . ideal directional characteristics and small mounting space.

★★ Because of the wide popularity of the Magnavox elliptical series, various sizes will be available for postwar radios. Electrodynamic or permanent magnet models will be made to your specifications.

★★ In your planning, be sure to consult with loud speaker headquarters.

The Magnavox Company,
Components Division,
Fort Wayne 4, Indiana.

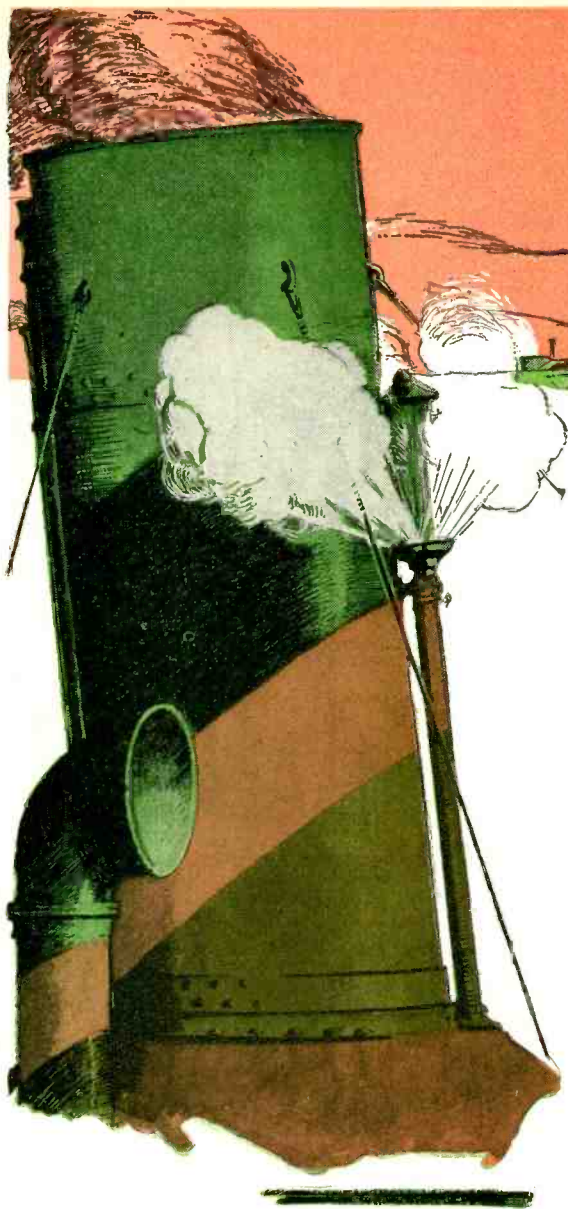


Magnavox


has served the radio industry 34 years


SPEAKERS • CAPACITORS • SOLENOIDS • ELECTRONIC EQUIPMENT


RADIO & Television RETAILING • May, 1945

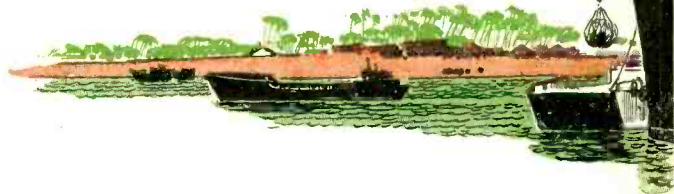



Who? . . . Who? . . .

 The steamer sirens sound their invitation in a hundred harbors . . . The gray transports, packed with men in khaki, sail for destinations unknown . . . The brine-crustured Libertys run the gamut of subs and bombs, to carry cargo to pinpoint islands that flyspeck unimaginative maps . . .

 This is the greatest era of adventure in all man's history. But for most of us at home, unfit for active combat, too busy, too bound to desks and routine responsibilities . . . tomorrow is just another day, the job is the same old job, the small worries still persist . . . And the steamers' siren call must go unheeded.

 TRUE was founded on the often forgotten principle that no man lives by bread alone . . . that even in the staidest some bond persists with those whose courses lead to far places and adventurous pursuits . . . It serves as a front row critic of the universal drama . . . of men in unconventional conflict with diverse adversities . . . the chance-takers, argonauts, the seekers, the unsatisfied . . . finds a world of truths surpassing fiction, realities out-ranging cut-and-dried romance . . .



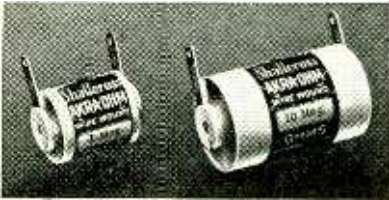
 TRUE has had extraordinary reception, response and reader loyalty . . . piled up more than 600,000 circulation, almost all newsstand at 25¢ per copy, despite limited paper and distribution . . . offers a selective all-men audience priced well below prevailing publication rates, plus a tremendous potential! . . . Inquire TRUE, a Fawcett Publication, 295 Madison Avenue, New York 17, N. Y.

true . . . the man's magazine

REVIEW OF

Shallcross SEALED RESISTORS

Hermetically sealed, fixed wire-wound resistors, impervious to moisture, fungus, vibration, and rough handling. Standard mounting facilities. Resistance values from 1000 ohms



to 10 megohms. Resistance form and protective shell are of sturdy ceramic. Mounting is accomplished by means of the standard mounting hole. Insulation resistance to ground is exceptionally high. Shallcross Mfg. Co., 10 Jackson Ave., Collingdale, Pa.—RTR

JFD TUBE ADAPTERS

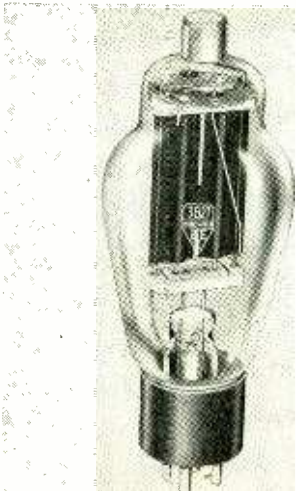
365 types of adapters, making possible 1209 tube substitutions, are being put out by the JFD Mfg. Co. Many substitutes for hard-to-get tubes are available among these types. JFD Mfg. Co., 4111 Ft. Hamilton Parkway, Brooklyn 19, N. Y.—RTR

Hushatone EXTENSION SPEAKER

Miniature, molded plastic extension speaker, designed for private listening. Lightweight. Tone quality comparable to that of large, cone-type speakers. Power consumption, .01 watt. Flat, disc shape (4 3/16" x 1 1/16") makes it suitable for under pillow use in bed. Hermetically sealed. A light-weight "Bimorph" crystal element insures uniform response and high sensitivity. Brush Development Co., Cleveland, Ohio.—RTR

EE 3B 27 RECTIFIER

Rugged, high voltage rectifier suitable for industrial and mobile transmitter use. Peak



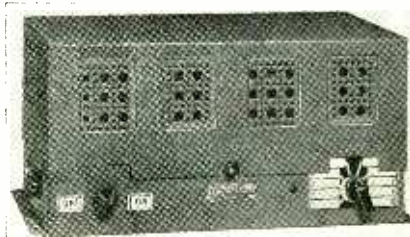
inverse voltage 8,500 volts. Average plate current .150 amps. 5415 DC volts output to filter with 6,000 volts input. Filament draws 5.0 amps at 2.5 volts. Electronic Enterprises, Inc., 65-67 Seventh Avenue, Newark 4, N. J.—RTR

Ideal FLASHLIGHT BATTERY

New improved model rechargeable battery. May be charged from any AC electrical outlet by means of a rectifier type charger or from the DC ignition system of automobile, truck or bus. 40 per cent greater discharge capacity due to 3 plates instead of 2. Fits any standard flashlight case using two 1 1/4 in. size D dry cells. Also can fit 3 and 5 cell cases by use of spacer plug. Ideal Commutator Dresser Co., 4033 Park Ave., Sycamore, Ill.—RTR

Talk-A-Phone POWER BOOSTER

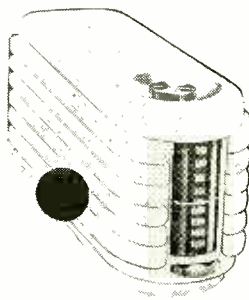
Inter-office communication and factory paging are possible in the same system with this Power Booster. The HP-16 is capable of delivering a minimum of 15 watts "voice



range" power for paging. Replies come through at regular reduced office volume. Dimensions of the unit are 6" x 12" x 6 1/4" high. Talk-A-Phone Mfg. Co., 1512 So. Pulaski Rd., Chicago, Ill.—RTR

Meck RADIO and PHONOGRAPH

To be offered when civilian production permits, John Meck plans include a 5-tube AC-DC superheterodyne, approximately 6" x 9" x 6", plastic cabinet and walnut wood styles. An-



other set to be offered is a 4-tube AC-DC superheterodyne in a plastic cabinet 6" high, 3 1/2" wide, 8" deep. A phonograph, designated as the Saratoga, is a 3-tube amplifier with a 4-inch electro-dynamic speaker, 11" wide, 3" high, and 15" deep. John Meck Industries, Inc., Plymouth, Ind.—RTR

Universal MICROPHONE

New D20 Series. Has extended frequency range and conventional dynamic response characteristics. Mounted on substantial "Micro-



Adjust Swivel," the unit may be positioned anywhere throughout a 60-degree angle. Internal element is mechanically isolated, minimizing "stand and cord noises." Designed for use both indoors and outdoors with a frequency range of 50 to 8000 cycles at -54 db as referred to one volt per bar. Universal Microphone Co., Inglewood, Calif.—RTR

Langevin AMPLIFIER

The 101-C amplifier has been designed to meet the demand for a good unit at low cost. Output impedance is adjustable to loads of 1 to 1,000 ohms; internal input impedance is 1,500 ohms in a high gain connection. The amplifier will deliver 50 watts to a nominal load impedance with less than 3% RMS harmonic distortion at 400 cycles. Langevin Co. Inc., 37 West 65th St., N. Y.—RTR

Proctor HAND IRON

Model No. 975, 1000 watt, alternating current iron with bakelite handle, permanently attached cord, speed selector and a fabric



dial. To retail at \$9.30. Every effort being made to assure simultaneous delivery of first shipment irons to distributors. Proctor Electric Co., Philadelphia, Pa.—RTR

NEW PRODUCTS

Centrallab SWITCHES

A new "J" series for power applications. Will be available in one to five sections, with shorting or nonshorting type contacts. The switching combinations for the present will be one pole, 17 positions (18 positions, continuous rotation, with eighteenth position "off") and 3



poles, 5 positions (6 positions, with sixth position "off"). All units will be furnished with adjustable stops for limiting the desired number of positions. Rated at 7½ amperes at 60 cycles, 115 volts. The minimum voltage breakdown between critical points will be 3000 volts rms. Centrallab, 900 East Keefe Ave., Milwaukee 1, Wis.—RTR

Superior TUBE TESTER

Tests all tubes up to 117 volts, including 4, 5, 6, 7L, octals, loctals, bantam junior, peanut, television, magic eye, hearing aid, thyratrons, etc. Detects shorts and leakages up to 3 megohms. Ear-phones may be plugged into tip jacks to detect noisy tubes. Works on 90 to 125 volts. 60 cycle AC. Superior Instruments Co., 227 Fulton St., New York 7, N. Y.—RTR

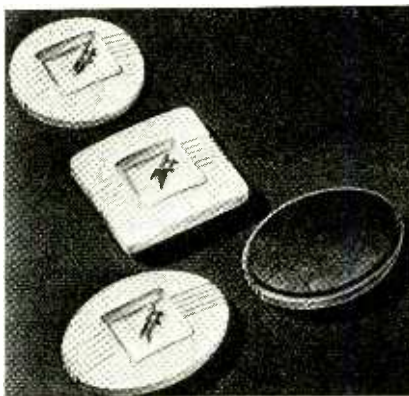


Kwik-Lite FLASHLIGHT

An all-plastic, waterproof flashlight has been developed by the Usona Mfg. Co., Inc. It is built to withstand rain, severe heat and cold, and heavy impacts. Features are a three-position metal switch, disappearing hanger, and bulb shock-absorber. Usona Mfg. Co., Toledo, Ohio—RTR

Garod PHONOGRAPH NEEDLES

"New Superior" and "New DeLuxe" needles now have a bent shaft for smooth and easy riding in the record grooves. Perfected to



eliminate scratch and surface noise. For simplified installation in the pick-up, all shafts have a flat shape. New plastic containers also serve as record brushes. Garod Radio Corp., 70 Washington St., Brooklyn, N. Y.—RTR

Riteohm RESISTORS

Pie-wound to 1 per cent accuracy. The Riteohm 82 is available in three sizes—11/16 in. diameter by 1½ in. long, 1 7/16 in. long or 1¾ in. long for the 2, 4 and 6 pie units respectively. The minimum resistance is .1 ohm



for all units and the maximum is 400,000 ohms for the 2 pie unit, 750,000 ohms for the 4 pie, and 1 megohm for the 6 pie unit. The Riteohm 83 is available in three sizes—½ in. diameter by 7/16 in. long, 5/8 in. long or 1 in. long. The first two units are 2 pie while the third is a 4 pie unit. The minimum resistance is 10 ohms for all units and the maximum is 200,000 ohms for the small 2 pie unit, 400,000 ohms for the large 2 pie, and 800,000 ohms for the 4 pie unit. Ohmite Mfg. Co., 4835 Flournoy St., Chicago 44, Ill.—RTR

Sprague CAPACITORS

These Hypass capacitors do not show resonance at frequencies as high as 50 megacycles and, in many instances, even up to 300 megacycles. They are installed by connecting them in the circuit in the same manner as a low-pass filter would be connected. Can be used to eliminate "hash" in many circuits. Sprague Electric Co., North Adams, Mass.—RTR

Bruno EXPANSIVE BIT

Built for fast, true, wood cutting. Wedge-lock construction for positive holding of cutter blades. Secondary blade acts as a clamp. Wide throat permits easy chip clearance with no clogging. Bruno Tools, 9330 Santa Monica Blvd., Beverly Hills, Calif.—RTR



Spartan VAPORIZER and HUMIDIFIER

Half-gallon capacity. Will run approximately 4 to 5 hours. Current shuts off entirely when water is gone. Steams 20 seconds after



unit is plugged in. Container does not get hot. No salt required, eliminating possibility of bubbling over, short-circuits. Will retail for approximately \$10. Spartan Co., 1428 W. 28th St., Minneapolis 8, Minn.—RTR

University DRIVER UNITS

Features include molded diaphragm flexing surfaces, heatproof voice coil suspensions, and hermetically sealed dust covers. Rim centering of voice coil assembly in the magnetic gap results in permanent positioning of the voice coil assembly. Model PAH: Rating 25 watts, impe-



dance 15 ohms, frequency 100 to 6000 cycles, diameter 5¼ in., height 5 in., weight 9 lbs. Model SAH: Rating 25 watts, impedance 15 ohms, frequency 100 to 6000 cycles, diameter 4½ in., height 5 in., weight 5 lbs. University Laboratories, 225 Varick St., New York 14, N. Y.—RTR

SPRAGUE TRADING POST

A FREE Buy-Exchange-Sell Service for Radio Men



CONDENSER-RESISTOR TESTER de luxe!



EVERY basic characteristic of EVERY type of condenser and resistor can be read quickly and accurately on direct reading scales on the Sprague de luxe Tel-Ohmike. Measures capacitance from .00010 to 2000 mfd.; d-c resistance from .5 to 5,000,000 ohms; and insulation resistance to 10,000

megohms. Contains built-in d-c volt-milliammeter. Power factor and leakage current of electrolytic condensers are read directly. Built-in power supply permits all characteristic measurements under actual working conditions up to 1,000 volts DC. A "magic eye" indicator shows bridge circuit balance.

Sprague de luxe Tel-Ohmikes are NOW AVAILABLE to Sprague distributors under W.P.B. Form 3243 or AA-5MRO.

FOR SALE—About 25 lbs. short wave parts, \$15; National short-wave receiver, speaker or phone missing, "as is," \$25; \$7 vol. Gernsback manual, \$8, new. August Palermo, 223 S. Winebiddle Ave., Pittsburgh, Pa.

WANTED—Table model television receiver, with or without audio amplifier, preferably RCA. Have Atlas drill press for sale with Jacobs 1/2" chuck. L. Browne, Sound Radio & Electronics, 210 Kings Highway, Brooklyn 23, N. Y.

WANTED—Good sig. generator, V-O-M and tube tester. Cash or will swap two yr. old piano accordion, 120 bass, cost \$450. Norman Walker, 218 Broadway, Cambridge 39, Mass.

WANTED—Tube tester and ohmmeter. Cash. Albert Paulus, 225 W. 23rd St., New York 11, N. Y.

FOR SALE OR TRADE—Amplifier both d-c 6v or 110 a-c 30 watts, complete with tubes, tapped 5 separate ohmage outputs, 2 mike taps and controls and 1 phono. No speakers or mike. Value about \$100. Want anything useful in test eqpt. or what have you? Geo. C. Ellwood, 90 Ocean View Ave., Santa Cruz, Calif.

FOR SALE—Crystal osc. with crystal 3626 kc. uses 6L6 tubes, 25 watts output, external power supply, \$12 complete. Carl Morris EM 1/C, 147th, N.C.B., Davisville, R. I.

FOR SALE—CB solar capacitor analyzer and resistance bridge; Supreme #35 tube tester with adaptors for octal tubes; Trimm featherweight head phones; calibrated var. resistance indicator. Edward Sherman, 710—12th St., Peru, Ill.

WANTED—Good V-O-M, AC-DC voltmeter, tube checker and other shop equipment. What have you? Cash. Granville Arnold, 139 Main St., Emmaus, Pa.

WARNING!

Federal laws cover the use of the mails to defraud—which means that most transactions resulting from Trading Post advertisements fall under their jurisdiction. Users of the Trading Post service are thus specifically cautioned to refrain from any dealings which might be cause for complaint to the Post Office authorities.

FOR SALE—20 watt portable Webster-Chicago amplifier with 12" dual speed 6v. phono turntable, microphone, speakers. Write for details. Power Hill Sound Service, 306 West St., N. Hillsdale, Mich.

WANTED—1N5GT, 1N5GT and 6L6 tubes, also 15 to 30 watt 6v amplifier and good auto radio. A. Skitsko, Was-katenau, Alberta, Canada.

WILL TRADE new 12SQ7GT tubes for 1 1/2v or 117v tubes. Jolly Radio Service, Guilrock, N. C.

YOUR OWN AD RUN FREE!

This is Sprague's special wartime advertising service to help radio men get needed parts and equipment, or dispose of radio materials they do not need. Send your ad today. Write PLAINLY or PRINT—hold it to 40 words or less. Due to the large number received, ads may be delayed a month or two, but will be published as rapidly as possible. Sprague reserves the right to reject ads which do not fit in with the spirit of this service.

HARRY KALKER, Sales Manager

Dept. RRT-55, SPRAGUE PRODUCTS CO., North Adams, Mass.

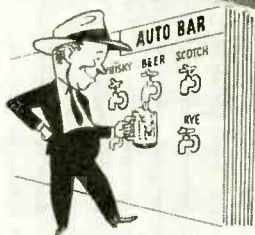
(Jobbing Sales Organization for Products of the Sprague Electric Company)

SPRAGUE CONDENSERS KOOLOHM RESISTORS

TM. REGISTERED U. S. PATENT OFFICE



Predictions in the News



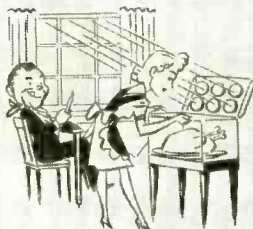
Push a button for your favorite drink?

IT MAY BE SO



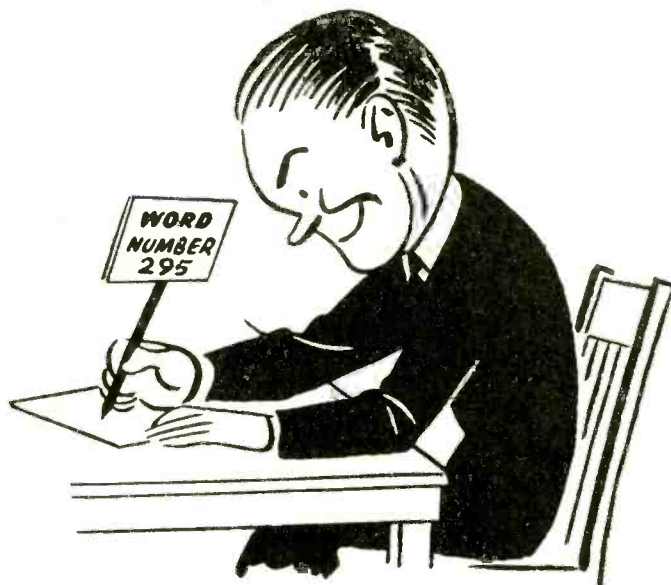
Super-Concentrated Auto Fuel?

IT MAY BE SO



Cooking by sun's heat?

IT MAY BE SO



Will your postwar pencil count the number of words you write?

IT MAY BE SO . . . BUT



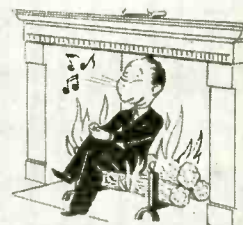
Will all talk in offices and homes be automatically recorded?

IT MAY BE SO



Will postwar bread come in tin?

IT MAY BE SO



Will your postwar pants be fireproof?

IT MAY BE SO

IT'S A FACT—
YOU'LL HAVE A GREAT FUTURE WITH
NORGE

A BORG-WARNER INDUSTRY

SEE NORGE
BEFORE
YOU BUY



NORGE DIVISION
BORG-WARNER CORP.
DETROIT 26, MICH.
ADDISON INDUSTRIES, LTD.
TORONTO, ONTARIO

SYLVANIA NEWS

RADIO RETAILER EDITION

MAY Published by SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.

1945

Service Department Needed For Retail Tube Selling

Customers Look for Service Facilities in Radio Tube Buying

Radio service outlets account for the major portion of radio tube replacement sales. This fact was disclosed through the nationwide, independent and impartial survey recently conducted by one of America's leading market research organizations—at the request of Sylvania's Sales Research Department. Essential points supported by this conclusion are:

1. In prewar years, the 24,700 radio service stores in the U. S. sold about 30,000,000 of the 34,000,000 replacement tubes sold annually—20,000,000 of them as part of service.

2. When sets fail, the majority of cus-

tomers call on radio service dealers to get their sets back in operating condition.

3. More servicemen feature Sylvania tubes *than any other brand*, because of quality and performance.

4. When it comes to tubes, people trust servicemen to know best.

In short, servicemen *sell* the tube replacement market—and they *prefer* to sell Sylvania.

As new essential facts are gathered from this national survey, retailers will be kept constantly informed.

Sylvania Recommends Wartime Tube Manual for Retailers' Use

From Sylvania Electric's long list of technical bulletins designed to assist servicemen and dealers, comes a handy, up-to-date manual "Aids To Wartime Servicing"—especially prepared to help cope with the present acute shortage of many tube types.

The booklet represents an expansion of the aid offered in Sylvania's previous 4-page and 6-page bulletins—20 full pages being necessary for a complete report on wartime tube substitutions.

75,000 copies have already been distributed—an ample indication of its widespread usefulness and the wealth of information contained in this concise booklet.

As long as the present emergency exists it will be most helpful for retailers to have in their possession "Aids To Wartime Servicing"—only one of the many Sylvania contributions to aid the radio industry.

	<p>Of 34,000,000 tubes sold annually, about 30,000,000 were sold through stores with repair departments.</p>	<p>Testing facilities make radio servicemen logical sellers of radio tubes.</p>	
	<p>More radio servicemen feature Sylvania radio tubes than any other brand. And most buyers trust the serviceman's selection.</p>	<p>So Sylvania tubes sell fast—and buyers are completely satisfied with quality and performance of their sets.</p>	

SYLVANIA ELECTRIC

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, ACCESSORIES; INCANDESCENT LAMPS

We'll be
READY TO DELIVER
the moment
restrictions are lifted!

Phonola

**ACOUSTIC AND ELECTRONIC
PHONOGRAPHS**



• There'll be no delays when we get the "go-ahead" on civilian production—we'll be ready to start delivering phonographs because we've *stayed on the job . . .* making special Phonolas and communication devices for the Armed Forces. And these things we've been building in wartime have added immeasurably to the knowledge we've gleaned during our 28 years of making fine phonographs.

• Famous since 1916, Phonolas will be even more famous when restrictions are lifted, for they will incorporate (as materials are released to us) new improvements in tone and appearance by which both you and your customers will benefit.

WATERS CONLEY COMPANY
ROCHESTER, MINNESOTA

EASTERN SALES OFFICE:
17 E. 42nd Street, New York City, VA. 6-2079

MIDWESTERN SALES OFFICE:
224 So. Michigan Ave., Chicago, HAR. 1880

School for Technicians

Radio Instruction, Urged by Dealer Group, Adopted in San Diego

• Are you short of help in your radio service store? Finding a reliable radio repairman to do dependable, high class work isn't always easy—even during peace times! Radio dealers of San Diego, Cal., are taking steps to solve this problem by organizing an apprentice training program for future radio technicians.

Thorough Training

At the instigation of these dealers through their local trade association, the Bureau of Radio and Electrical Appliances of San Diego County, the San Diego Vocational School is planning a three-year training program calling for both classroom work and practical experience, the latter to be gained through part-time employment in dealers' radio shops.

Apprentice radio technicians will first take a three-months' full-time course at the Vocational School. The remainder of the three-year course will be divided between classroom study and part-time employment in a radio shop qualified to provide ade-

quate supervision. Amount of time spent in the class will continue to diminish until, at the end of the course, the apprentice will be spending his full time in the shop and only a few hours each week in class.

To insure the apprentices of obtaining a well-rounded education, the progress of each student and the qualifications of each shop to supervise them will be periodically reviewed by an apprentice board consisting of three radio dealers, three radio technicians, and a representative from the Board of Education.

Through the G. I. Bill of Rights, returning war veterans may receive from one to three years' financial assistance for this education. Such assistance would be entirely separate and independent of whatever the apprentice would earn part-time.

The apprentice training program is a part of the California State education system, which has been in effect since 1938. Since that time it has proved highly successful in 14 skilled trades industries, while 7 other

industries are now considering its adoption for the education of personnel. San Diego will be the first in the state to inaugurate the apprentice system for the training of radio servicemen. This will provide more highly skilled technicians for the community.

Retailers on Board

It is hoped that through this program a uniform standard of efficiency will be established for all journeyman radio technicians. San Diego dealers and service personnel elected to serve on the first apprentice board and to get the program under way are Harry Calloway, vice-president of Thearle's Music Co.; Grayson Lovell of the San Diego Radio Hospital; Al Reynolds of Reynolds' Appliances; Ivan Lauritzen of the Coast Electric Co.; Harvey Watt of the Thearle Music Co.; A. D. Kilpatrick of Standard Electric Corp.; and J. Clark Chamberlain, secretary-manager of the Bureau of Radio and Electrical Appliances.

The Campbell's

(Continued from page 49)

the Earl Theatre, declares: "With a new show coming up every week and the audience expecting to hear the latest hit tunes, my job would be harder if it were not for the facilities of Campbell's."

In addition to testimonials by the outstanding personalities in Washington music, the Campbell advertisements offer a cordial invitation to the public to make this store their second studio home.

A jitterbug's paradise will be created in the below-street-level floor. Many of the youngsters going through the "jam session" age become serious music lovers and represent a great future market. Proper regard for their wants is part of the Campbell plan. They will be large volume buyers of radio combinations and record players tomorrow. Their tastes are being formed by radio today.

The main floor will continue to include the sheet music and record departments. The front part of the main floor showroom is devoted to a

rotational display of the instruments featured. Two concert bureaus are located on the first floor rear, where tickets to all Philadelphia orchestra concerts are sold, as well as for other concerts.

Demonstration Rooms

Purchasers must pass the record and sheet music departments, when going to buy tickets. These bureaus are operated by Mrs. Snow and Mrs. Dorsey, respectively. Earl Campbell's contacts do not end here, however, for in all of these concert programs, the Campbell Music Co. has one or more attractive advertisements.

The second floor—now devoted to Hammond organ and piano sales—will have a separate organ studio sales room and a series of large, high-ceiling room settings for proper display and demonstration of radio combinations. This series of rooms for demonstration of instruments is now being built—with records carefully selected for effective demonstration. Also, H-F antennas are being installed to improve fidelity of radio demonstrations. Every month in the year, at least one week of window selling will

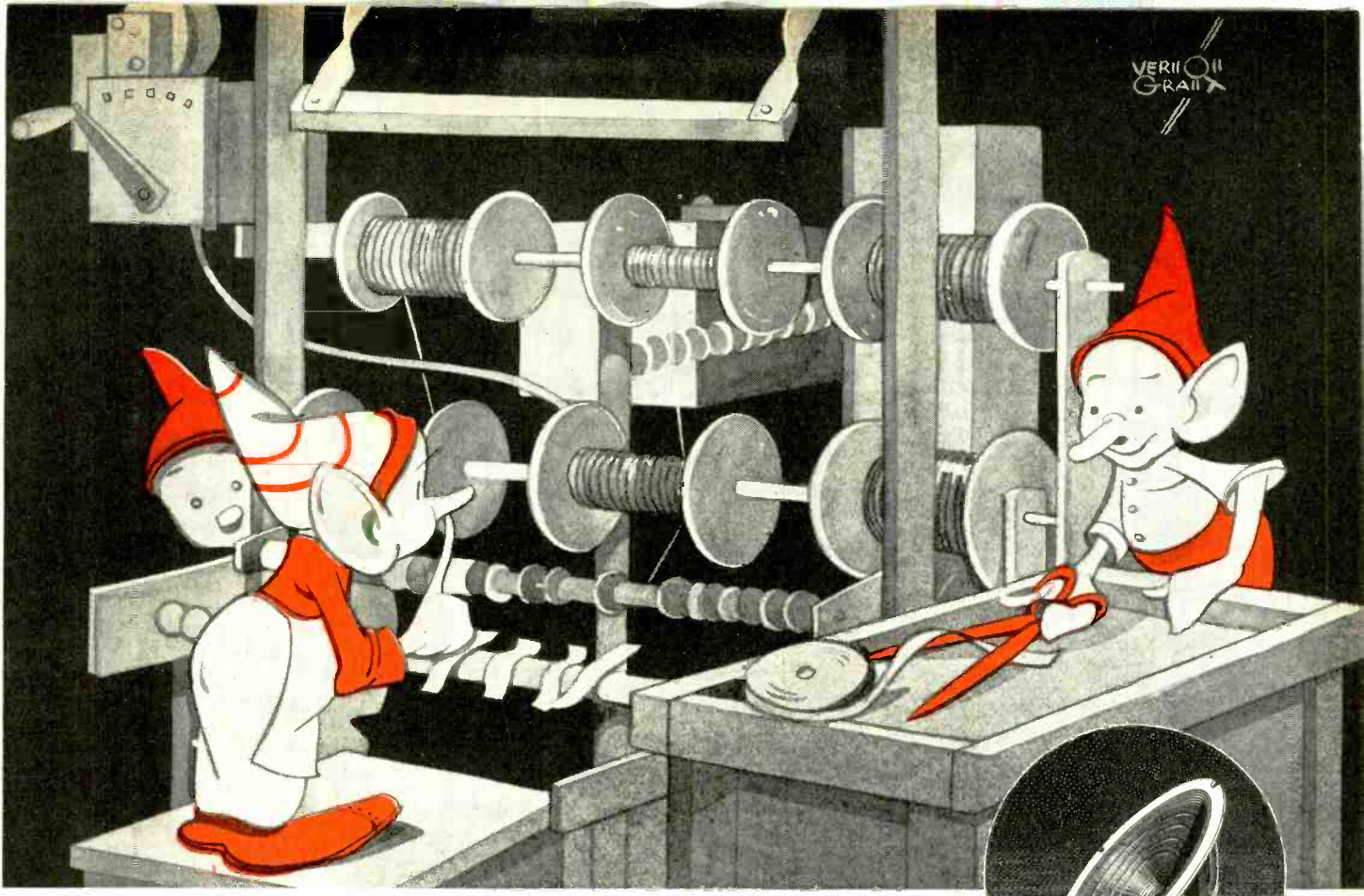
be devoted to radios and combinations.

The third and fourth floors will be piano display and sales studios, devoted to new pianos primarily. A separate Steinway grand salon is part of the sales layout. Campbell is not waiting for the war's end to make radio sales, he is taking orders now for radios and combinations. The purchaser makes a 10 per cent deposit, and is entitled thereby to a priority number assuring prompt delivery when reconversion comes. This deposit is converted into War Bonds.

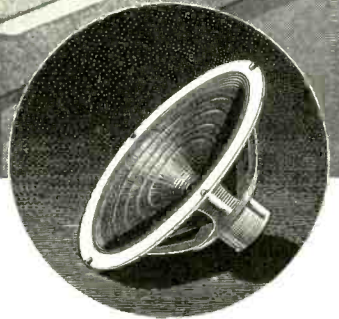
Regular Follow-Up

Periodic check-up of the radio after it is sold is a goodwill factor which is found to be very valuable by the Campbell management. At least two check-ups are given in the 1st year period of guarantee. Earl Campbell stresses the importance of carefully supervised installation and operating instructions on the radio-combinations. Merely acquainting the purchaser with the record player's operation is not enough; the person in the family who uses it most should be given special instruction if complaints are to be avoided.

VERI
GRAIL



★ Utah Speakers: More than 20 million Utah speakers have been made for radio, and public address systems.



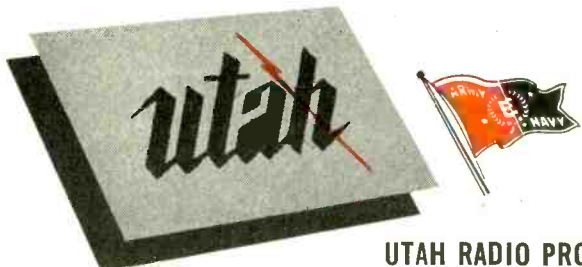
PRECISION PLUS... THAT'S UTAH PERFORMANCE

When it comes to coil winding, Utalins* are past masters. They operate machines, built by Utah engineers, that produce finished products to a greater accuracy than ever possible by human hands alone.

This, and every manufacturing step, is part of a comprehensive process carried

through in Utah's own factory . . . tooling, welding, plating, winding . . . to unexcelled standards of accuracy. Then comes checking, rechecking, supervising, testing . . . till every step of production has been thoroughly approved. In fact, there's not one moment from the original buying of raw materials to the final delivery, that Utalins* relax their efforts. This is the Utah perfection that guarantees performance.

*Utah's Helpers



UTAH RADIO PRODUCTS COMPANY, 820 ORLEANS ST., CHICAGO 10, ILL.

Utah Electronics (Canada) Ltd., 300 Chambly Road, Longueuil, Montreal (23) P.Q. • Ucoa Radio, S.A., Misiones 48, Buenos Aires

BASIC TRAINING...

More than 10,000,000 young Americans have learned it the hard way learned that in order to get fit to fight you have to train.

Maybe we *were* a soft, ease-loving nation. If so, we snapped out of it, as a few countries discovered to their chagrin.

During the past few years of abnormal demand for sub-normal supply, perhaps business let its sales muscles get a little on the flabby side, too. Selling was no problem at all.

Unless all signs fail, it won't be long before the customers can be a little choosy as to what they'll buy . . . and from whom. It's time now for sellers to start the setting up exercises. Competition may be nearer and tougher than we think.

COMMERCIAL CREDIT COMPANY

BALTIMORE 2, MARYLAND

Capital and Surplus more than \$65,000,000

✿ THE DETROLA CONFERENCE ROUND TABLE



PLANNING THE PATTERN OF ELECTRONICS

➤ Creative thinking at Detrola probes the frontiers of electronics—devising the pattern for greater performance—wider range of Detrola-built Television Receivers . . . Radio Receivers . . . and other electronic instruments. And none will excel them in beauty or value.

A REAL AMERICAN KEEPS HIS BONDS

KEEP AN  ON 

Detrola Radio

DIVISION OF INTERNATIONAL DETROLA CORPORATION

DETROIT 9, MICHIGAN



Just a Kid... BUT DEEP IN ELECTRONICS

NOW he's a Major in the U.S. Army Air Forces. A few short years ago he was a freshman in high school, just a kid "fooling around with radio." Today "the kid" knows every irch of his giant bomber.

He knows each link in the vast chain of Superfortress performance. And that includes the important electronic details of amplification.

After the war, thousands like him are going to tell you what can be done in sound reinforcement, and how! Because "the kid" has used Eastern-built equipment in war, he'll buy Eastern-built equipment in peace — or maybe he'll sell it! In either case, his generation will have a great influence on the selection, installation and operation of sound and electronic equipment. And

we believe that Eastern products will rate high with these young men.

* * *

To aid the war effort, our engineers are available for consultation on any amplification problem. Until Victory, Eastern will continue to devote its resources to the design and manufacture of vital war equipment. Meanwhile, let us send you the next of a series of useful articles prepared by our engineering staff on the newest developments in amplification related to both sound systems and industrial instruments. Ask for Brochure 5-A.



Buy MORE War Bonds



EASTERN AMPLIFIER

CORPORATION

U. S. Reg'n. Applied For

794 EAST 140th STREET • NEW YORK 54, N. Y.



New Ideas for New Day Selling!

• CLARION RADIO dealer helps are on the job today.

The new 15-mile continuous poster illustrated above is a typical example of the many new day CLARION promotions available NOW. It is providing CLARION dealers with store displays backed with dramatic power.

CLARION—all out for victory—cannot tell you when you will have new radios to sell.

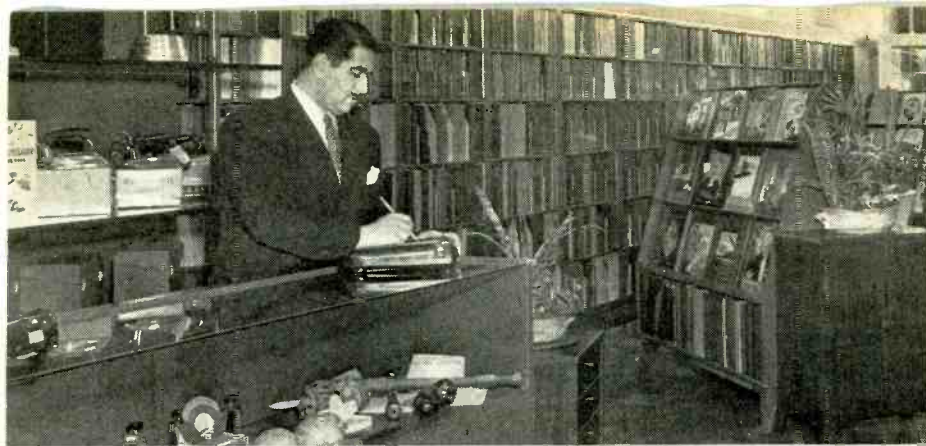
But CLARION dealers are getting every possible assistance that careful planning can produce under today's conditions.

There is a story back of the name CLARION RADIO worth knowing. The name of the distributor for your territory will be furnished upon request.

WARWICK MANUFACTURING CORPORATION

4640 WEST HARRISON STREET • • • CHICAGO 44, ILLINOIS

Proved Quality for twenty-three years



Owner Jack Winer at the store's "mid-section" counter, where he plans to feature traffic appliances as well as record accessories.

DYNAMIC

(Continued from page 39)

the ceiling and indirect lighting is arranged around the walls to give plenty of light for reading album titles. Two colorful double backed album display racks are on the show floor, which is done in rose and grey asphalt tile, and comfortable chairs upholstered in white leather are distributed about for customer convenience.

The listening booths are exceptionally attractive. Rose broadloom covers the floor, and the machine, built into the booth, is encased in limed oak. Grey leather upholstered seats are built against the wall, and the walls are done in a light cream. The slate blue painted doors are sound-proofed oak.

Glass is used for display cases and shelves, providing the greatest possible visibility. The mezzanine offices at the rear of the store are shielded from public view by a translucent glass curtain with "vision" squares (see photo on page 38).

Radio-Appliance Identity

Effective arrangement of available merchandise is used to maintain this dealer's identity with the currently missing radio and appliance lines. With records to sell, Winer makes a terrific appeal to music lovers with his attractive store interior. The atmosphere actually invites the relaxation that is necessary to "music-browsing." Using all the eye-appeal qualities of the best in war-time self-service selling technique, Winer plans to combine this with expert infiltrated selling by record specialists. Distributed on the floor are various record cabinets of period design, and front and rear showcases and shelves hold small musical instruments, record accessories, record carriers, needles, and those table appliances that are available.

Plans for the second floor are shaped around the reappearance of radios on the civilian market. Specialists for many years in the tailoring of

radio cabinets to individual home decoration, Dynamic's designers have a catalogue of some 50 to 60 period cabinet designs. In this connection, the second floor radio salon will present a series of miniature rooms in proper setting to display modern, English, Chinese Chippendale, etc., cabinet designs, and many other styles of cabinet for the purchaser's choice in type of radio. This will comprise a display of unusual radio furniture created by Dynamic over a period of years. The receivers themselves will represent the very finest Dynamic can get from the standard radio manufacturers.

Television Plan

Television will also be enthusiastically promoted on the second floor by Dynamic. A revolving "stage" is planned for this display, so that various makes of the video sets may be demonstrated simultaneously during the showing of the same tele program, while customers relax comfortably as the sets revolve in display before them.

Electric appliances for the home in their entirety will be displayed by Dynamic in the basement showroom. Currently devoted to storage of stock and in the process of being "finished," this department will hold forth in no small way when merchandise is available. A complete modern kitchen and a complete modern laundry will be installed for the demonstration of all electrical appliances for the home,

both large and small—major and minor.

In this connection, Dynamic will carry all lines, rather than a single "exclusive" line. Dynamic will attempt to show by actual demonstration to the customer the emphatic advantage of truly "automatic" appliances at their higher prices, and will attempt to "de-borax the borax" selling, and intends to combat "discount" buying and selling. Definitely will not sell lines of merchandise that have uncontrolled distribution policies.

As a matter of fact, Dynamic is out to debunk unjustified claims issued about merchandise by actual demonstration, and to create the desire to own the better built units through actual demonstration, and less lip service.

Sales Via Demonstration

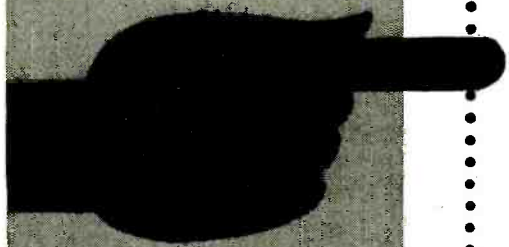
Advertising is an important factor in the eyes of Winer, and his effective attention to this method of keeping in the public eye has and will continue, he believes, to bring him the best returns. Currently he is now on a local New York station, WQXR, "Man About Town" program, a sophisticated chit-chat program, on 15 minutes daily at 5:45 and well positioned on the air—between classic recordings and press news. The program stresses better shops in New York, as reported on by Sue Ryan, who adds the attraction of a celebrity guest each day.

Another example of Winer's keen interest in publicity and what it can do for him is his ability to tie in with various other promotional activities that have to do with his merchandise. Right now (see photo at top of page 38) his window is a definite eye-catcher as a tie-in with "Up In Cen-
(Continued on page 96)

Record division manager Jack Melzer, left, brings a vast backlog of experience to disc retailing.



PARDON US FOR POINTING, JUST THIS ONCE?



This is the record that makes us proud...

FAWCETT FIRSTS FOR '44

Fawcett Women's Group Magazines were

FIRST in Advertising Linage
Advertising Linage Gains
Advertising Revenue
Advertising Revenue Gains

FIRST in Women's Apparel
House Furnishings
Toilet Goods
Medical and Drug Linage
Food and Beverages
Soaps and Cleansers
Cosmetics

FIRST in Number of Editorial Pages

FIRST in Food and Household Editorial Linage

FAWCETT WOMEN'S GROUP

3,000,000 WOMEN CHOOSE
THE FAWCETT GROUP
EVERY MONTH



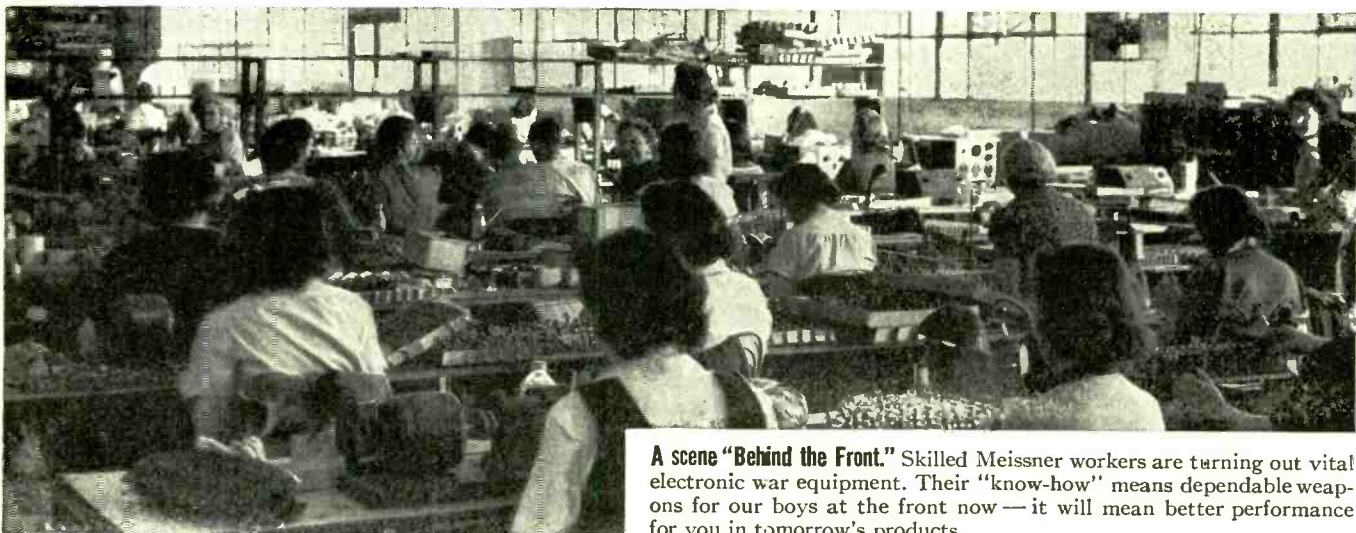
Fawcett Publications, Inc. World's Largest Publishers of Monthly Magazines
295 Madison Avenue, New York 17, N. Y.



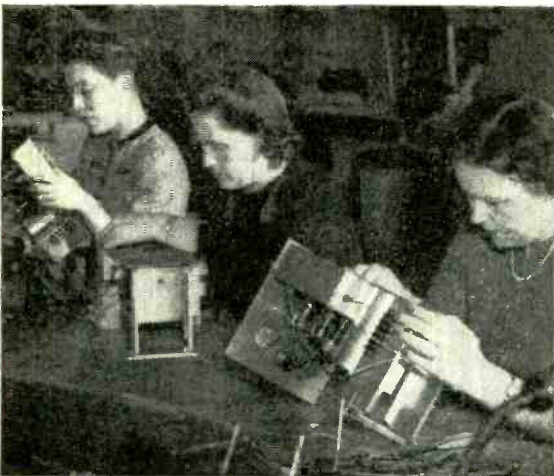
He has mastered his craft. Each movement of his sure, deft hands adds Meissner quality to the precision electronic equipment he builds. Dedicated to the armed forces today, tomorrow his skills will mean Meissner precision-built products for you.

MT. CARMEL HAS AN EYE TO THE FUTURE

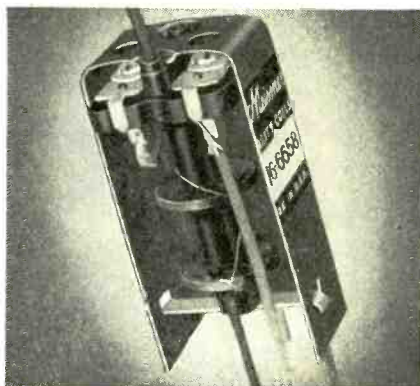
"Personnel" is an outmoded word in the little city of Mt. Carmel, Ill. Why? Because it has been replaced by "precision-el," a word that more aptly describes the men and women whose skills and enthusiasm produce Meissner precision-built products for a world at war and who will soon help rebuild a world at peace.



A scene "Behind the Front." Skilled Meissner workers are turning out vital electronic war equipment. Their "know-how" means dependable weapons for our boys at the front now — it will mean better performance for you in tomorrow's products.



They live in the future! Through their hands pass the work of Meissner's "precision-el," embodied in Meissner precision-built electronic equipment now going to our armed forces. Many of the parts they now handle as part of their daily routine will mean new comforts in postwar living.



"Step Up" Old Receivers!

These Meissner Ferrocart I. F. input and output transformers are getting top results in stepping up performance of old worn receivers. Special powdered iron core permits higher "Q" with a resultant increase in selectivity and gain, now available for frequency range 127-206. Ask for numbers 16-5728 input, 16-5730 output. List \$2.20 each.

MEISSNER

MANUFACTURING COMPANY • MT. CARMEL, ILL.

ADVANCED ELECTRONIC RESEARCH AND MANUFACTURE
Export Division: 25 Warren St., New York; Cable: Simontrice

RADIO & Television RETAILING • May, 1945

WE, at Templetone, are not going to make the most radios—nor the cheapest radios—nor the highest-priced radios. But we *are* going to produce radios so highly qualified in performance and appearance — and so invitingly priced — as to meet all or any competitive price ranges on all types of models. In brief, top values for your customers — top profits for you!

TEMPLETONE RADIO MANUFACTURING CORP.

New London, Conn.

FM...TELEVISION...RADIO-PHONO' COMBINATIONS

*"Where **FM** will also mean **Finest Made**"*

**DOWN
TO**



**BRASS
TACKS**





HELPING SOLVE MICROPHONE PROBLEMS IS HIS BUSINESS!

The Turner Company is proud of its thoroughly experienced staff of representatives. This competent group is qualified in every field of microphone application. These men are ready to study your electronic communications problems NOW. You are invited to call in your nearest Turner Representative for expert advice and suggestions in selecting the right microphone for your purpose. He is at your service whether you need job lots or single units. Call him today!

BOSTON
Henry P. Segel Co.
221 Columbus Avenue
Boston Mass.

CHICAGO
Royal J. Higgins
600 S. Michigan Avenue
Chicago 5 Ill.

CLEVELAND
Earl S. Dietrich
707 Hanna Bldg.
Cleveland 15, Ohio

DALLAS
Ernest L. Wilks
1212 Camp St.
Dallas 2, Texas

DETROIT
Fred J. Stevens
15126 E. Warren Ave.
Detroit 24, Michigan

GREELEY
Gordon G. Moss
P. O. Box 428
Greeley, Colorado

HENDERSONVILLE
Herb Erickson Co.
P. O. Box 179
Hendersonville, N. C.

JENKINTOWN
D. M. Hilliard
Box 246
Jenkintown, Pa.

KANSAS CITY
Edw. B. Lundgren
516 Mfgs. Exch. Bldg.
Kansas City 6, Mo.

MONTREAL
Sni-Dor
Radioelectric Ltd.
455 Craig St., W.
Montreal, Quebec

LOS ANGELES
David N. Marshank
Marshank Sales Co.
2022 West 11th St.
Los Angeles 6, Calif.

MILWAUKEE
Irvin I. Aaron
4022 N. 16th St.
Milwaukee 9, Wisc.

NEW YORK
Wm. Gold
53 Park Place
New York 7, N.

SEATTLE
Verner O. Jensen Co.
2607 2nd Avenue
Seattle 1, Washington



**EXPORT REPRESENTATIVES
AD AURIEMA, INC.**

89 Broad Street, New York 4, N. Y.

The TURNER Company
CEDAR RAPIDS, IOWA

Pioneers in the Communications Field

DYNAMIC!

(Continued from page 92)

tral Park," Michael Todd's popular musical success now playing in New York. The tie-in for Dynamic, of course, is the Jeannette MacDonald Victor album of songs from the show. Potted plants and a lampost, banked around the back of the display, complete the illusion of "Up in Central Park." The proximity of Dynamic's new location to the real Central Park is one of the reasons Winer chose this particular album to tie in with, as it definitely reminds the customer that his new location is near Central Park.

While Dynamic's future plans for the merchandising of radios, records, and electrical appliances are soundly set and ready to go at the production "green light," today's sales continue to establish the current "intake." Service on appliances and radios at the Broadway building continue at a speedy pace, under the skillful operation of 7 technicians. And the 57th Street store is currently engaged in the sale of records, record accessories and some jewelry and giftware lines.

According to Winer, records and their attendant lines of accessories have reached a peak of popularity with the buying public where gross income can be of a sizeable volume. Used as a major department it can also be a traffic building center.

Turnabout Operation

While in the past there has been a predominance of stress on self-service on single discs and attended service on albums, Winer decided he would reverse this operation—open a spacious library of classics for the public to browse among, as in book stores. A good musical education is not necessary, Winer claims, for a customer to become an ardent record library collector, via this method. Albums in their attractive present day dress appeal to anyone's imagination and the customer is intrigued into his own selection of music, and finds he enjoys this method of explorative purchasing. Accordingly, this section is arranged by type of composition, and another section numerically for the customer who knows specifically what he wants.

The single disc department gets the complete attention of sales clerks. Horizontal storage against the back wall of the store will hold 1,700 records for self-selection, arranged under titles, types of music, and artists' names. Vertical arrangement of singles adjacent to this is arranged numerically and holds approximately 6,000 records.



THROUGH MILLIONS OF EYES TODAY

FOR MILLIONS OF EARS TOMORROW

THE PAY-OFF IS ON THE KNOW-HOW

It's a big job...selling radios before they're built. That's what the Hoffman organization is doing. Selling a new name—selling the western public—laying a strong foundation for consumer acceptance.

Hoffman has a sound merchandising plan that is built around a practical understanding of western needs. It includes a sustained advertising program directed to the Western Buyer—paving the way for sales with colorful outdoor posters in principal western cities.

You'll want to know more about Hoffman's ability to deliver—to protect the dealer—to help you sell more radios after Victory.

Write us—let's talk it over.

Hoffman RADIO CORPORATION
LOS ANGELES 7 • CALIFORNIA

Radio set manufacturers since 1932

Hoffman Radio

*For Tomorrow's
SOUND Pleasure*

HOFFMAN RADIO CORP. H

BUY WAR BONDS
Today!

Foster and Kleiser

On Discounts

(Continued from page 37)

signed to impress the passerby that the "Five-and-Dimes," drug chains, etc., did NOT sell Mazda lamps at lower prices than those charged by the independent merchant.

It is significant, though, that by and large the American buying public is *certain* that the independent has more to offer in the way of personal service than any other merchandiser. The independent retailer realizes that this feeling exists. He bases his right to future survival on it. He wants a longer discount as a *result of it*—because this personal service costs him money.

If, however, the trend toward patronizing "chains," etc., continues to grow in spite of his efforts to control business on a "personal" basis, the independent will have to re-arrange his methods—cut down his costs of doing business and meet the new competition on its own grounds.

Free Service Rendered

Here is an example of how the independent retailer has secured such a strong foothold in the merchandising field, and it is also a good example of why he needs a greater profit in order to succeed if he continues to practice along these lines:

A customer buys an electric alarm clock from local Dealer Jones. The clock fails to operate properly, so the customer requests Dealer Jones to *call for it*—in his truck. When Dealer Jones finds that he cannot



Sound equipment division men of Stromberg-Carlson helped the Elliott-Lewis Electrical Co., Inc., Philadelphia distributors, celebrate its fortieth anniversary. Chief participants in the celebration were: (left to right) David Douglas of Elliott-Lewis sales staff; Ben Saxton, Pittsburgh sales rep of Stromberg-Carlson sound equipment division; Frank Elliott, Jr., president of Elliott-Lewis; and J. G. Martenson, of Elliott-Lewis.

repair the clock, which is under guarantee for a year—what can he do? He cannot tell the customer he will have to wait a month or so until the clock comes back from the factory. He would no doubt lose the customer. So, Dealer Jones, either gives the customer a new clock, or lends him a used one—delivering it in his truck.

Suppose the customer mentioned above had bought the clock in a "drug chain?" The answer is that "service" would probably have consisted of having a clerk take the clock in for shipment to the factory—and that's all, except a vague answer

as to when it would be returned.

The above, and innumerable other instances where independent merchants are obliged to spend their good money and give their valuable time to keep customers satisfied, are certainly good reasons why the independent retailer needs sufficient margin if he is to continue building and holding good-will for his business and for the manufacturer.

How to Meet Competition

Yes, it is a fact that the independent dealer has an enviable position in merchandising, throughout the United States.

But he must be constantly aware of trends in competitive selling.

He must get out after the business

And most important of all, if shorter discounts are forced upon him, either by manufacturers, because of upped costs, or through government control measures, he must be prepared to meet the new conditions if he wants to stay in business. How to meet "chain" competition if his discounts are cut, is a problem the independent must face. Should he abandon his "personal service" role? Should he do away with all "free service," and call a halt to all "open account" selling? Should he go all-out for increased volume to compensate for lowered profit rate and still retain his prestige by continuing to render service on a scale his competitor can never hope to equal? These are questions the independent must ask himself at the time when he is confronted with the possibilities of reduced discounts.

Lear Radio and Recorder Combination Demonstrated



The Lear home radio and wire recorder combination was unveiled at a N. Y. demonstration. William P. Lear, left, president of Lear, Inc., shows Ole Olson, star of the Broadway hit "Laffing Room Only," the latest Lear development in wire recorders. This device will be offered as part of the sets; as a separate unit, as well as for commercial and industrial uses.



21
years

Stewart-Warner
is one of the few
manufacturers who have remained
in business from the start—with a record
of 21 years of unbroken
radio receiver
production!



**STEWART-
WARNER**
Radios

CHICAGO 14, ILLINOIS



O, WHAT A GLORIOUS DAY!...



WHEN YOU GET YOUR FIRST SHIPMENT

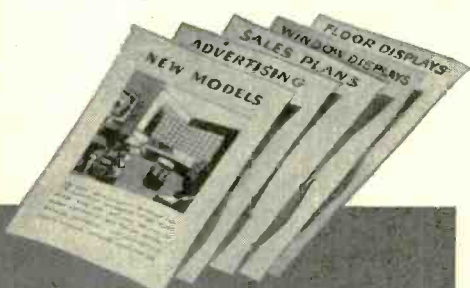
OF NEW Sentinel RADIOS

And Sentinel is ready to start delivery as soon as the "green light" goes on. Delivery will be made on a wide variety of exciting new cabinet models, styled by leading designers... every model will have the rich, vivid studio tone for which Sentinel is famous. Every set will represent an extra profit opportunity for you.

With quick deliveries assured, Sentinel offers you a sound, constructive dealer plan that's built on established consumer acceptance and sure profits.

SENTINEL RADIO CORPORATION
2020 Ridge Avenue • Evanston, Illinois

RADIO & Television RETAILING • May, 1945



Quality Radio Since 1920...

DUMONT

Electrolytics



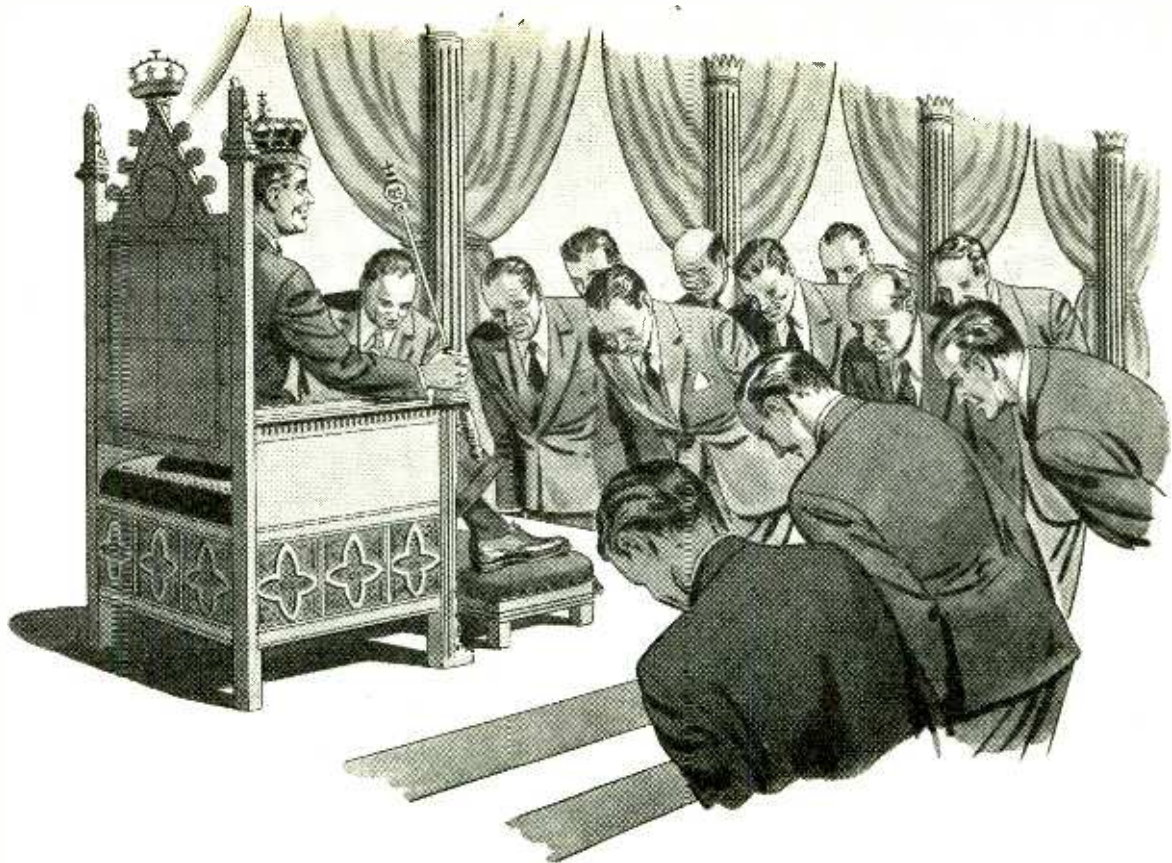
- END SEALED IN WITH DUMONT RESINOID
- DURALASTIC TREATED TUBES
- IDEAL FOR HIGH TEMPERATURE OPERATION
- HIGHLY MOISTURE-PROOF
- LONG LIFE ASSURED

○ Sold through Exclusive territory Arrangement only.
Write for our proposition to-day.



DUMONT
ELECTRIC CO.
MFR'S OF
CAPACITORS FOR EVERY REQUIREMENT

34 HUBERT STREET
NEW YORK, N. Y.



LONG LIVE KING DEALER!

YES, MR. DEALER, YOU'RE KING. And will be until "The System" makes you the GOAT again!

What "System"?

Why, the system of distribution that made a battle ground of dealers' stores in the last radio war.

THE SYSTEM filled with bad trade practices, inflated discounts, "Co-op" allowances, "Spiffs," high-pressure promotions, dumping and all the other evils that ate up dealer profits.

Will it happen again?

Sure! It can't miss IF old practices are followed.

If they are, dealer mortality may be even higher—with 125 manufacturers instead of 57 slugging it out for postwar leadership.

This kind of trade war will make the Chains happy.

It drove business to them before and it will again.

SOME OF THE BEST dealers in the U. S. know from experience that the *S.C.M.P. avoids all the pitfalls of the old distribution system—

*S.C.M.P. enables dealers to meet any and all competition and still make a profit.

Sparton—"Radio's Richest Voice"—since 1926, has established many firsts in the industry.

After Victory is won, there will be new Spartons—radios and combinations with FM of unsurpassed performance. All in beautiful cabinets and created by America's leading designers.

YOU can be the Exclusive Sparton Dealer (if you qualify) in your Community. Appointments are being made now.

If you are interested may we suggest that you do not delay requesting a copy of the *S.C.M.P. book which explains the plans in detail.



The coveted Army-Navy "E" awarded all five plants of Sparks-Withington Co.

ONE SPARTON DEALER IN EACH COMMUNITY

Check These Profit-Increasing Features

- One exclusive dealer in each area
- Direct factory-to-dealer shipment
- Landed dealer cost prices
- Low consumer prices
- National advertising
- Factory prepared and distributed promotion helps
- Seasonal promotions
- Uniform retail prices
- Products styled by outstanding designers

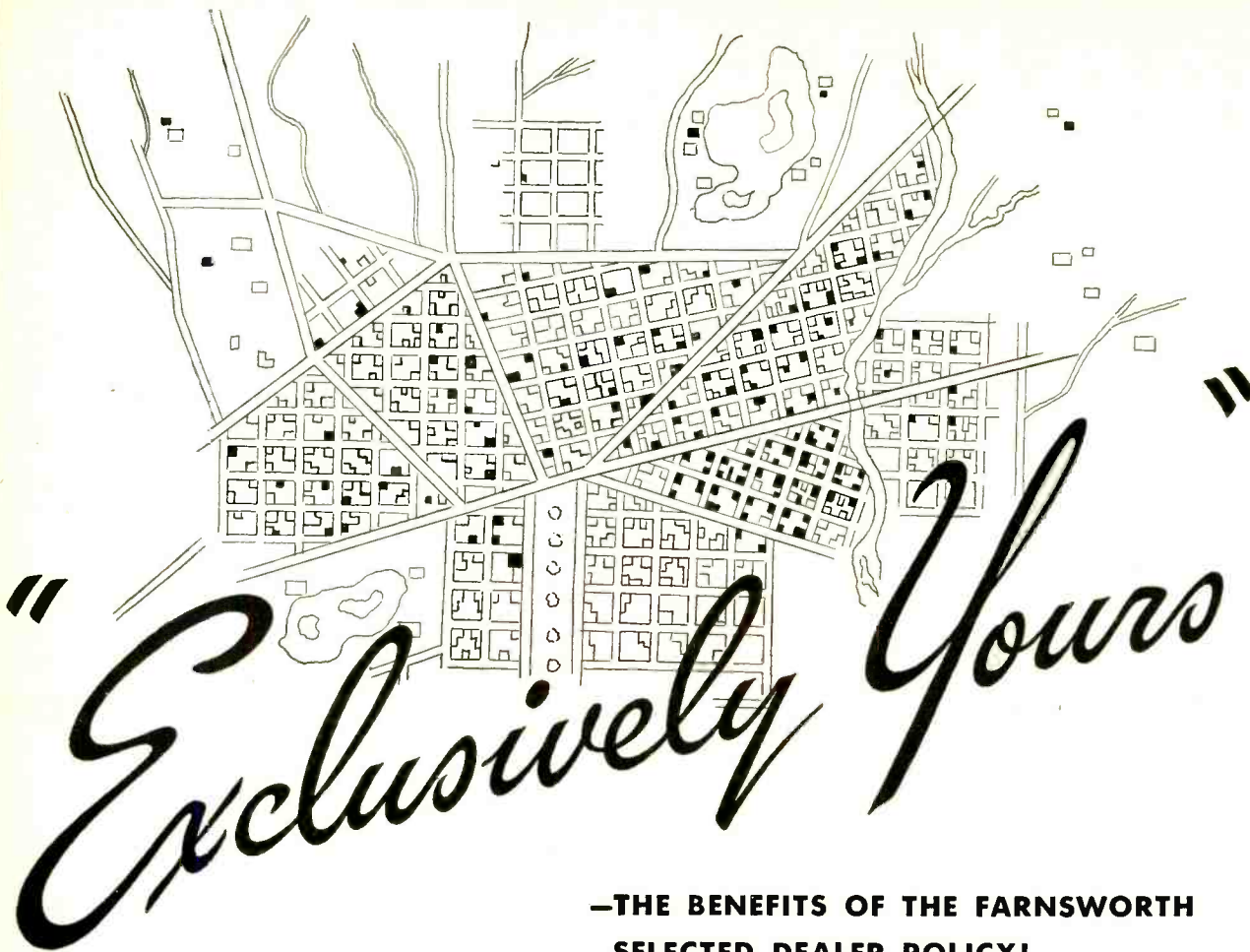
Radio and Appliance Division—Plant 5

THE SPARKS-WITHINGTON CO., JACKSON, MICH.

***S.C.M.P.**

Sparton Co-operative Merchandising Plan. An exclusive method of profitably retailing radios and home appliances that has been and is being advertised regularly to consumers in leading magazines as The Sparton Way.

RADIO & Television RETAILING • May, 1945



**-THE BENEFITS OF THE FARNSWORTH
SELECTED DEALER POLICY!**

WHEN YOU SIGN up with Farnsworth, you will gain more than identification with a famous name in radio, television and radio-phonographs... you'll be laying the foundation for a sound business future.

You will be in good company. You may be sure that all other Farnsworth dealers will be selected only on their qualifications to conform to the Farnsworth franchise requirements. You will have every opportunity to exploit to the fullest the Farnsworth sales program. You will have "plenty of room."

You are assured a profitable volume. As the Farnsworth dealer, you will cash in on a great line, brilliantly

engineered, soundly merchandised and aggressively promoted. The Farnsworth name has been continuously and prominently before the public eye.

You will enjoy a proper margin. Farnsworth's established fair trade practices safeguard your profits. It's only common sense, we feel, to give you complete merchandising co-operation... to help you become "the" phonograph, radio and television headquarters in your community.

Outstanding distributors have been selected nationally. Dealers are rapidly signing up. Now's the time to act. Write us today.

F A R N S W O R T H

Television · Radio · Phonograph-Radio

Farnsworth Television & Radio Corporation, Ft. Wayne 1, Indiana. Farnsworth Radio and Television Receivers and Transmitters; Aircraft Radio Equipment; Farnsworth Television Tubes; the Farnsworth Phonograph-Radio; the Capehart, the Capehart-Panamuse

8 Years of Research Stand Back of the

Launderall

by F. L. JACOBS CO.

THE *Completely* AUTOMATIC HOME LAUNDRY

To give you just a few reasons why the Launderall will receive quick and enthusiastic consumer interest, we would like to quote from an impartial survey recently made by the Crowell-Collier Publishing Company.

"Most women would prefer the fully automatic type of washer. And women who now operate automatic washers would like to be able to stop them in order to add clothes that have been left out. Entrance to the automatic washer from the top would also be desirable."

Launderall has all these preference features—PLUS many more.



*You'll HEAR MORE About the LAUNDERALL
You'll Want to KNOW MORE About the LAUNDERALL*

DEALER FRANCHISING PROGRAM

is now being inaugurated for the post-war era

ADDRESS ALL INQUIRIES TO
MR. ROBERT H. RODEN

General Sales Manager

MAJOR APPLIANCE DIVISION

F. L. JACOBS CO.

DETROIT 1, MICHIGAN

JOBBER NOTES

Thomas Joyce Joins Raymond Rosen & Co.

Raymond Rosen of Raymond Rosen & Co., distributors, Philadelphia, Pa., has announced that Thomas F. Joyce has acquired an interest in the company and will act as general manager. He was formerly general manager of the radio, phonograph and television department of the RCA Victor Division of the Radio Corp. of America.

In making the announcement, Mr. Rosen said: "We are particularly pleased that Tom Joyce has become a member of our firm. With the unfortunate death of Albert Slap, one of the founders of the business, it became necessary to have someone to take over Mr. Slap's responsibilities. That is what Tom Joyce is to do. . . . He played an important part in the come-back of the record business and the return of the phonograph to public favor. His activities in laying the ground work for the early postwar large scale commercial development of television, have received national recognition."

To Help Dealers

In commenting on his new association, Mr. Joyce said: "I am happy about my new business association, with Raymond Rosen and Joseph Wurzel, whom I have known for the past 15 years. While I have had several offers from manufacturers to join their organizations in an executive capacity, all of which I deeply appreciate, the offer made to me by Raymond Rosen & Company makes possible an ambition which I have always had—to be in business for myself."

Chicago Distributors Place Huge Adaptol Order



Norman Siskin, left, of Lake Shore Electronics, Chicago distributors, presents Harry Waldman of Adaptol, with an order for 50,000 Adaptol adapters. Standing are Jack Bernstein of Adaptol, Paul Davidson, president of Lake Shore Electronics, and Lou Grossberg, N. Y. rep for Adaptol and Lake Shore Electronics.

"Raymond Rosen & Company has played a vital role in building up independent dealerships in eastern Pennsylvania, Delaware and southern New Jersey. It has ambitious plans for strengthening these independent dealerships during the postwar period and in helping qualified ex-service men to establish themselves in territories where dealerships are open. In my new work I will feel that I have been successful if I make a contribution to the success of a program which is so vital to our country—the success of the independent dealer."

Among the nationally known lines handled by the company are: Kelvinator and Leonard refrigerators, RCA Victor radios, phonographs and television receivers, Victor records and RCA sound systems, Bendix home laundry, Eureka vacuum cleaners, and American Kitchens.

Midwest-Timmerman to Handle Filter Queen

Midwest-Timmerman, 114 Western Ave., Davenport, Iowa, recently appointed distributor for Stromberg-Carlson, will also handle Filter Queen products, postwar. In addition to the aforementioned lines, the firm will continue wholesaling Gibson refrigerators, White sewing machines, Thor washers, Gladiron irons, Chambers ranges, Ironrite ironers, and Coleman heaters, in Iowa, western Illinois, eastern Nebraska, and South Dakota.

At the present time, this organization is distributing Nu Enamel paints and the O-Cedar line of polish and wax. These goods, however, will be sold by a separate

sales force after the war, it was stated by B. J. Kerper, sales manager of the firm.

The organization maintains a branch office at Des Moines, Iowa. After the war, the firm plans to establish shipping offices at Omaha, Nebraska, and Sioux City, Iowa.

Jobber Expands Lines to Radios and Appliances

Jos. F. Igoe, vice-president of Igoe Bros., Newark, N. J., manufacturer and distributor of hardware and building specialties, announces the expansion of the company's activities to include the



General Manager, Wm. T. Hunt

merchandising of radio and major appliances. This event marks the turn in the half century mark for this well established organization. Offices, display and warehousing facilities will be maintained in Newark. Present headquarters are located at 50 Poinier St.

General manager of the newly organized radio and appliance division will be Wm. T. (Bill) Hunt, veteran New Jersey merchandiser. Franchises have already been signed with Majestic, Gibson and Duo-Therm, and merchandising plans are now in progress. A Majestic record department is being set up and is now receiving the initial shipments from this new recording firm.

Rissi Joins Knight Co.

Al J. Rissi, formerly a partner of Rissi Bros., radio parts jobbers of Detroit and Grand Rapids, has joined the organization of W. Bert Knight Co., technical service representatives, Los Angeles, Cal. Rissi will devote his time to furthering better relations between jobbers and the factories for which the Knight organization are agents. Charles J. Nace, office manager, is another new-comer.

(More Jobber News on following pages)

Depend on
ARVIN
for Quality

Top Flight Craftsmen — with years of radio experience before and during the war — will build the ARVIN Radios you've ordered from your distributor, just as soon as possible, as explained to your customers in the magazine page reproduced below, from a current issue of The Saturday Evening Post . . .

Top Flight Craftsmen

WILL BUILD YOUR ARVIN RADIOS—LATER

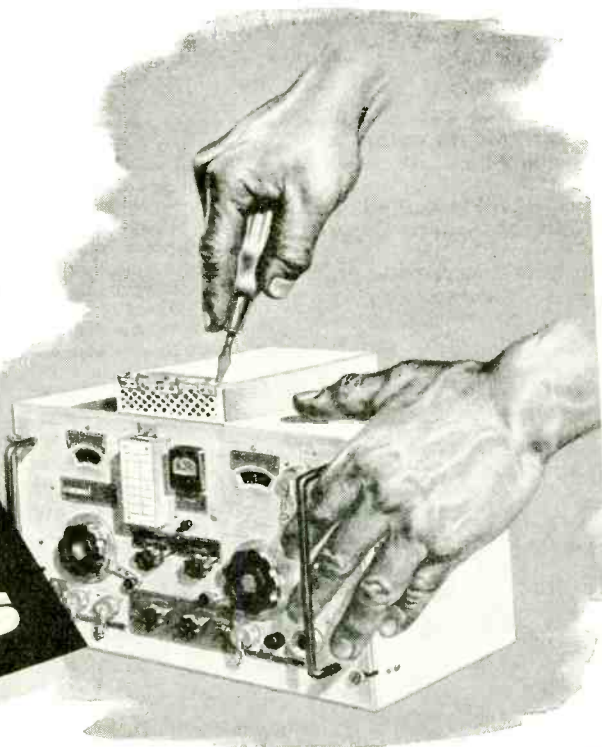
WHEN THE SIGN SAYS "GO"

These are the skilled hands of an Arvin Top Flight Radio Craftsman. All the radios they are producing now go to war — precision-built fighting-radios like the one you see here. But some fine day they'll make Arvin Top Flight Radios for your home.

- ▶ For many years before the war, Arvin craftsmen made good, dependable home radios — more than 500,000 the last peacetime year. In days to come, they'll use their skill and long experience to build even better radios — and a broader line of models for you to choose from.
- ▶ Your new Arvin Top Flight Radios are ready for production when the sign says "GO." There'll be tiny ones, middle-size ones, big ones, radio-phonograph combinations with AM and FM — table models, floor models, portables and rural battery sets — beautiful, dependable values from an old reliable manufacturer.
- ▶ The day is coming when you can radio-furnish your home completely and economically with Arvin Top Flight Radios — upstairs, downstairs, all through the house and outdoors, too. You'll hasten the day by buying more War Bonds.

READY FOR THE "GO" SIGN

ARVIN
Top Flight
RADIOS



Products to come from NOBLITT-SPARKS INDUSTRIES, INC., Columbus, Indiana
Then war work ends . . . ARVIN Radios, Metal-Chrome Dinette Sets, Metal Outdoor Furniture, Electric Heaters,
Electric Irons and Appliances, Laundry Tubs, Car Heaters and Other Equipment for Homes and Cars.



UPSTAIRS



DOWNSTAIRS

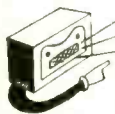
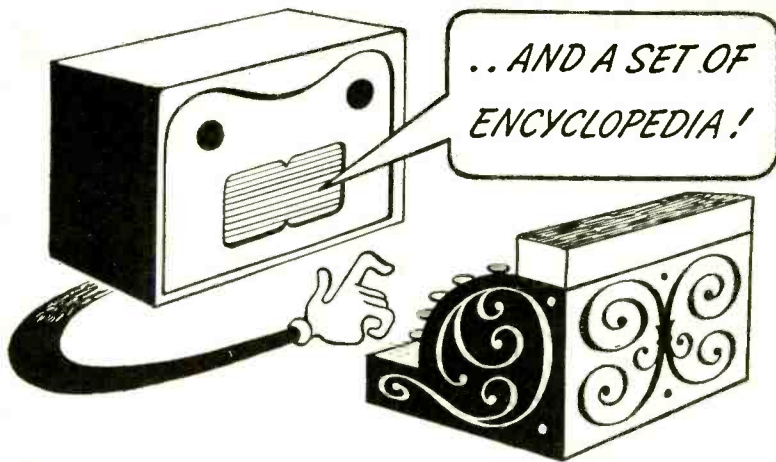


ALL THROUGH THE HOUSE



OUTDOORS, TOO

RIDER VOLUME XIV COVERS 1941-42 RECEIVERS



Even back in '41, when I was brand new, "Information Please" was giving sets of Encyclopedia Britannica to people who submitted questions that stumped the program's "experts."

If the "Information Please" people ever want to get hundreds of servicemen to stay up nights thinking of questions they can offer a "set of Rider Manuals," recognized as the most valuable piece of equipment in any shop.

That's why there's such a tremendous demand for Vol. XIV right now. It contains the vital servicing data needed to quickly diagnose and cure the ills of radios of my age; the last generation born before the stoppage of civilian set manufacture.

We have been worked hard because of the war. For the same reason paper is scarce and WPB limitations on paper may cause your jobber to be out of a Rider Manual. Thanks for being patient.

Surplus Jobbing "Big Gamble," Says Golenpaul

"Let's stick to the usual parts business we really know," advises Charley Golenpaul who heads jobber sales at the Aerovox Corp., New Bedford, Mass., and serves also as chairman of the eastern group, Sales Managers Club. This year, Golenpaul celebrates his fifteenth anniversary with Aerovox Corp.

"Don't be fooled by the exaggerated profits that are supposed to be made in the handling of that surplus stuff," Golenpaul emphasizes. "Very often, the regular parts jobber, envious of the profits that expert operators are making by handling surplus, feels that he, too, should purchase surplus materials and get in on the easy money. But it isn't quite that simple. Actually, it's a big gamble. Also, the odds may be far too great for the regular parts jobber who must be quite inexperienced in this game, and, what is even more vital, hasn't got any spare cash to play with."

"Jobber May Be Stuck"

"What often happens is that the jobber, yielding to the temptation of easy money, takes a flier. He buys a lot of surplus merchandise. It looks like a heap of stuff for the money, especially in comparison with standard merchandise. Of course some of the items in the lot have real sales value. But in the long run the biggest portion of the items turn out to be non-standard items and slow movers."

"I believe that the jobber is *very apt* to be stuck with a large portion of such surplus goods. The market soon peters out after the lively items have been snapped up. Then the jobber finds himself holding the bag with much of his cash tied up. When he goes back to standard merchandise and regular manufacturing sources, he is apt to be badly strapped for operating capital," Golenpaul explained.

Sound Advice

"I don't think I have overpainted the doleful picture. I've seen this kind of thing happen too often in the past. That is why I insist that, unless the jobber has the necessary experience, ability and surplus cash to dabble in surplus merchandise, he had better stick close to standard brand merchandise sold in the regular way, with usual profit and usual turnover. The best proof that such advice is sound is the fact that all successful jobbers today have built up their business on standard brand merchandise sold at regular manufacturers' suggested resale, rather than in surplus merchandise deals."

"Always remember, our parts trade has had a hard enough struggle climbing out of the bargain basement and into the ground floor store. Long ago the parts trade ceased being regarded as a 'gyp' business and serving as scavenger for dumped merchandise. And most of us want to keep the parts trade in the category of sound, steady, profitable and reputable business," Golenpaul concluded.

- RIDER MANUALS (14 VOLUMES)**
- Volumes XIV to VII . . . 12.50 each volume
 - Volume VI 9.50
 - Abridged Manuals I to V (1 vol.) 15.00
 - Automatic Record Changers and Recorders 7.50
- OTHER RIDER BOOKS YOU NEED**
- The Cathode Ray Tube at Work
Accepted authority on subject 4.00
 - Frequency Modulation
Gives principles of FM radio 2.00
 - Servicing by Signal Tracing
Basic Method of radio servicing 4.00
 - Servicing Superheterodynes 2.00

- The Meter at Work
An elementary text on meters 2.00
- The Oscillator at Work
How to use, test and repair 2.50
- Vacuum Tube Voltmeters
Both theory and practice 2.50
- Automatic Frequency Control Systems
—also automatic tuning systems 1.75
- A-C Calculation Charts
Two to five times as fast as slide rule 7.50
- Hour-A-Day-with-Rider Series—
On "Alternating Currents in Radio Receivers"—
On "Resonance & Alignment"—
On "Automatic Volume Control"—
On "D.C. Voltage Distribution" 1.25 each

JOHN F. RIDER PUBLISHER, INC. 404 FOURTH AVE., N.Y. 16, N.Y.

Export Division: Rocke International Corp. 13 E. 40th Street New York City

Cable: ARLAB

RIDER MANUALS *are complete* IN 14 VOLUMES

STANCOR Transformers

THE STANDBY OF SERVICEMEN

Call your nearest Stancor Jobber—or write us for his address

STANDARD TRANSFORMER CORPORATION

1500 NORTH HALSTED STREET • CHICAGO



Feather-light Needle Pressure



IS JUST ONE OF THE FEATURES OF

WEBSTER RECORD CHANGERS

**THE WAR IS NOT
OVER UNTIL FINAL
VICTORY IS WON**

**BUY MORE
WAR BONDS
NOW**

**... and
KEEP THEM**

Needle pressure of one-ounce or less multiplies record life many times and positively eliminates needle scratch. This is just one of the extra values Webster Record Changers bring to better combinations. Of course, Webster changes records dependably . . . without jamming . . . faster than ever before. Every model has velocity trip. A child can learn the simple operation of Webster Changers in a minute or two. Oversize motors provide adequate power for a full load of records . . . with plenty of torque and without motor rumble. All these advantages are combined in changers of strikingly handsome appearance. Turn tables have beautiful, velvet-soft coverings. You will be wise to look for Webster Record Changers in the combinations you sell. Webster means satisfied customers.

WEBSTER

**ELECTRONICS
DIVISION**

3825 ARMITAGE AVENUE, CHICAGO 47, ILLINOIS



CHICAGO

Corporation

Times Appliance to Sell Westinghouse, Postwar

Times Appliance Co., Inc., which introduced the original Westinghouse home radio receiver—the world's first factory-built set—in the New York metropolitan market nearly 24 years ago, will be exclusive distributor in the same territory for the coming Westinghouse postwar line of radio and television receivers and radio tubes. The announcement was made by Harold B. Donley, manager of the Westinghouse home radio division, Sunbury, Pa., which will manufacture and market the new receivers.

E. B. Ingraham is president of Times

Appliance, 353 Fourth Ave., New York City. Oscar W. Ray is vice-president and general sales manager.

Dealer franchising is going ahead at Times as rapidly as possible, according to Mr. Ray, who is in charge of this activity. An ardent exponent of visual merchandising, Ray says, "Almost without exception these men recognize the need for physical rearrangement of stores so that displays may be made more effective or operations more efficient. Scale models of several sales rooms of tomorrow now are in preparation. When completed these will become part of a permanent exhibit in our offices serving as a guide for dealers and their architects as individual plans take definite form."

New RCA Distributor Sets Up Organization

Associated Distributors, a newly-formed organization, has been established at 211 S. Illinois St., Indianapolis, Ind. This new firm will distribute RCA radios, records, and parts in 41 counties in Indiana, and 2 counties in Illinois. In addition to these goods, the firm will handle a complete line of major and small appliances.

To initiate an active distributor-dealer relationship, the organization is instructing its customers in modern record merchandising. In the near future, the firm will issue a brochure to its dealers in which it will state its plans and policies.

Personnel of the organization include Harley T. Litteral, general manager; Don Delbrook, sales manager; C. B. Harper, manager of the record department; and J. H. Kirchhoff, manager of the parts department.

The firm intends to sell wholesale exclusively. There will be no "back door" retail selling, the management has declared.

Cunningham Sales Head for Florida Distributor

W. D. Rowlands, president of Major Appliances, Inc., of Florida, announces the appointment of D. C. Cunningham as general sales manager. "Dave" Cunningham has a background of 25 years in the merchandising of major appliances with

No Hocus Pocus

**BELL SOUND SYSTEMS
MEAN POST-WAR
PROFIT FOR YOU**



— a new approach to long-profit, high-volume Sound Equipment Sales!

BELL REPRESENTATIVES

ATLANTA, GA., Henry W. & Abby N. Burwell, 105 Forrest Ave. N. E.
BOSTON 9, MASS., H. A. Chamberlin, 31 Milk St.
CHICAGO, ILL., Paul H. Miles, 333 N. Michigan Ave.
CLEVELAND, OHIO, Olsen & Anderson, 1456 Waterbury Pl., Lakewood
DETROIT 26, MICH., J. P. Davenport, 604 Kerr Bldg.
FORT WAYNE 3, IND., B. L. MacPherson, 1724 Alabama Ave.
GREELEY, COLO., Gordon G. Moss, Post Office Box 428
HOUSTON, TEXAS, G. G. Willison, Tex-O-La Sales Co., West Bldg.
KANSAS CITY 6, MO., Maury E. Bettis & Co., Rm. 400, B.M.A. Bldg.
LOS ANGELES, CALIF., Harry A. Lasure, 2216 W. 11th St.
MEMPHIS, TENN., J. M. Cartwright, 1276 Peabody Ave.
MINNEAPOLIS, MINN., M. E. Foster, Andrews Hotel
NEW YORK, N. Y., Wesley Scharp, 67 W. 44th St.
PHILADELPHIA, PA., J. E. McKinley, 628 Terminal Bldg., 401 N. Broad St.
PORTLAND 1, OREGON, Dale G. Weber, 7026 S. W. Capitol Hgy.
SAN FRANCISCO 3, CALIF., Hodges and Glomb, 1264 Folsom St.
TORONTO ONT., CANADA, Howard N. Reid, L. D. Cahoon and Co. Ltd., 2271 Danforth Ave.

No hocus pocus about it; BELL Sound Systems will give you the inside track on post-war profits, because BELL Engineers are incorporating many important "sound" developments from their vital war work in the post-war BELL line. These, along with other BELL advances, will turn the trick for you in clinching sales and keeping your customers satisfied.

In BELL Sound Systems, you'll have the ideal equipment for practically every "sound" need in every type of business, large and small. Bell Systems include — Intercommunicating Systems — Industrial Voice-Paging and Broadcasting Equipment — Permanent and Portable Amplifying Systems — Recording and Disc-Playing Units. Also electronic controls and devices.

Contact the BELL representative nearest you (listed at left) and let him give you the complete details of the BELL plan.

BELL
Sound Systems, Inc.

1186 Essex Ave.
Columbus 3, Ohio

EXPORT OFFICE: 4900 EUCLID AVE., CLEVELAND 3, OHIO



Sales Manager "Dave" Cunningham.

factories and distributors, and is familiar with dealers' problems. "Dave" and his associates operated one of the first exclusive major appliance distributing and retailing companies in Syracuse, following which he became New York State manager, eastern sales manager and general sales manager of Gainaday Electric Co. of Pittsburgh. For the past 13 years he has functioned as divisional sales manager for Easy Washing Machine Corp., of Syracuse, and during the past 5 years has been southern divisional sales manager with headquarters in Atlanta.

A New Program of Mallory Standardization



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

Here's Typical MALLORY Standardization!

12 VIBRATORS MEET 90% OF
YOUR REPLACEMENT NEEDS
... 65 VIBRATORS REPLACE
101 DIFFERENT TYPES

Score another bull's eye for the Mallory program of standardization! Now the entire line of Mallory vibrators has been simplified so that replacements can be made more easily and quickly—with a *really streamlined stock* to select from!

This streamlining imposes no penalties. It means that the new list of 65 Mallory vibrators will answer the needs that formerly required 101 different types. Even more important, *90% of your replacement requirements can now be met with only 12 vibrators!*

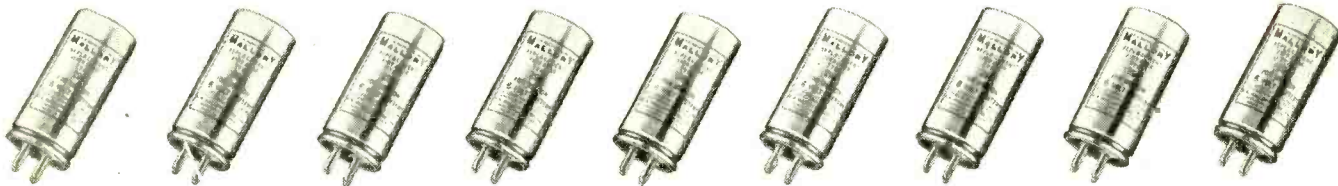
Not least of the advantages of the new set-up is the fact that Mallory vibrators will be more readily

available. Because of the reduction in the number of vibrators, your distributor will stock fewer types—and more units of each! Delivery will be tremendously speeded up.

Yes, the replacement problem has been changed and simplified—but Mallory quality remains the same! Mallory precision vibrators, backed by years of outstanding performance, still offer the dependability, the long life and the trouble-free service that you and your customers expect from us.

Order them from your Mallory distributor. Ask him, too, for your copy of the new Mallory Vibrator Standardization Folder.

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



More than ever—
ALWAYS
INSIST ON

P. R. MALLORY & CO. Inc.
MALLORY
APPROVED
PRECISION PRODUCTS

VIBRATORS • VIBRAPACKS* • CONDENSERS
VOLUME CONTROLS • SWITCHES • RESISTORS
FILTERS • RECTIFIERS • POWER SUPPLIES

ALSO MALLORY "TROPICAL"™ DRY BATTERIES, ORIGINALLY DEVELOPED BY MALLORY FOR THE U. S. ARMY SIGNAL CORPS, NOT PRESENTLY AVAILABLE FOR CIVILIAN USE.

*Trademarks™

TELEVISION MERCHANDISING

Philco Broadcasts Tele Show from Washington

The first television program ever broadcast from Washington, was transmitted to a television audience in Philadelphia over a new multiple-relay television network developed by Philco Corp., Phila., Pa. Appearing on this inaugural telecast from Washington were the Hon. Paul A. Porter, chairman of the FCC, Dr. Karl T. Compton, president of M.I.T., and chairman of the research board for national security, and John Ballantyne, president of Philco Corp.

Six television transmitters were used to carry the television pictures from the Philco studio in Washington to the final television station WPTZ in Philadelphia. Television signals were relayed at four intermediate points on hill tops along the route—Arlington, Va., Odenton, Md., Havre de Grace, Md., and Honeybrook, Pa., to reach Philco Television Station, WPTZ, which transmitted the program to its television audience throughout the Philadelphia metropolitan area.

Color Chart Aids in Solving a Video Problem

The color problem of reds, greens, blues, and yellows looking one way to the naked eye in the television studio, and coming over the iconoscope quite differently, has been partially solved, announced Thomas H. Hutchinson, produc-

tion director of RKO Television Corp. A color chart now in use in the DuMont television studio, has been devised by means of which the director can tell at a glance at the monitor, which colors will blend or contrast. The chart gives an over-all picture of the colors, and may be used to great advantage when selecting materials to be televised.

Brown, of RCA, Predicts Tele as Potent Force

Postwar growth in the use and range of television and extension of facilities to make unfettered radio available to all the peoples of the world will implement the great plans now being formulated to insure a just and permanent peace, according to Charles B. Brown, advertising director of RCA Victor.

At a luncheon of the sales and advertising managers division of the Trenton (N. J.) Chamber of Commerce, Mr. Brown predicted that the science of electronics, through television, radio, facsimile, and sound motion pictures, will strongly influence social and ethical development as well as economic progress in the postwar world.

"Radio and sound motion pictures already have begun to shrink the world into the community of neighbors needed to support any plan for permanent peace. . . . Television and facsimile . . . will be new and powerful forces of enlightenment to bridge cultural barriers as well as distances," Brown said.

Emerson Campaign Will Promote Video Interest

Emerson Radio & Phonograph Corp., New York, is promoting a coast-to-coast billboard advertising campaign, the first poster of which will deal with radio



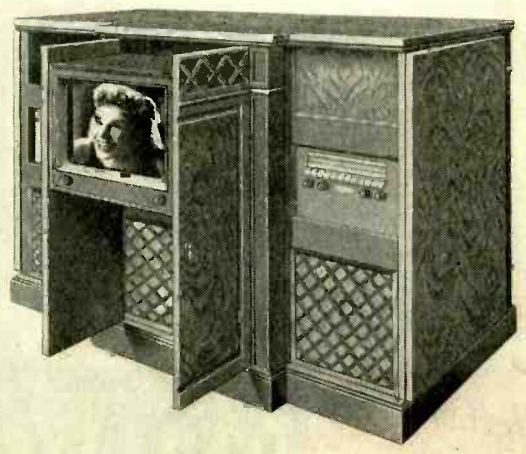
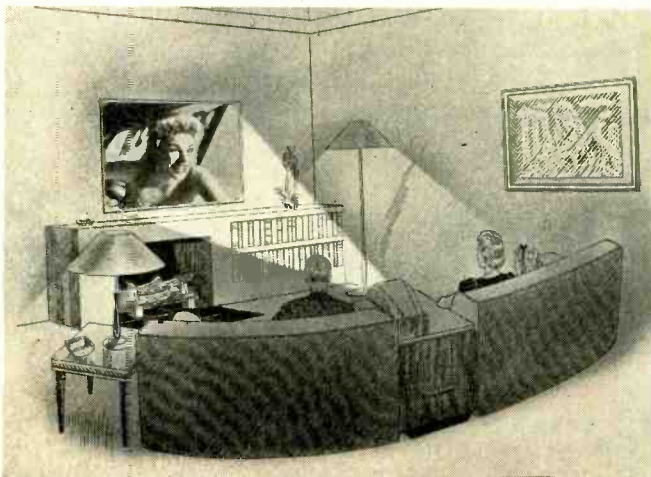
First of new series.

and television. The poster interprets Emerson's postwar television theme—"A theatre in every home." Emerson will change the design of its posters periodically to keep in step with future trends.

Present Tele Ballet

The Charles M. Storm Co., advertising agency, presented a full hour version of the Scheherazade Ballet, on the DuMont television station in New York. Raymond E. Nelson, vice-president in charge of radio and television for the Storm Agency staged the production. Additional interest was given the presentation by the use of varied trick effects.

Examples of DuMont Postwar Television Sets



Home television unit, right, contains a retractable 20" direct view picture tube along with complete FM-AM combination. At left, projection television set produces a 3' x 4' picture on an external screen. Lenses are used in place of Schmidt mirror projection system. Projection unit has 7" tube operating at 25KV. A special viewing screen is used. Home set, right, is planned to sell at \$1,500; projection unit at \$1,800.



THE *Quiz Kids* SAY:

"DUMONT TELEVISION IS TERRESTRIAL PRESTIDIGITATION"

You will agree with these diminutive stars* that television is a magnificent new art. And you will agree with us that television is at its best with a DuMont Television-Radio Receiver. And this will mean *profits* to you.

DuMont's fourteen years in the forefront of precision electronic pioneering assure sharp, clear pictures and exquisite tone...

assure dependable, high quality craftsmanship—performance above and beyond comparison. If *you* are qualified to display and promote the finest quality merchandise, DuMont will be happy to discuss its postwar plans with you. Write... Consumer Products Division, Allen B. DuMont Laboratories, Inc., 515 Madison Avenue, New York 22, N. Y.

*Appearing Sunday evenings on the Blue Network.

Copyright 1945, Allen B. DuMont Laboratories, Inc.



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

Appliances

(Continued from page 41)

At the present time, television demonstrations are conducted in the radio show room. In the center of the rear wall of the store is the video set, and along both sides of the tele receiver and side walls, articles offered for sale are displayed. Persons who witness the video shows are comfortably seated in folding chairs provided by the store. Every effort is made by the organization to make the spectator feel at ease, so that the demonstrations can be fully appreciated.

The excellent promotional work the store is doing in offering these free programs to the public is achieving much prestige for this organization. The advertising value of these demonstrations cannot be underestimated. What is even more important, the personal contacts made today will materialize in more profits in the days to come.

Builds Reputation

This retailer is establishing a reputation as a "go-getter" and a pioneer in television merchandising. The experience being gained today should keep this organization one jump ahead of its competitors in the days following reconversion.

While the store is selling many sidelines at the present time, the company will concentrate on radio and appliance merchandising in the future. In addition to these goods, this establishment also sells furniture, rugs and related items. The firm knows that good profits exist in intelligent merchandising, and it is striving to obtain this objective at present.

No Empty Floor Space

To give the customer the impression that the store is still well-stocked, care has been taken by the management to arrange available merchandise so that the interior looks well filled. This has been accomplished by filling the empty floor space with a variety of items, such as lamps, mirrors, pictures, furniture, and various giftware.

This company is owned and operated by five brothers, three of whom are now in the armed forces. Operation of the establishment has been taken over by David Polk.

In addition to selling to individual consumers, the store also caters to hotel and apartment house business. The company was founded in 1933, and has done a large volume of business annually since that time. Its present inventory is valued at \$35,000. The firm is looking forward toward doing a bigger and better business in the days ahead.



Here is "Future" business you can start on Today **Sell Teletalk**

Need for modern, quick, voice-to-voice intercommunication is so apparent in these war-busy days that few business concerns, large or small, are going to be without Teletalk Intercommunication Systems in the days to come.

War orders almost always give the proper priority for these concerns to enjoy the time and energy-saving benefits of Teletalk **RIGHT NOW**.

Teletalk, like radio, is an electronic device. In construction and operation it combines principles with which you are thoroughly familiar. Teletalk is easy to install . . . takes its current from the light circuit . . . and provides no maintenance headaches.

Now is the time to get as many Teletalk installations in your community as possible. With manpower scarce, Teletalk saves time and allows every individual to accomplish more. With time at a premium, Teletalk speeds up the tempo of every business. It almost sells itself when you explain its advantages.

Teletalk is a successful product of a concern which has been a pioneer in the development of high fidelity sound systems. It will pay you to know all about Teletalk Intercommunication, Teletalk Paging Systems and Webster Electric Sound Distribution Systems. Write us today for full information.

Let's All Back the Attack
Buy Extra War Bonds



Licensed under U. S. Patents of Western Electric Company, Incorporated, and American Telephone and Telegraph Company

WEBSTER ELECTRIC

Racine, Wisconsin, U.S.A. - Established 1909 - Export Dept.: 13 E. 40th Street, New York (16), N.Y. Cable Address "ARLAB" New York City

"Where Quality is a Responsibility and Fair Dealing an Obligation"

GIVE THIS NEW BATTERY A REAL LOOK...



ACTUAL SIZE



No. 412

This is "Eveready" "Mini-Max", "B" Battery No. 412. It furnishes 22½ volts, weighs 1½ ounces. Dimensions are 2" by 1 1/32" by 23/32". Compare its size with that of an ordinary wooden match box.

it's going to

REVOLUTIONIZE YOUR BUSINESS

MEET the new "Eveready" "Mini-Max" midget "B" Battery. Embodying National Carbon Company's exclusive construction, it crams 22½ volts into a space smaller than any battery ever before conceived — approximately 2½ times smaller.

Think what it will mean in your business to have a 22½ volt battery "no bigger than a minute" and handy as a match box. It means that the portable radio business — nipped by the war just as it was getting a good start — will return with an even brighter future. It also means that radios can be made for the personal use of an individual. Made small enough to fit snugly in a vest pocket or a lady's handbag.

In this connection, we're cordially inviting America's engineers and designers to consult

with us. Bring your special problems to our engineers and our laboratories. We should like to cooperate with you in every way possible in order to speed the development of brilliant new battery uses for the good of the industry, right after the war.

EVEREADY
TRADE-MARKS

MINI-MAX

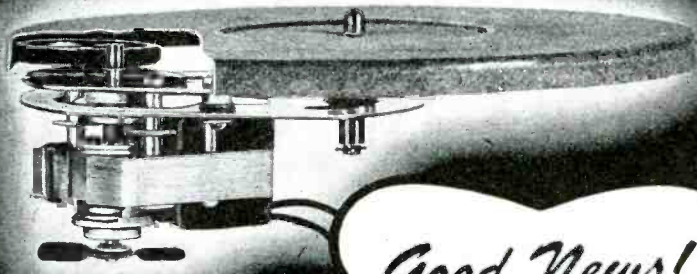
RADIO "B" BATTERIES

NATIONAL CARBON COMPANY, INC.
Unit of Union Carbide and Carbon Corporation

UCC

General Offices: NEW YORK, N. Y.
The trade-marks "Eveready" and "Mini-Max" distinguish products of National Carbon Company, Inc.

ALLIANCE "Even-Speed" Phono-motors



Good News!

ALLIANCE RESUMES PRODUCTION on One Standard Model

● We are now able to return to production of one standard variation of Alliance Model 80 Phono-motor, according to the following definite specifications and on the production plan explained below.

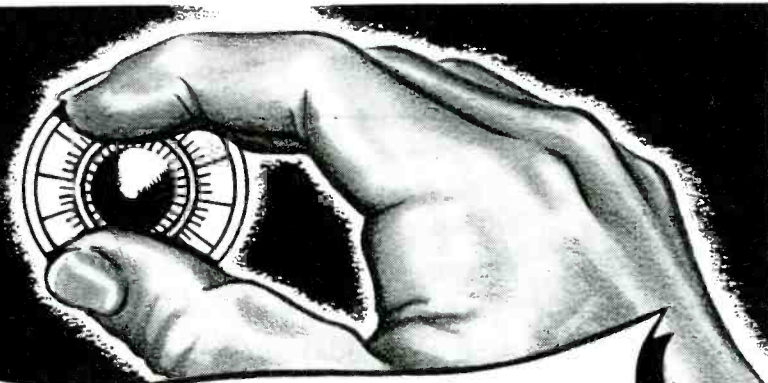
STANDARD SPECIFICATION No. 811—Turntable No. Y-278-S2; 110 Volt, 60 cycle, 9" Model 80

Production must be on the following practical basis under present conditions where there are no large volume priority orders—namely, by accumulating a sufficient quantity of small orders with necessary priority and making periodical single production runs at such time as the quantity of accumulated orders is enough to make this practical. Priority orders (currently only orders of AA-3 or higher, with GOVERNMENT CONTRACT NUMBER and MILITARY END USE, or where certified to be used in Sound Systems, Intercommunicating or Paging Systems, as exempted from order M-9-C) must allow delivery time required to obtain a minimum practical production run; to procure material for all orders in hand, and make one production run of the one type standard unit only, for shipment on the various accumulated orders. ● Check the above against your requirements, and if you have proper priority, communicate with us.

REMEMBER ALLIANCE—Your Ally in War as in Peace!

AFTER THE WAR IS WON, WE WILL TELL YOU ABOUT SOME NEW AND STARTLING IDEAS IN PHONO-MOTORS

ALLIANCE MANUFACTURING COMPANY
ALLIANCE, OHIO



For Perfect Calibration
MONARCH
MEASURING • TESTING • CALIBRATING
EQUIPMENT

For better war production • For finer civilian production

Throughout the war period, Monarch instruments have facilitated production of better equipment, giving more accurate results. As soon as conditions permit, these same dependable instruments will be used to insure finer results in products designed for civilian use.



Tested Methods

(Continued from page 43)

his staff fully informed on the best retailing techniques.

In pre-war days, 95 per cent of the volume handled by the firm was done on a credit basis. The company has found this method of operation to be very successful, and has been able to keep its losses on credit sales down to less than one-half of one per cent. This is a record of which it is justifiably proud.

While the organization has taken in many sidelines to keep it going until "M Day," the store has always sold an inexpensive line of small staple electrical goods, such as sockets, light bulbs, etc. As this downtown location is subjected to a great deal of pedestrian traffic, these low-priced articles succeed in getting people into the store. From the sale of these small items, many valuable leads are made which may ripen into large orders.

Follows Contacts

The firm has made a policy of following up all contacts, either by direct mail, or by outside salesmen. No leads are unimportant, and this rule has consistently boosted the store's sales volume.

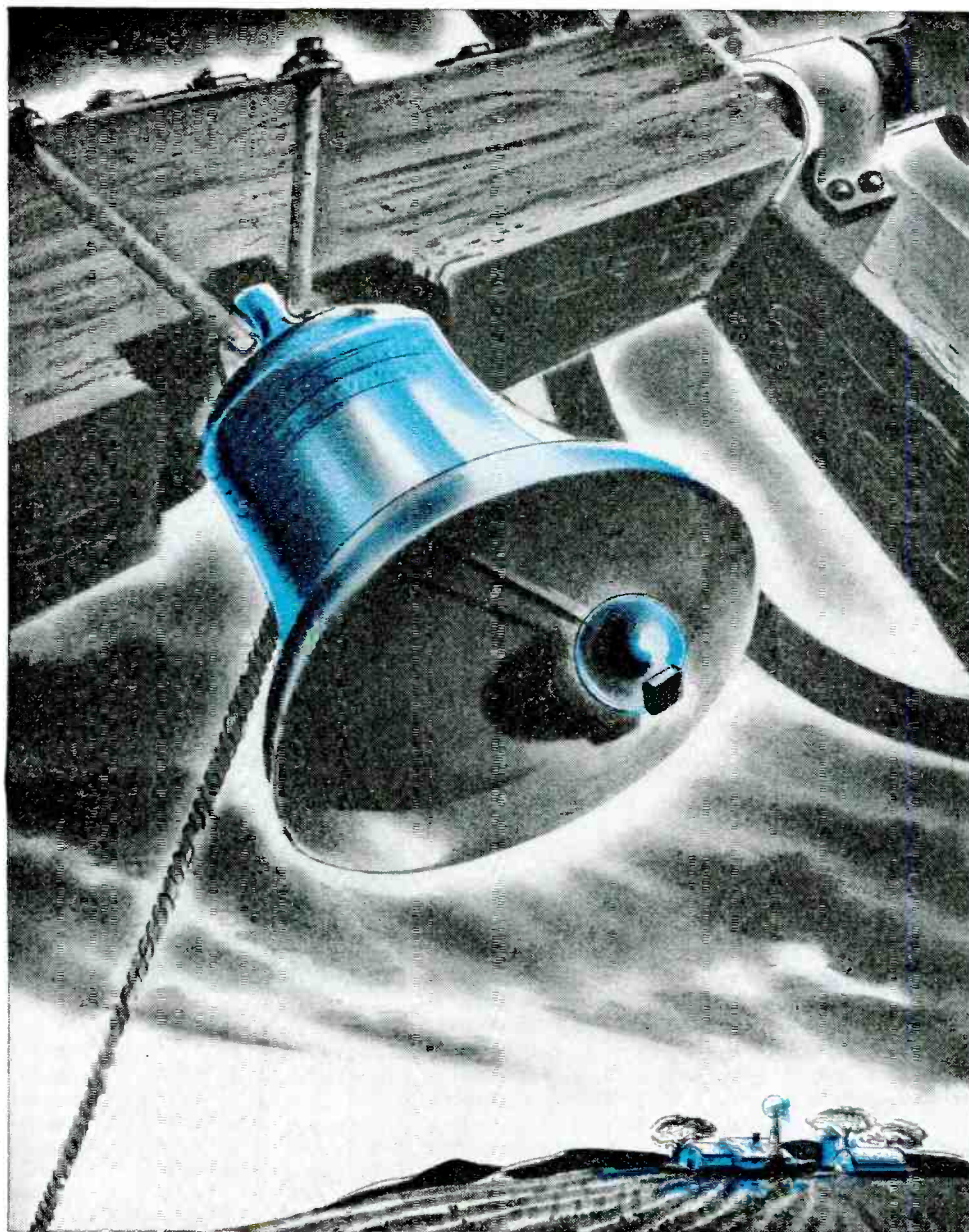
Today, substitute lines such as leather goods, housewares, toys, paint, and other miscellaneous items are contributing their share towards keeping the firm out of the "red," in addition to giving the establishment a well-stocked, prosperous-looking appearance. Some of this merchandise has sold so well—housewares and paint especially—that it will be maintained postwar.

Toy electric trains are a permanent part of the establishment's lines.

Good Advertising Program

The Monarch Electric Co. is a firm believer in advertising. The store is a daily buyer of space in the city's newspapers, as well as using direct mail and spot announcements over the local broadcasting station. Advertising is an important policy with this firm, which may be one of the reasons responsible for its doing an excellent merchandising job.

While other firms have relied almost exclusively on service to keep them going until after Victory, this organization has done an outstanding business with whatever goods it has been able to get. Since this store can keep its cash register busy in these days of little merchandise, the post-war future certainly looks rosy for this astute retailer.



PERSONAL SETS

TABLE SETS

TABLE COMBINATIONS

F. M. SETS

CONSOLE COMBINATIONS

RECORD PLAYERS

PORTABLES

TELEVISION

**AUTOMATIC RECORD
CHANGERS**

Ring in... A NEW NOTE IN HOME RADIO!

Dealers! Distributors! Harken to the New Note in Home Radio! Awaken to the Postwar possibilities of the Maguire Home Radio Line! You'll be delighted with Maguire styling, construction, flawless reception... just what you'll want to create "customer clamor."

And it will be music to your ears when you learn about the profitable Maguire Franchise. Selected dealers... protected territories... national advertising... cooperative local advertising... window and showroom displays... direct mail pieces... colorful catalogs... guaranteed merchandise... and that's not all!... Don't miss this golden opportunity... your territory may still be open. Get the full story today about the radio line that will ring the bell tomorrow!

Write to Maguire Industries, Incorporated, Sales Division, Greenwich, Connecticut.



Maguire
INDUSTRIES · INCORPORATED
ELECTRONICS · DIVISION

GREENWICH · STAMFORD · BRIDGEPORT · NEW MILFORD · NEW YORK
RADIO & Television RETAILING • May, 1945

TRADE ACTIVITIES

Elmer R. Crane Heads Lear Radio Division

Elmer R. Crane, heads the radio division of Lear, Inc., now located in larger quarters in Grand Rapids, Mich., in order to concentrate present and postwar production of Lear aircraft and home radios in one plant. Crane came to Lear from his post as chief of the WPB products and facilities branch of the radio and radar division. "The production of Lear Radios," Crane said, "for the services, at present, and for the home and aircraft after the war—is being performed under the most efficient and effective methods possible."

New Westinghouse Name

Stockholders of the Westinghouse Electric & Mfg. Co. at their annual meeting voted to change the company's name to Westinghouse Electric Corp. for simplicity and brevity.

Gerl at Dealer Confab

Joseph Gerl, president of the Sonora Radio & Television Corp., pointed out at a Walker-Jimieson Sonora dealers' conference, held in Chicago, that success in the radio industry depended largely upon a manufacturer's experience within the industry itself and not upon experience in the washing machine, electric stove, refrigerator or even the aviation business. Mr. Gerl stressed radio design, the technological aspects, and seasonal factors.

Kelvinator Plans Postwar National Sales Activity

Still engaged in war work, three important staff members have been designated to handle Kelvinator's three huge regional territories in its national postwar sales activities, Charles T. Lawson, Nash-Kelvinator vice-president in charge of Kelvinator division sales, announced.

"We intend to continue, into the postwar period, the streamlining program successfully undertaken by Kelvinator in 1940, when the distribution operation was tightened all along the line," Lawson said, recalling that Kelvinator at that time sharply reduced prices, trimmed its model line, concentrated its output in the hands of selected retailers, and more than tripled its sales.

Same Basic Policy

"There will be no basic change in these policies, which were reaching their fullest effectiveness when the war ended domestic activities," he added, "except that they will be applied more vigorously to our own distribution organization. Just as the best retailers were selected in their market areas, greater responsibilities will be placed in the hands of men best qualified to do the big postwar jobs."

The country has been sliced into three wide territories—east, west and Pacific, assigned respectively to S. R. Sellers, H. C. Patterson and C. J. Bachman. Their activities will come immediately under T. A. Farrell, assistant general sales manager in charge of the operations division.

Dr. Manson President of Stromberg-Carlson Co.

In a program of company-wide expansion, Wesley M. Angle, president of the Stromberg-Carlson Co., Rochester, N. Y., was elevated to the post of chairman at the board's annual meeting.

Dr. Ray H. Manson, former executive



Dr. Ray H. Manson, president

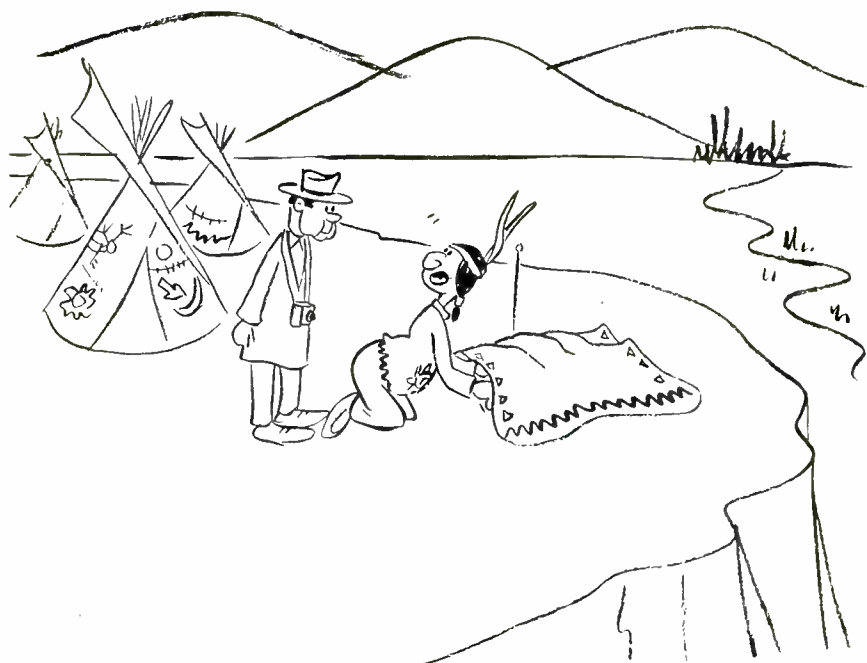
vice-president and general manager, was elected president to succeed Mr. Angle. Dr. Manson, with more than 100 inventions in the communications field to his credit, is considered one of the nation's leading authorities in the world of communications science and engineering. The board named Lee McCanne, previously secretary and assistant general manager, to fill the post of vice-president and general manager left vacant by Dr. Manson.

In his new post as chairman of the board, Mr. Angle will continue to be active in company affairs, particularly on matters affecting future development and expansion. Dr. Manson is the first engineer-scientist to head the company.

Galvin Installs Two-Way Radiotelephone Units

The state-wide, two-way Motorola FM radiotelephone system to be installed in South Dakota, by the Galvin Mfg. Corp., Chicago, Ill., will include the use of several innovations in two-way radio.

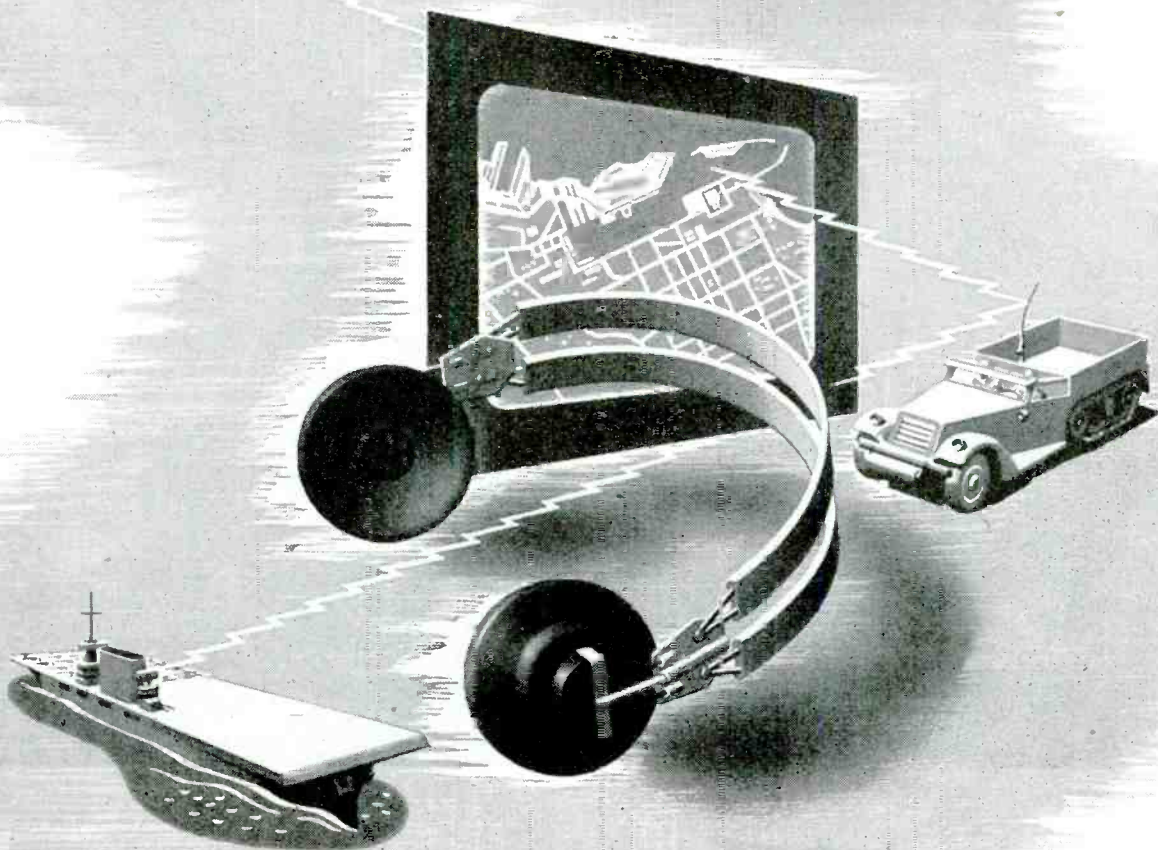
The initial installation will consist of six 250 watt Motorola central control stations, with steel antenna towers 200 and 400 feet high, strategically located throughout the state. 110 vehicles of the state highway department and state police are to be equipped with mobile Motorola two-way transmitter and receiver units, as are all county and city police cars.



"Smoke signals nothing, I have a radio transmitter under here!"

It takes more than planes to establish

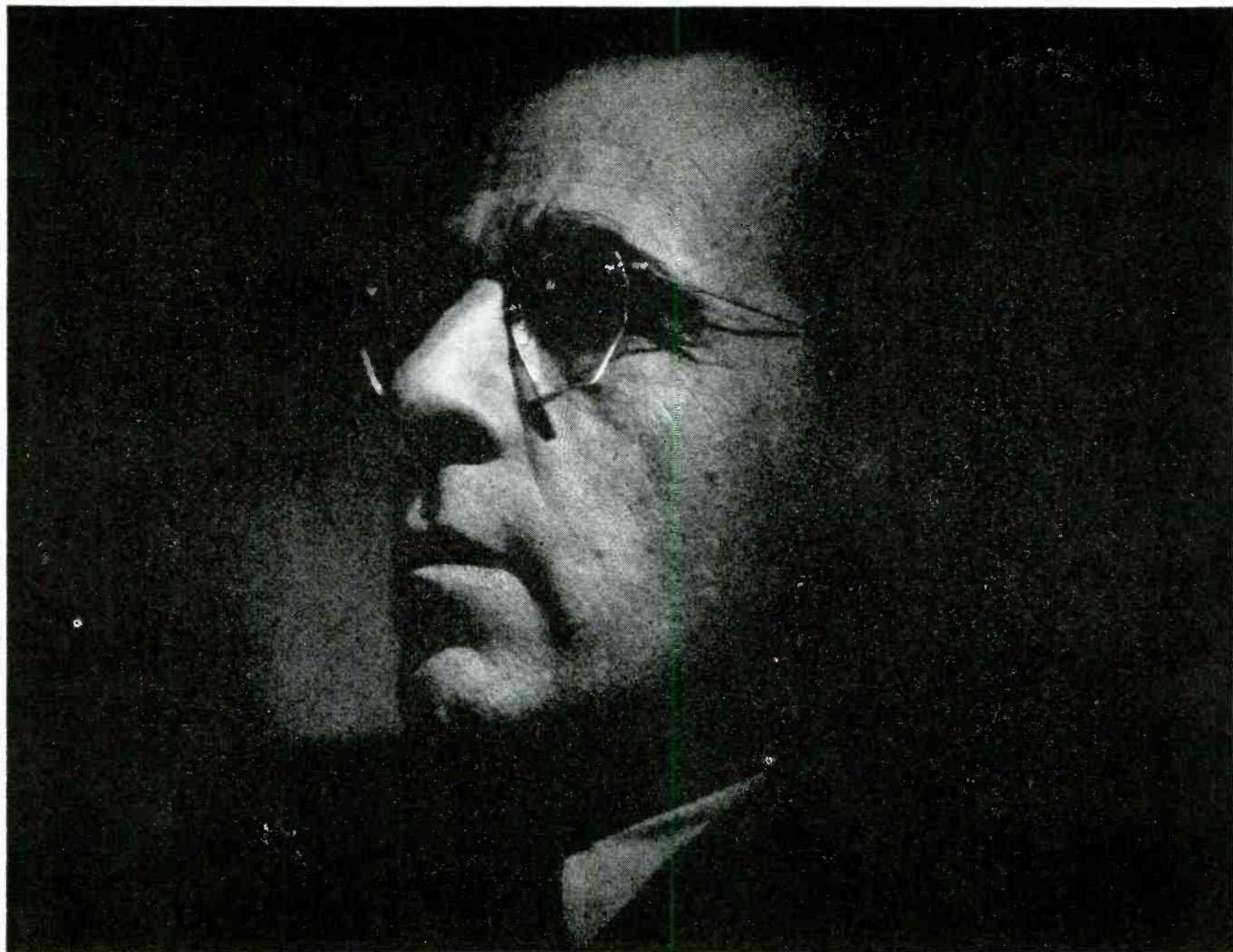
AIR CONTROL



Allied fighters and bombers have established one type of air control. Another type, almost equally important, has been established by Allied radio equipment and electronic devices. Far, through the effective application of high-frequency impulses, skilled technicians of the Army and Navy control communication channels—detect and locate enemy planes, ships and submarines—coordinate the movements of aircraft, ships and combat vehicles—direct artillery fire. Delco Radio Division has contributed materially to this air supremacy through the development and production of varied Delco Radio products, ranging from compact mobile radio sets to highly specialized radar equipment still masked in secrecy. Delco Radio Division, General Motors Corporation, Kokomo, Indiana.

Delco Radio
DIVISION OF
GENERAL MOTORS

Keep Buying War Bonds



For the first time

Erno Rapee Forgets an Exacting Schedule . . . When He Hears The Meissner

"In just a few minutes the maestro will be here," said one of the men about the luxurious cabinet.

"He can stay less than an hour," said another, "but remember how Guy Lombardo missed a rehearsal when he first heard the Meissner . . ."

As they spoke, Erno Rapee, director of music, Radio City Music Hall, entered the room . . . prompt to the minute. But before they could greet him, the Meissner took command, filling the room with the first notes of a great overture. Rapee moved to its side. Could this be recorded music? With such fidelity of tone?

"Listen," he exclaimed. "The range

of the flute . . . perfect! And the soft, golden tones of the French horn . . . so alive!"

As the record ended, Rapee was about to speak, but the movement of the Automatic Record Changer caught his eye. He watched it gently lift the record, reverse it, then deftly place the *opposite* side in playing position. "Is there no end to the miracles this instrument performs?" he asked incredulously.

Finally the supply of records was exhausted, and Rapee turned from the Meissner. "I must go," he said. "I am already late for one other appointment, but I have been privileged to hear a miracle . . . and miracles observe no schedule."

☆ ☆ ☆

Like Rapee, you, too, will be able to

enjoy more than two hours of continuous recorded music . . . without touching a record . . . when your postwar Meissner is available. You will have the thrills of AM, FM and Super Shortwave Radio reception . . . all in addition to the Meissner's fidelity of tone that has astounded the world's greatest artists, critics and conductors.



**For SOLDERING
ECONOMY
and EFFICIENCY**



FOR nearly two decades ESICO has stood for superb quality and over-all economy in soldering equipment. The name ESICO on your soldering tools is definite assurance of long, uninterrupted service. Specify ESICO — the name that assures you of satisfaction.

Write Today for Complete Information On the Esico Line

**ESICO
SOLDERING
IRONS**

Designed for tough, long-lasting factory service. Widely used in industrial plants everywhere.

**ESICO
SPOT SOLDERING
MACHINE**



A real time-saver. Treadle-operated. Automatically advances iron and solder, leaves operator's hands free for work.

**ESICO
SOLDERING IRON
CONTROLS**



Positive TIP control prevents over-heating — tip cannot fall below soldering temperature. The only practical method of controlling heat in the tip—an exclusive ESICO feature!

**ESICO
SOLDER POTS**



Rugged construction. Variety of sizes. Designed for continuous non-stop operation. Elements replaced easily and quickly.

**Hotpoint Officials Plan
Appliance Sales Program**

Manufacturers with quality appliances backed by sound, thorough merchandising programs and market research, can have their choices of dealers and a result of choices which will carry out their programs will benefit the entire American public, Ward R. Schafer, vice-president in charge of sales, Edison General Electric (Hotpoint) Appliance Co. said in opening a meeting of regional and district managers gathered to hear details of the company's market research and advertising for its selective dealer plan. Harry E. Warren, advertising manager told of the advertising plans, and G. A. Rebensburg, manager, and Glenn Thompson, statistician, commercial research division demonstrated the place of market research in key market operation.

New Expansion Era

Schafer said that the appliance industry was "entering a new era during which it will go into an expansion-of-use phase undreamed of ten years ago."

Mr. Warren discussed the company's advertising objectives, placing knowledge of customers at the top. He said, "As manufacturers we have engineers who design the best; as merchandisers we must have retailers who serve the best. Our ultimate aim is to please the American home."

Mr. Rebensburg discussed what he termed the "heart" of postwar marketing set-up—market research. He asserted that the predicted revolutionary changes in appliance sales would be realized, and that more thorough understanding of the customer would be the biggest new factor.

Trading Area Centers

A trading area is the unit of territory that forms between other areas with lines extended to the farthest point to which the influence is greater than that of a competing trading center. Outside these bounds, consumer buying habits swing toward competing centers. Any retailer contemplating an expended capital investment should first study the changes in the trading area influence of the territory into which his investment is going. Boundaries once followed county lines fairly closely. Changing conditions have tended to minimize the importance of political subdivisions in market trends, it was concluded.

Nat'l. Carbon "E" Award

Maj. Gen. Harry C. Ingles, the nation's Chief Signal Officer, has personally awarded the Army-Navy "E" to the Charlotte, N. C., plant of National Carbon Company, Inc. Commander James H. Ward, of the Navy, presented "E" pins to the employees, and Paul P. Huffard, National Carbon's board chairman, accepted the pennant for the company. The plant is turning out "Eveready" "Mini-Max" "B" batteries for the Army and Navy.

**Emerson's Ben Abrams on
Radio Industry Postwar**

The prospect of a billion-dollar postwar radio industry was described by Benjamin Abrams, president of Emerson Radio and Phonograph Corp., at a dinner tendered to Lt. Col. Arthur W. Tager, by Eastern electronic manufacturers at the Waldorf, New York.

A million jobs will be available where only 140,000 existed before, stated Mr. Abrams. Radio has made tremendous technical advances that have thus far been cloaked in secrecy for military reasons.

To aid returning war veterans in getting jobs, Emerson has been conducting surveys of dealers and distributors, asking each of them to state just how many servicemen he can employ, and in what capacities. Information obtained in this way is turned over to government placement agencies. One survey alone showed that 6,000 openings were available.

"Great talents and skills have been developed by our electronic war industries," concluded Mr. Abrams. "In our own interests, we manufacturers should make full use of these abilities in peacetime."

**Rasmussen Urges Planning
Now for Postwar Selling**

"Don't be deluded into thinking that civilian products will sell themselves when war-time restrictions have been lifted or that a seller's market will continue indefinitely," warned James H. Rasmussen, general sales manager, manufacturing division, The Crosley Corp., Cincinnati, in an address to the advertising and sales club of Seattle.

"Sales management must be making its plans today for recruiting and training the salesmen it will need to do the tremendous selling job that will have to be done when victory is won," Rasmussen declared.

"While all of us are devoting our energies today to the one big job of winning the war, we must not forget our obligation to do our part in providing postwar employment for the millions of men overseas and the other millions now engaged in war production," Rasmussen stressed.

Proctor Names MacCarthy

The appointment of Major Oswald MacCarthy, Army of the United States, as eastern sales manager for the Proctor Electric Co., Phila., Pa., has been announced by Robert M. Oliver, vice-president in charge of sales. MacCarthy will make his headquarters in New York.

India Market for Ansley

The head of one of Bombay, India's largest trading concerns, Mr. Dharmakumar, of Hirachand & Dharmakumar, has secured the Ansley line. The radios will be equipped for 230 volts, carry a special short-wave band, and be well insulated against the rigors of the Indian climate.



ELECTRIC SOLDERING IRON CO. Inc.
2345 West Elm Street, Deep River, Conn.

Preview of Lear's next National Advertisement

Here you see the next advertisement in the Lear advertising campaign on wire recording and home radios. It is going to appear in:

Collier's, Aug. 11th • Fortune, June Liberty, June 10th • Atlantic, June New Yorker, May 26th New York Times Magazine, May 6th

This means that 5,400,000 regular readers of these magazines, their families and friends, will see again the advantages of owning a Lear Home Radio with wire recording.

If you want to be able to offer Lear Radios with wire recording, write for information on the Lear Franchise.



It's Wire with a **VOICE**

Listen! That's your own voice you hear. Or a radio program caught and recorded straight from the air. Or maybe a program produced by your own youngsters.

countless sensational applications. Think of a dictating machine with no records to break or keep shaved—and business conferences, meetings, telephone conversations kept precisely and permanently for future reference.

It all comes from the thin wire that runs through the Lear Wire Recorder—a wire magnetically impressed with sound through an entirely new method of recording brought to its present high state in Lear laboratories.

No one has yet begun to explore the full realm of possibilities that lie in Lear Wire Recording. But to give you a glimpse of how it works and a few of the ways it can be used, Lear has prepared a free booklet of questions and answers. Would you like one? Just drop us a line—or mail the coupon below.

Wire recording will be a part of Lear Home Radios. But home entertainment is only one of



LEAR RADIO

Grand Rapids 2, Michigan
Home Radio Sales: 230 E. Ohio St., Chicago 11, Illinois

LEAR, Incorporated
Home Radio Sales Division,
230 East Ohio Street, Chicago 11, Illinois.
Gentlemen:
Please send me your free booklet on Wire
Recording offered in Lear national maga-
zine advertising.

Firm Name _____
Individual _____
Address _____



AN AMERICAN SOLUTION TO
YOUR CAPACITOR PROBLEMS

ALL TYPES - BY-PASS
AND ELECTROLYTIC

DATA SHEETS
ON REQUEST

AMERICAN CONDENSER CO.

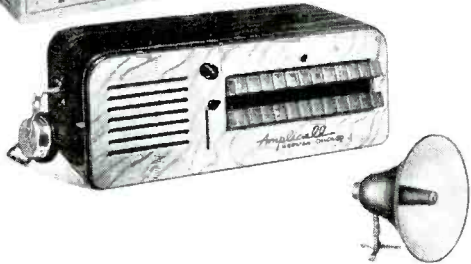
4410 No. Ravenswood Ave.

Chicago 40, Ill.

AMPLICALL

.... the Name that says

**FINEST
IN INDUSTRIAL
COMMUNICATIONS**



Behind *AMPLICALL'S* valuable services to the nation's large and small industrials are hundreds of the most progressive distributors. These alert organizations know the many exclusive, plant-proved features of *AMPLICALL* Paging and Two-Way Communications Systems. They know also that *RAULAND* places top emphasis on advanced engineering, design and fine quality construction, factors so essential to a completely satisfied customer. *RAULAND* is truly a name to watch — now and after-war.

THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS
Electroneering is our business

**BUY MORE
WAR BONDS!**



**HOLD THE BONDS
YOU HAVE!**

RADIO • RADAR • SOUND • COMMUNICATIONS • TELEVISION

WAR BOND COVER

RADIO & Television RETAILING'S cover on the front of this issue is devoted to the support of the 7th War Loan Drive.

Painted by famed artist Gerald Leake for the collection of the Electric Boat Co., the picture has appeared in that firm's national advertising in connection with its operations as builders of submarines.

The painting's subject—surface attack on Jap shipping—should remind us that World War II is far from over.

BUY BONDS!

Discs for All

(Continued from page 51)

sive full-color brochure which unfolds to make an attractive display.

Another Victor promotion of real sales value to retailers is its new "Double Feature" series, which couples two stars in two hit tunes. First of these is the duo: King Sisters and Freddie Martin with "Yah-Ta-Ta" and "Take Me in Your Arms."

Victor's store modernization clinics continue and dealer interest is running high.

Addenda: Tommy Dorsey, Victor-recording bandleader, will emcee the Sunday "Music America Loves Best" radio program for 5 weeks starting Apr. 29. Wide promotion will be given Music Week over this program, May 6 through 13.

New record promoting program is running on WNEW (New York), titled "The Listening Booth." The latest recordings are played the day they are released; populars are highlighted every Thursday from 9 to 9:30 p.m., and classics on Sundays, 7 to 7:30 p.m.

Sonora specializes in "melodies that will live forever" in particular in its albums 462, "Lullabies;" 470, "Hit Parade;" 457, "Aloha Hawaii;" 463, "Enric Madriguera;" 464, "Songs of the West;" 465, "Irish Ballads."

Capitol broadside highlights the Pied Pipers, King Cole Trio, Anita O'Day and Jo Stafford; and counter card is offered for use with single-disc counter dispenser. Capitol's 1945 catalog is its first, and is clearly arranged by titles, artists and albums.

Asch has waxed Art Tatum, jazz pianist, in a 6-tune album. Here again is evidence of the old favorites. Among them: "Danny Boy," "Sweet and Lovely," "It Had to be You." Promised: new albums featuring Mary Lou Williams and James P. Johnson.

Admiral Corp. Sponsors New Tele Show



Enthusiasm of high school students is giving an impetus to television, in the opinion of Richard A. Graver, left, vice-president of Admiral Corp., Chicago, and George Jennings, right, acting director of radio council, Chicago board of education. Admiral's new television program, "Young Chicago," recruits its talent entirely from the student body of Chicago's high schools.

Zenith Dealer Helps Promote Postwar Sales

Thousands of postwar dealers have been franchised thus far in Zenith's present drive to line up its retail selling organization. Most of the dealers who sign up for future sets are ordering Zenith outdoor identification material—neon signs, window signs, metal signs, valances and decals.

The company's "own campaign," featuring the theme, "Keep Your Eye on Zénith," is going over in a big way with retailers, who are using the promotion pieces to install attention-getting window and store interior displays.

Novick Receives Scroll for Industrial Record

Labor and management of the electronic industries in the Chicago area honored Samuel J. Novick, of New York, president of the Electronic Corp. of America, when more than 250 executives of electronic manufacturing companies, officials of labor unions and officers of the Army and Navy saw Earnest de Maio, general vice-president of the United Electrical Radio and Machine Workers Union (CIO), present Mr. Novick with a scroll of tribute.

The scroll is inscribed "To Samuel J. Novick for his untiring efforts and excellent record as an industrialist demonstrating and exemplifying a practical idealism in a constructive labor management in war and peace."

Raytheon Moves Office

The radio receiving tube division of the Raytheon Mfg. Co. announces that its New York offices, formerly at 420 Lexington Ave., will be located in the Lincoln Bldg., 60 E. 42nd St., New York City.

General sales headquarters of the company's radio receiving tube division will remain indefinitely at 55 Chapel St., Newton, Mass.

Magnavox Poll Surveys Music Listeners' Habits

So-called "popular" music is less popular than symphony and other classical and "light classic" music with a full two-thirds of the owners of Magnavox radio-phonographs, according to results of a poll just completed by The Magnavox Co., Fort Wayne, Ind., through its national advertising agency.

Less surprising only in the light of the first finding is the fact that the record-player is in use nearly as much of the operating time of a Magnavox combination as is the radio receiver.

Exact results of the Magnavox-Maxon survey show that 66.3 per cent of Magnavox owners prefer symphony and other classics, while only 20.4 per cent expressed preference for "popular" music.

Magnavox record-players are in operation 43.3 per cent of the instrument's playing time, and the radio receivers 56.7 per cent of the time.

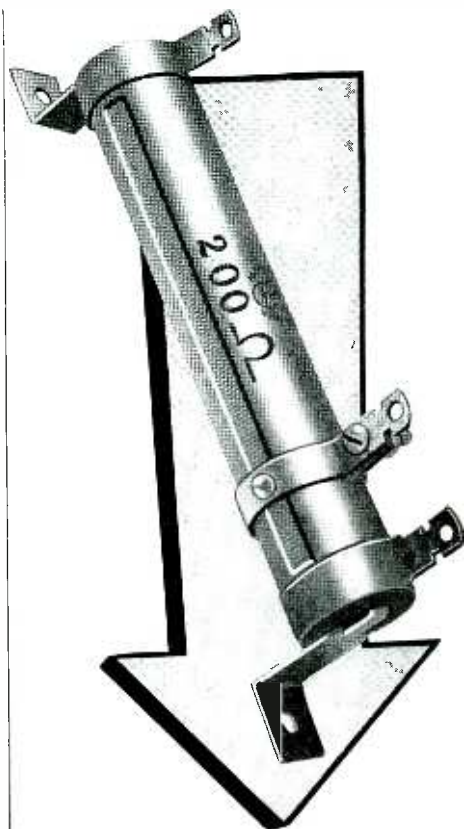
The company prefers not to risk an oversimplified interpretation of the poll, but it believes significant the additional finding that 44.3 per cent of all Magnavox radio-phonograph owners list "superior tone" as their reason for buying Magnavox.

Lack Named to Board

At the annual meeting of the stockholders of the Western Electric Co., Frederick R. Lack, vice-president of the company and manager of its radio division, was elected to the board of directors. The present directors were re-elected.

Belden Awarded "E"

The Army-Navy "E" for "high achievement in the production of war material" has been awarded the employees of the Chicago and Richmond plants of the Belden Mfg. Co. Presentation ceremonies were held in both the Chicago and Richmond, Ind., plants.



For the TOUGHEST RESISTORS, ask for GREENOHMS

★ Yes sir, you see them everywhere—those green-colored special-inorganic-cement-coated power resistors. They can take an awful beating, those Clarostat Greenohms, and come back for more. Just the thing for those assemblies or repair jobs that must stay put.

Standard units: 10 and 20 watts fixed; adjustable, up to 200 watts. Wide choice of resistance values.



★ Ask Our Jobber . . .

Ask him for Clarostat Greenohms. Remember, only Clarostat makes Greenohms! Ask for copy of our "Interim Line Catalog." Or write us direct.



CLAROSTAT MFG. CO., Inc. - 285-7 N. 6th St., Brooklyn, N. Y.



BUSINESS IS IN THE BAG

When You Handle the Line of Inter-communication That "Has Everything"

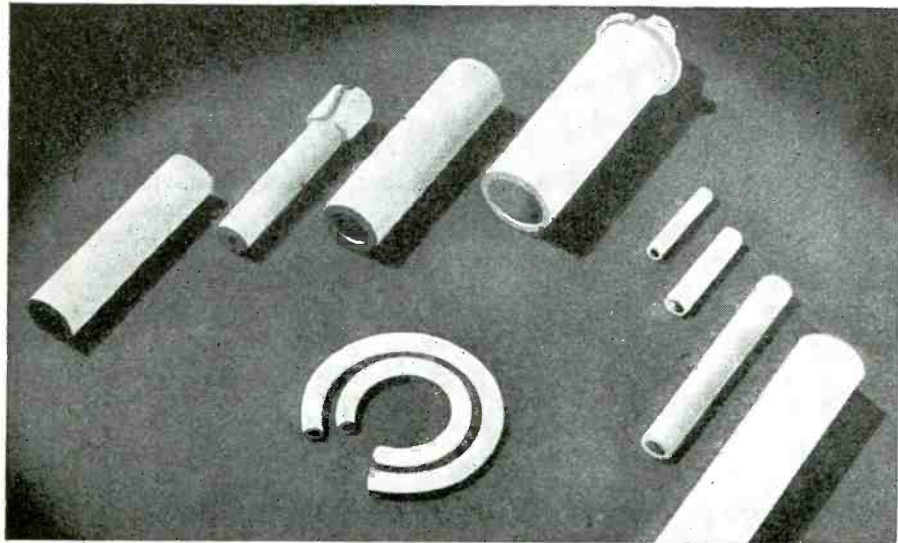
Talk-A-Phone, the World's Most Advanced and Complete Line of Inter-communication provides a unit for every requirement . . . and every unit "Has Everything" essential to convenient, efficient, carefree operation. Order-getting is made easy. Customer satisfaction is assured.

Talk-A-Phone is quickly and easily installed. Complete installation instructions furnished. Your sales rights protected by rigid jobber policy. Good deliveries now. National advertising and dealer helps pave the way to big volume of profitable business. Write today for details and Talk-A-Phone catalog. Address Dept. 3A.



Talk-A-Phone Mfg. Co.

1512 So. Pulaski Rd. Chicago 23, Ill.



WE make our own refractories, thereby obtaining the best possible control over the characteristics of VITROHM RESISTORS and RHEOSTATS.

WARD LEONARD ELECTRIC CO.

Radio and Electronic Distributor Division
53 West Jackson Blvd., Chicago, Ill.



Former Sentinel Employee



Sgt. Stuart Schwartz, a former employe of Sentinel Radio Corp., wrote his old co-workers of being asked to fix a personal radio in England, and discovering that it was one formerly made by him at Sentinel.

Your Business

(Continued from page 75)

not add products to the point where your store gets cluttered-up. Problems of layout and display for each line are very important in obtaining additional sales volume, and deserve careful study.

As you begin to add postwar lines, scrutinize your present ones to make sure each is still profitable to you. Try to arrive at your net profit for the line by compiling at least approximate figures on its sales, operating expenses and cost of goods. Even if your net profit for this merchandise proves to be small, or non-existent, you may still revive the line by changing its location, price or method of display. But if these experiments fail, or if there is a serious loss on the line, you may well decide not to handle it any longer, particularly as more attractive lines become available.

Three lists are presented with this article. One list shows some of the electrical appliances which key radio dealers have told us they may handle. Another column shows a few of the many non-electrical products which radio dealers have stocked and may continue to carry even after receivers return. The third list is a compilation of services that dealers tell us they have been performing. These lists are not meant to be complete. They are intended only to suggest possibilities to you.

Somewhere in this combination of lines is the right proportion for you to use in building your postwar business. In balancing your sales of radio sets with other lines, you will sell more—and at greater profit—than ever before.

MARION INSTRUMENTS



**GEARED TO
EVER-CHANGING
NEEDS OF
INDUSTRY**

War requirements, plus our own design and construction refinements, now provide industry with instruments of heretofore unknown qualities. As new needs arise, we are geared to use our highly specialized, yet diversified, knowledge in solving any measurement problem.

Solid Alnico magnets
Beryllium copper frames
Sintered soft iron pole pieces
Very high torque movements

Our engineering department welcomes inquiries — especially those demanding extra-critical instruments for special applications.

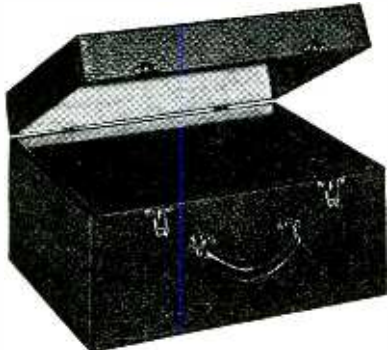


MARION ELECTRICAL INSTRUMENT CO
MANCHESTER, NEW HAMPSHIRE

Distributed by **ELECTRICAL INSTRUMENT DISTRIBUTING CO.**
438 BRADWAY, NEW YORK

LAKE

Radio Cabinets and Parts



Portable Phonograph case, of sturdy durable plywood, in handsome brown leatherette finish. Inside dimensions 16½" long, 14" wide, 9½" high. Has blank motor board. As illustrated above, specially priced at..... **\$6.95**



Portable Phonograph case in brown leatherette covering. Inside dimensions 17" long, 14" wide, 8½" high. Has blank motor board and opening for speaker. As illustrated above, specially priced at..... **\$8.95**

Also blank table cabinets of walnut veneer in the following sizes, with speaker opening on left front side: (*Note: *7 has center speaker grill.)

#1	— 8¼"	L x 5½"	H x 4"	D \$1.95
#2	— 10¼"	L x 6¾"	H x 5"	D \$2.75
#3	— 13½"	L x 7¾"	H x 6¼"	D \$3.25
#7*	— 10¾"	L x 7"	H x 5½"	D \$2.50
#8	— 17"	L x 9"	H x 9½"	D \$4.50
#9	— 21"	L x 9¼"	H x 10½"	D \$5.50

*Speaker Opening in center of front side. Cabinets available in ivory color and Swedish Modern. Write for prices.

POWER TRANSFORMERS

4, 5, or 6 Tube—6.3V at 2 amp.	\$2.45
50 Mill Power Transformer....	
7, 8, or 9 Tube—6.3V at 3 amp.	\$2.65
70 Mill Power Transformer....	

All types of radio parts available in today's market can be obtained at Lake's money-saving prices. Large stock listed in our catalog.

Write for Our Free, New Illustrated Catalog!

Lake Radio Sales Co.

Dept. B

**615 W. Randolph Street
Chicago 6, Ill.**

Gerl Looks to Future; Sees Huge Radio Demand

Joseph Gerl, president of Sonora Radio & Television Corp., in a speech before the Walker-Jimieson Sonora dealers in Chicago, stressed the importance of looking toward the future. "As far as demand for radio sets is concerned," he said, "it appears that the public will want to buy about 20 million sets as soon as they are available. This figure is based upon nationwide surveys which indicated that within the four years civilian radio production has been stopped, approximately 20 million sets have become obsolete." As for postwar production and prices, Gerl said, ". . . I think that a conservative estimate of postwar radio set prices would indicate that they will be from 25 to 30 per cent higher than pre-war price levels."

Utah Wire-Records San Francisco Conference

The entire proceedings of the San Francisco Conference were recorded for official State Department reference on a Utah Wire Recorder, Fred R. Tuerk, president of Utah Radio Products Company, Chicago, announced.

Working with WLS engineers, Burt Carter, Utah's Wire Recorder technician, established headquarters in San Francisco. Machines were set up to record from all conference rooms, and directly from the rostrum at the conference hall.

Charles M. McCarthy Joins Associated Stores

Charles M. McCarthy has become sales manager of the Associated Stores of Florida. (See RTR, Nov., 1944, pages 36, 37, 84 for feature article on "Associated.") McCarthy will have headquar-



Sales manager, Chas. M. McCarthy.

ters in Miami, at 64 West Flagler St. Present Associated stores are located in Tampa, Lakeland, Sarasota and Orlando, with new modern stores to be opened in Miami, St. Petersburg and other locations. Welburn Guernsey is president, and Herbert A. Brennan is general manager.

About Postwar Radios "What the Heck Is FM?"

A tough-talking little guy by the name of "Sergeant Remler Scottie," is credited as the author of a series of advertisements now appearing in San Francisco newspapers over the signature of Remler Company, Ltd.

For years Scottie has been a well known trade character used by the Remler Company to identify a small portable plastic radio. His recent absence from the advertising scene has been due to the fact that Scottie is now a sergeant in the United States Army K-9 Corps. However, his friends continue to write to him inquiring about postwar radios and television, and he answers these questions frankly in the series of ads illustrated with sketches showing Scottie as a hard boiled Sergeant with bristling whiskers, "beating it out" on his typewriter.

Typical captions which tease the readers into reading the brief copy are: "Television Receivers \$150," "Will Postwar Radio Be Different?" "What the Heck Is FM?" The advertising series has been prepared by Albert A. Drennan, agency, San Francisco.

Teegarden of RCA on Basic Selling Fundamentals

"There is no magic formula for salesmanship, but there are certain fundamentals of salesmanship, and any man can become a better salesman by practicing every one of them to the utmost limit of his art and skill," L. W. Teegarden, general manager of the RCA tube and equipment division, Radio Corp. of America, declared at a meeting of the basic sales training course in Philadelphia.

Ten commandments of salesmanship were presented by Mr. Teegarden as basic guides for every sales representative. These commandments are: (1) Know your product. (2) Know your customer. (3) Know your market. (4) Be honest—deal with facts. (5) Be careful of commitments. (6) Keep your promises. (7) Get the order—but at a profit. (8) Watch your conduct and your health. (9) Be on the job. (10) Be loyal—cooperate.

"If there is anything to learn from experience, it is that salesmanship cannot be learned from courses of study alone, and salesmen are hard to pick. Yet, salesmanship can be learned; and salesmen are both born and made," Teegarden said. "There are certain fundamentals of salesmanship, and every successful salesman practices them all," he added. "Learning these commandments of salesmanship will not necessarily make a successful salesman, but any man can become a better salesman by practicing every one of them to the utmost limit of his art and skill."

Truesdell of Bendix Sees High Radio Sales

American families will buy more than 15 million radios and radio-phonograph combinations during the first year after resumption of unrestricted manufacture, Leonard C. Truesdell, general home radio sales manager for the Bendix Radio division of Bendix Aviation Corp., predicted.

A very high percentage of the nation's 60,000,000 home radio sets will have outlived their peak efficiency and usefulness in America's homes by the time the military situation permits the radio industry to be "honorably discharged from its wartime responsibilities" and to resume the tremendous civilian production that will be necessary to meet consumer demands and help provide full employment, Truesdell pointed out.

"The American public, eagerly awaiting the postwar restoration of quality merchandise of all types, will demand the quality features which the nation's advanced radio and electronics technology will be able to provide in the years ahead," Truesdell told a regional meeting of Bendix radio distributors who will handle marketing in the south of the company's forthcoming line of radios and radio-phonographs.

Bendix currently is launching an extensive advertising and merchandising campaign to "pre-sell" its home radio line, distributors were told by Earl Hadley, advertising manager. "National newspaper advertising, as well as cooperative advertising, will play an important role in the long-range development of our home radio marketing program," Hadley stated.

Howard Representative

Howard Radio Co., Chicago, Ill., has appointed Smith Benny Sales Co., 11 West 42nd St., New York, N. Y., as eastern representatives for its line of postwar radio receivers, phonograph combinations and radio-recorders. They will be in charge of distributor appointments in this territory.

Sylvania Official

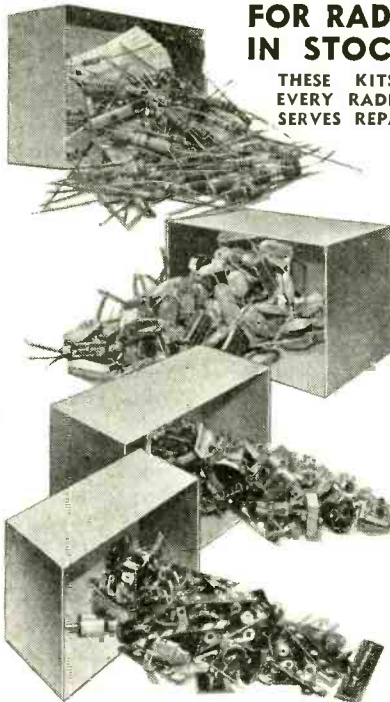


Don G. Mitchell, vice-president in charge of sales, Sylvania Electric Products, Inc., elected to the company board of trustees.

SERVICEMEN'S REPAIR KITS

FOR RADIOS AND AMPLIFIERS CARRIED IN STOCK FOR IMMEDIATE SHIPMENT

THESE KITS CONTAIN ALL OF THE DAILY NECESSITIES EVERY RADIO SERVICEMAN SHOULD CARRY IN STOCK. CONSERVES REPAIRMAN'S TIME. ELIMINATES MAKESHIFT REPAIRS.



REPAIR KITS

- RUBBER GROMMETS (Kit contains 100 grommets approx. 10 sizes ranging from tiny to 1") **\$1.30**
- KNOBS (Kit consists of 100 push-on knobs approx. 12 styles, all new and perfect)..... **4.80**
- TRIMMERS AND PADDERS (Kit contains 50 asst. of 10 sizes single and double) **2.30**
- RESISTOR KIT No. 1 (Kit contains 100 specially insulated resistors in 1/4, 1/2 and 1 watt capacities. Regular list price \$12.50)..... **4.95**
- RESISTOR KIT No. 2 (Kit contains 200-1/2 watt insulated approx. 25 usable sizes mostly 10%) **2.50**
- RESISTOR KIT No. 3 (Kit contains 200 asst. 1/2 and 1 watt carbon not insulated resistors 150-1/2 watt and 50-1watt in 30 usable sizes) **4.50**
- RESISTOR KIT No. 4 (Kit consists of 50 asst. 2 watt carbon not insulated resistors approx. 25 sizes)..... **2.50**
- RESISTOR KIT No. 5 (Kit contains 100 asst. 1/4 to 1 watt carbon not insulated resistors in 30 usable sizes) **3.50**
- MICA KIT (Kit consists of 100 assorted Micas mostly silver. Kit contains 5—.01 and 95 more ranging from .001 to .00009 MFD)..... **7.50**

We carry over 100 types of radio tubes at O.P.A. approved dealers prices. Write for complete list.

Mail your order now. Do not send money. Shipments will be made express C.O.D.

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

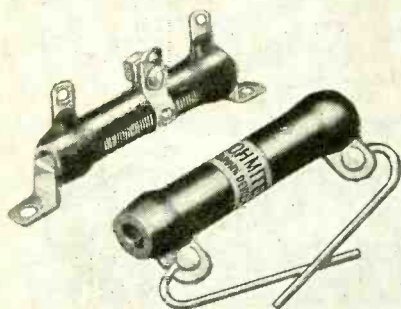
WOKMAR

Manufacturers of
RADIO, ELECTRICAL AND
ELECTRONIC COMPONENTS

ELECTRONIC PRODUCTS MFG. CORP.
DEXTER, MICHIGAN

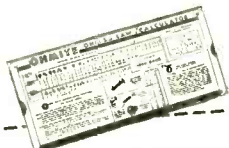
OHMITE RESISTORS

+
Your Guide to
DEPENDABLE RESISTANCE CONTROL
+



The service-record of Ohmite Brown Devil and Dividohm Resistors before and during the war... is your best guide to resistance-control tomorrow. Widely used in military and industrial equipment... everywhere! Write for Stock Unit Catalog No. 18.

Authorized Distributors Everywhere



OHM'S LAW CALCULATOR

Figures ohms, watts, volts, amperes...easily. Solves any Ohm's Law problem: with one setting of the slide. Send only 10c in coin.

OHMITE MANUFACTURING CO.
4873 FLOURNOY ST. • CHICAGO 44, U. S. A.

Be Right with **OHMITE**
RHEOSTATS • RESISTORS • TAP SWITCHES

Rohr and International Combine for Postwar

Rohr Aircraft Corp. and International Detrola Corp., have agreed on a proposal for exchange of stock interests and for an integrated postwar program of manufacturing related to the aviation, radio and automobile industries, a joint announcement states. International Detrola will be among the first Eastern radio receiver manufacturers to establish a west coast assembly plant to serve the expanding western market. Fred H. Rohr is president and general manager of Rohr Aircraft Corp., and C. Russell Feldmann, president and board chairman of International Detrola.

International Detrola has a radio-electronics plant in Detroit, Mich., with more than 1,000 employees making land mine detectors, field radio receivers and transmitters, and radar and special devices. The corporation's peacetime products include home and automobile radio receivers, automatic record changers, portable radios, record players, automatic turret lathes, lathe tools and fixtures.

West Coast "Rep" News

Howard M. Saul, secretary of the Los Angeles chapter of The Representatives has announced that A. V. Rodman of 1827 So. Hope St., Los Angeles, Cal., has become a member of the chapter.

Arnold M. Sinai of the California chapter has been discharged from the armed forces and is back in business at his old address, 1280 Mission St., San Francisco 3, Cal.

Dave M. Marshank of the Los Angeles chapter is now located at 672 Lafayette Park Pl., Los Angeles 5, Cal. and V. T. Rupp of the same chapter is now at his new address, 1150 W. Olympic Blvd., Los Angeles 15, Cal. W. I. Otis, a member of the same chapter has moved his office to 600 Camelia St., Oakland 2, Cal.

Bell Sound Official



Harry E. Harris has been appointed as sales engineer in charge of distributor sales, it was announced by F. W. Bell, president of Bell Sound Systems, Inc., Columbus, Ohio.

Gets Crosley Dealership



Sam Schrage, owner of City Radio Store, Chicago, is receiving postwar Crosley dealership certificate from Harry Alter, Crosley distributor in Chicago.

Bendix Conducts Meeting for Southern Jobbers

First details of the course which the Bendix Radio division of Bendix Aviation Corp. will take in its long-planned expansion into the manufacture and marketing of AM and FM radios and radio-phonographs were revealed to the company's southern distributors by Leonard C. Truesdell, general sales manager for home radio, and other factory executives, at a two-day meeting in Memphis, Tenn. The gathering was the first in a series of Bendix Radio district distributor meetings at which company production and sales executives presented their policies and program for long range development.

Sound Merchandising

The significant and important places in the radio and television industries of the future, Truesdell told distributors, will go to "those firms which are able to back up sound merchandising programs with products designed and engineered to incorporate progressively the latest advances in electronics, acoustics and cabinet design."

Southern Bendix Radio distributors present at the Memphis meeting included sales executives of Moore-McCord, Ltd., Atlanta, Ga.; Lighting Fixture and Electrical Supply Co., New Orleans, La.; Graybar Electric Co. branches in Atlanta, Birmingham and Chattanooga; Gunn Distributing Co. of Little Rock, Arkansas; Interstate Electric Co. of Shreveport, La.; Bomar Appliances, Knoxville, Tenn.; and Florida Radio and Appliance Co., Miami, Fla. Officials of the Stratton-Warren Hardware Co. of Memphis cooperated in local arrangements for the two-day meeting.

In building its dealer organization, Truesdell stated, Bendix will aim for effective, concentrated coverage of all market areas. The growth and evolution of the dealer organization will proceed in a carefully organized manner to maintain the long-range value of the dealer's franchise, he pointed out.

GE Distribution Set-Up Stays Same for Postwar

C. R. Pritchard, general sales manager of General Electric's appliance and merchandise department, states that GE's policy of distributing both major and traffic appliances postwar will be fundamentally identical to its prewar policy.

The department has 60 wholesale major appliance distributing outlets for GE refrigerators, ranges, water heaters, home laundry equipment, dishwashers, disposals, electric sinks and kitchen cabinets. These distributors, operating in assigned trading areas, will maintain sales organizations and local warehouse stocks at over 125 points, and will be prepared to serve the retail dealers in every city and town in the United States, Hawaii and Alaska. In order to extend the exposure and acceptance of items of particular interest to the plumbing trade such as dishwashers, disposals and electric sinks, these products will also be distributed in the United States by the Crane Co. and its branches.

Better than 50 per cent of the distributing outlets will be independent wholesalers, many of whom have been with GE since the General Electric refrigerator was first announced in 1927. While there have been some divisions of large territories and appointments in smaller markets, GE will have about the same number of independent distributors, postwar.

Branches in Major Markets

General Electric will operate its own major appliances wholesale distributing branches in nine major markets. Seven of them, located in New York, Newark, Cincinnati, St. Louis, Pittsburgh, Los Angeles and Philadelphia are new. They were added to the two branches which GE operated before the war. Mr. Pritchard pointed out that these branches are in large metropolitan markets where product specialization is essential, and that the branches would devote all of their efforts to the promotion and sale of the company's major appliances.

The GE Supply Corp. will continue as a wholesale distributor of the major appliances in about the same number of markets as before the war.

The company's traffic appliances, as in the prewar years, will be distributed through multiple wholesale outlets in order to reach all types of retailers. The electrical dealer, department store, furniture store, utility outlets, jewelry, drug and hardware retailers will be served by the same type of distributing organizations that supplied them prewar.

Customer buying habits determine the lines of products handled by the various kinds of distribution. For instance, drug stores are natural outlets for alarm clocks and heating pads and, of course, jewelry stores are logical outlets for all kinds of clocks. Therefore, wholesale drug companies such as McKesson & Robbins, Inc., and jewelry distributing agencies are used for these products to supplement other distribution. Following this practice some GE traffic appliances will be handled postwar as prewar, through such accounts as Montgomery Ward and Goodyear, Mr. Pritchard states.

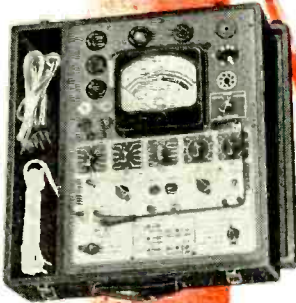
The Standard of Quality for a Third of a Century

HICKOK

Instruments that tell the truth..



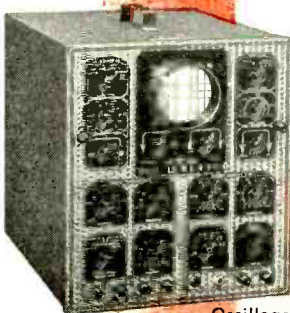
Volt-Ohm-Milliammeter



All-Purpose Tube and Set Tester



Signal Generators



Oscillograph

• In maintaining the highest standard of excellence the one and only HICKOK aim must always be the building of instruments that tell all the truth all the time. When quality is built up to a high standard instead of down to a price, the user has greater confidence in his work.

Whether you are selecting tube and set testers, signal generators, oscillographs, volt-ohm-milliammeters or any other service equipment, remember that the standard of quality for a third of a century has never been excelled. Having pioneered the major new developments and vindicated maximum accuracy and dependability, HICKOK equipment has been specified by the armed forces in both world wars. We are still bending every effort to speed the war program and trust it will not be long until we can again take care of your civilian needs with the service equipment that is held in highest esteem. Write for Radio Equipment catalogue.

THE HICKOK ELECTRICAL INSTRUMENT COMPANY
10523 Dupont Ave., Cleveland 8, Ohio

Sylvania Survey Reports Radio Service Future

The radio service industry has a sound past and an extremely bright future, according to a survey conducted by Sylvania Electric Products, Inc. The survey indicated that 30,000 stores, employing 90,000 men, will sell 60,000,000 tubes annually in postwar years. Among the other findings of the survey were that the public is almost unanimous in its high opinion of the radio serviceman, and that before the war radiomen completed some 30 million repair jobs per year, selling 30 million tubes in the process.

Analyzing the results of the survey, which is the second in a continuing series

on the radio industry, Frank Mansfield, Sylvania's director of sales research, said that there were approximately 24,700 radio service establishments in the United States today, employing 60 thousand people with specialized skills unknown twenty-five years ago. Re-affirming the fact that radio repairmen know their business, Mr. Mansfield said the surveys being conducted by his company indicate that the public is well satisfied with wartime radio service. More than 90 per cent of all repairmen today frequently modify circuits because of wartime tube scarcities. However, nine out of every ten changes made by radiomen are successful, in spite of the complexity of modern radio receivers.

Getting down to the technical facts of radio repairing, he said that approximately 40 per cent of all radio repairs can be made with either tubes alone, with mechanical or electrical parts alone, or labor alone; 36 per cent require only two of these factors; 17 per cent require three; and only 7 per cent require four. Stated in other words, 52 per cent of all repair jobs require tubes; 63 per cent require electrical parts; 31 per cent require mechanical parts; and 44 per cent involve labor.

Service Needs Outlined

Mr. Mansfield reported that radiomen generally attribute the need for service to the failure of seven specific components which he named in the following order of importance: tubes, condensers, power supplies, tuning systems, IF coils, RF coils, and filters. While tubes are most frequently needed for radio servicing, they are not, however, affected by humidity, which was cited as a major cause for radio servicing in an average of 44 per cent of the sets serviced throughout the nation. Humidity as a cause of trouble varies in importance in different parts of the country. Measured in terms of sets serviced, it has been reported as follows: Pacific states 22 per cent; East, North, and Central states 28 per cent; South Atlantic states 61 per cent; and Gulf states 87 per cent.

Tube Inventory Problem

Radio repair outlets in pre-war times sold 30 million tubes annually, Mr. Mansfield said. Market studies conducted by Sylvania also indicate that tube inventory poses a difficult problem for radiomen. Many of them, he said, feel that too many types have been required in the past, and they blame the set manufacturers for this condition. 54 per cent of all radio dealers stock 250 tube types; 38 per cent stock 300; and 20 per cent stock at least 400. 94 per cent of the dealers interviewed said there should be fewer types. 89 per cent thought there should be less than 200; 79 per cent less than 150; and 65 per cent thought 100 types enough.

Mr. Mansfield predicted that there will be 75 million home radios and 25 million automobile radios in use 5 to 6 years after the end of the war. This will mean that there will be an increase of about 5,500 radio service establishments and an increase in employment of about 50 per cent. The need for more and better equipment will become more urgent with the widespread acceptance of record players, FM and television, he predicted. To meet future tube replacement needs, he estimated that 60 million tubes annually will be required, compared with 34 million in 1941.

Muter Co. Gets "E" Award

Les Muter, of the Muter Co., Chicago, veteran radio parts manufacturer, accepted the Army-Navy "E" Award on behalf of his employees, at presentation ceremonies held at the plant. Lt. Col. Elden Koerner of the U. S. Signal Corps presented the award.

Here's Important News! MASCO'S MPA-3 ALL ELECTRIC PHONOGRAPH REPRODUCERS

NOW AVAILABLE through your jobber for resale to Schools, Churches and Institutions on a Priority Rating of AA-4 or better, MRO. Orders must bear name and address of ultimate purchaser.

Also available for resale to American Red Cross, U.S.O. Armed Services and any government agency on priority of AA-4 or better.

- 3 Tube Amplifier
- 2.5 Watts power output
- Separate volume and tone controls
- 5" Heavy duty P. M. speaker
- Excellent tone quality
- Acoustically built cabinet
- Sturdy constant speed motor
- Astatic crystal pickup
- Covered needle cup
- Rugged handsomely covered carrying case
- Plays 10" or 12" records with cover closed
- 115 Volt a. c. operation

SIZE:
14 1/4" x 17 1/4" x 7"

WEIGHT:
13 Pounds Net

LIST PRICE
\$48.50

Federal Excise
Tax Included
O.P.A.
APPROVED

The M P A - 3 is supplied, packed in air-cushioned carton and comes complete with wiring diagram and instructions.



Ask your jobber, or if you cannot locate him ask us for his name. Write for Catalog 44-D

MARK SIMPSON MANUFACTURING CO.

MANUFACTURERS OF

Masco Sound Systems and Accessories

186-194 WEST FOURTH STREET :: NEW YORK 14, N. Y.

Telephone CHelsea 2-7112-3-4



IMMEDIATE DELIVERY FROM STOCK

SPRAGUE - CORNELL DUBILIER AEROVOX CONDENSERS



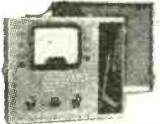
10 mfd 450v Tubular	50¢
16 mfd 450v Tubular	65¢
20 mfd 450v Tubular	70¢
40 mfd 450v Tubular	99¢
20 mfd 150v Tubular	44¢
30 mfd 150v Tubular	47¢
40 mfd 150v Tubular	50¢
20-20 mfd 150v Tubular	76¢
40-20 mfd 150v Tubular	82¢
30-30 mfd 150v Tubular	79¢
50-30 mfd 150v Tubular	94¢
10 mfd 50v Tubular	32¢
25 mfd 25v Tubular	35¢

SPRAGUE Money-Saving Kits

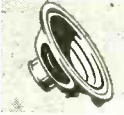
6 ATOMS 8mfd 450v Tubular	\$2.56
15 TC-11 .01mfd 600v Tubular	1.59
15 TC-12 .02mfd 600v Tubular	1.59
15 TC-15 .05mfd 600v Tubular	2.12

TEST EQUIPMENT!!!

Volt- Ohm-Milliammeters
GE UM-3 31.50
Superior PB-100 28.40
 Servicemen's Priority
 AA-5 MRO CMP5A
 Delivery—3 weeks



PM SPEAKERS



4" Square 2 oz.	1.35
5" Round	1.25
6" Round 3.6 oz.	2.10
10" Round 20 oz.	7.20
12" Round 11 oz.	5.19
12" Round 31 oz.	10.14

TURNER MICROPHONES

Model	Type	Cord	List	Your Cost
BX	Crystal	7'	\$9.95	\$5.85
22X	Crystal	7'	18.50	10.88
33X	Crystal	20'	22.50	13.23
BD	Dynamic	7'	14.50	8.53
33D	Dynam.	20'	23.50	13.82



RADIART VIBRATORS

Type	Mallory Equal	Base	Size	Used in	Each
S-1	4-4	4 Prong	1 1/2-3 1/8	Universal	\$1.35
5300	294	4 Prong	1 1/2-3 1/8	Universal	2.09
5326P	509P	4 Prong	1 1/2-2 1/8	Philco	1.76
5334	868	4 Prong	1 1/2-3 1/8	Delco	2.09
5341M	901M	4 Prong	1 1/2-3 1/8	Motorola	1.76
5400	248	6 Prong	1 1/2-3 1/8	Truetone	3.50
5426	716	5 Prong	1 1/2-3 1/2	Buick	3.50

ORDER OTHERS BY MAKE AND SET MODEL

TRIMM ACME DELUXE PHONES



2000 OHM	1.50
Cannon-Ball Dixie	1.56
Brush Crystal Phones Type "A"	7.95

ASTATIC CRYSTAL CARTRIDGES

L40	2.35	LP6	4.70	M22	2.94
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PHILCO BEAM OF LIGHT

Selenium Cell only, no holder 1.80

AC-DC RESISTANCE CORDS

Each 135-160-180-220-250-290 OHM	48¢	10 for	4.50
ICA Universal 22-330 ohm			73¢
560 ohm for 3-way Portable			73¢

BALLAST TUBES

K42B K55B L49C L55B	100-79
K49B K55C L49D 100-70	100-77
Each 45¢	10 for 4.20
Clorostat Universal 23-55A (octal) each	59¢

20% deposit required on all C. O. D. orders. Orders of \$25.00 or more accompanied by payment in full, will be shipped prepaid. DONT FORGET L-265 or A-A-3 certificate.

RADIO SUPPLY & ENGINEERING CO., Inc.
 128 SELDEN AVE. DETROIT 1, MICH.

Maguire Ind. Purchases Thordarson Electric Co.

In its second major expansion this year, Maguire Industries, Inc., manufacturer of the famous "Tommy" gun and of electronic equipment, has purchased from the Burgess Battery Co. for cash, all common stock of the 50-year-old Thordarson Electric Mfg. Co. of Chicago and



Russell Maguire.

Antioch, Ill., it was announced by Russell Maguire, president of Maguire Industries.

The acquisition, Mr. Maguire said, adds substantially to the transformer manufacturing facilities already owned by Maguire Industries at New Milford, Conn.

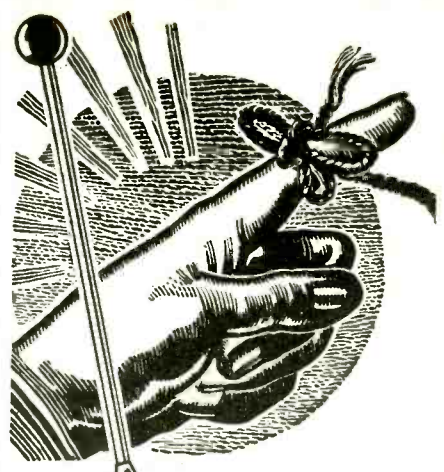
Mr. Maguire has been elected a director and president of Thordarson to succeed Jackson Burgess, who has resigned. Bartlett Pinkham and Eugene D. Powers, directors of Maguire Industries, have also been added to the board. The Thordarson company will continue to operate as a separate entity.

Sentinel "E" Renewed

The men and women of Sentinel Radio Corp., Evanston, Ill., have won a renewal of their Army-Navy Production Award. In a letter addressed to the employees of Sentinel, Undersecretary of War Robert P. Patterson said that the renewal adds a white star to Sentinel's "E" Flag, and is "the symbol of appreciation from our armed forces for your continued and determined effort and patriotism."

Kay Sales Co. Expands

The Kay Sales Co., factory representatives, Kansas City, Mo., has moved to new offices at 3527 Broadway, in order to secure more space and more efficient working facilities. For fifteen years, the Kay Sales Co. has represented radio and electronic manufacturers in the states of Missouri, Kansas, Oklahoma and Arkansas. This territory has recently been extended to Nebraska and western Iowa. J. P. Kay is head of the organization. G. W. "Skip" Davis, who just received his army discharge, has recently joined the firm.



REMEMBER

... remember this—when you buy antennae. Snyder offers superior quality (because of controlled manufacture)—better price—prompt delivery. Be certain of customer satisfaction. Recommend Snyder.

ANTENNAE

by

SNYDER

MANUFACTURING CO. • PHILADELPHIA

COMPLETE MANUFACTURERS FROM START TO FINISH

Proven!

25,000 OHMS PER VOLT
PUSH BUTTON OPERATED
SPEED TESTER
SUPREME MODEL
592



- * Design proven by over 5 years production
- * Dual D.C. Sensitivity—25,000 ohms per volt and 1000 ohms per volt.
- * Matched resistors of 1% accuracy
- * Push button operated—no roaming test leads
- * Open face—wide scale 4 1/4" meter. 40 microamperes sensitivity.
- * 1 Microampere first scale division.

SPECIFICATIONS

D.C. MICROAMPERES:
0-70-700 microamperes

D.C. MILLIAMMETER:
0-7-35-140-350 milliamperes

D.C. AMMETER
0-1.4-14 amperes

D.C. VOLTS, 25,000 OHMS PER VOLT:
0-3-5-7-35-140-350-700-1400 volts

D.C. VOLTS, 1000 OHMS PER VOLT:
0-3-5-7-35-140-350-700-1400 volts

A.C. VOLTS, 1000 OHMS PER VOLT:
0-7-35-140-350-700-1400 volts

OUTPUT VOLTMETER:
0-7-35-140-350-700-1400 volts

DECIBEL METER:
0 db to plus 46 db

OHMMETER:
0-500-5000-50,000-500,000 OHMS
0-5-50 MEG OHMS

POWER SUPPLY
Battery Operated

With the above specifications the Supreme Model 592 Speed Tester meets today's requirements for general laboratory use, assembly line tests and inspection, radio and other electronic repair and maintenance.

SUPREME

TESTING INSTRUMENTS

SUPREME INSTRUMENTS CORP.
Greenswood, Miss., U. S. A.

Schaefer of Westinghouse Sees Huge Service Future

Postwar radio service business will offer a challenging combination of expanded opportunities and stern responsibilities in the opinion of Harold W. Schaefer, assistant manager of the Westinghouse home radio division, which will manufacture and market radio and television receivers after victory. He estimates that the service business will hit \$55,000,000 during the first peacetime year.

Speaking before a recent meeting of the Philadelphia Radio Service Men's Association, Mr. Schaefer declared: "Surveys indicate that manufacture of civilian radios will not meet demand for the first few postwar years, and that about seven and a half million repair jobs—representing approximately \$55,000,000 worth of service business—will be required to keep the nation's radio sets in operation during the first year alone.

New Service Era

"In addition to this maintenance there will be the all-important job of installing new FM and television sets; and it is in these installations, more than in any other postwar activity, that the service man can be of lasting benefit to the radio industry.

"Postwar FM and television will make more exacting demands on both the manufacturers and the service men," Mr. Schaefer continued.

"Manufacturers will have to use higher quality materials and employ cleaner production techniques if they are to build the kind of receivers required by these scientifically-stepped up services. Service men, on the other hand, will have to keep abreast of improving installation and maintenance methods. This will require additional investments of time and money to acquire the necessary 'know how' and equipment. But, despite costlier operation, both will profit because of vastly expanded opportunities," he declared.

Dealers Receptive to ECA Plan, Says Geartner

Jack Geartner, sales manager for Electronic Corp. of America, Inc., manufacturers of ECA radios, has returned to New York from a trip through the middle West visiting numerous dealers in that area. Mr. Geartner found tremendous interest on the part of dealers anxious to get set for postwar business.

Particularly well liked, Geartner said, were the direct dealer, protected profits and assured deliveries aspects of the ECA dealer franchise. In addition to signing up a number of dealers who qualified as ECA representatives, he booked substantial orders for ECA home radios.

"Dealers are well aware that number one problem in the immediate postwar period is going to be obtaining radios rather than selling them," Geartner said, "and for this reason ECA's plan of assured delivery made possible by restricting the total number of ECA dealers that will be accepted, was of particular interest."

New Permo Needle Deal

Permo, Inc., has announced a special "dealer-reward," on Fidelitone master needles, at a special price which nets dealers 150 per cent profit on their sales. This new "FM" model, at \$1.50 was announced through a special introductory offer. Full details may be obtained through Fidelitone distributors or from Permo, Inc., 6415 Ravenswood Ave., Chicago, Ill.

McAllister is Capehart District Manager

W. R. McAllister, nationally known sales executive in the music instrument industry, has been appointed district manager of the Capehart metropolitan New York territory, according to an announcement made by I. C. Hunter, sales manager of the Capehart division of the Farnsworth Television & Radio Corp., Ft. Wayne, Ind. McAllister has long been active in the music and radio industry in executive sales capacities with several of the country's leading manufacturers, joining the Farnsworth Corp. in 1939, as eastern district manager. In 1941, he was transferred to the Capehart division of that firm as Philadelphia district manager. Since the cessation of civilian production, Mr. McAllister has served as a Farnsworth field expeditor in the eastern U. S.

Newcomb Amplifier System

The Birmingham Veterans Hospital, Van Nuys, Cal., has installed a complete, three channel radio amplification system with more than 1,500 individual control boxes. The system, manufactured by Newcomb Audio Products Co., Los Angeles, Cal., consists of three master units, wired to every bed in the hospital to give the patients a choice of programs.

Capt. Albert Goffstein



After over three years military service Capt. Albert Goffstein, returned to American Television & Radio Co., St. Paul, Minn., to resume his position as general manager and chief engineer.

Eureka Vacuum Device



Eureka Vacuum Cleaner Co., Detroit, Mich., will introduce an exclusive attach-o-matic device, which can be fitted into the motor compartment of the upright cleaner, and makes possible the interchange of various cleaning devices, according to H. W. Burrill, president.

Sentinel Postwar Plans

In line with its postwar production program, including new models for urban and rural homes, the Sentinel Radio Corp., Evanston, Ill., is formulating new advertising and merchandising plans in behalf of its products and its nationwide dealer organization. Although Sentinel is currently engaged 100 per cent in war production, this production is entirely in the electronics field. Consequently, re-conversion to peace-time products should present no great difficulty or lengthy change-over interim.

Freed Employees Active

Employees of the Freed Radio Corp., New York, N. Y., recent "E" Award winners, presented gift boxes to 80 convalescent soldiers at Veterans' Hospital, Bronx, N. Y. Funds for the purchase of merchandise were contributed by workers and management. Weekly donations to the blood bank, and social work at the union canteen are among other war activities of Freed employees.

New Universal Designs

Norbert Shaeffer, Hollywood, industrial design engineer, has become affiliated with the Universal Microphone Co., Inglewood, Cal., in that capacity.

The D-20, first new Universal product since Pearl Harbor, is the first style model in the Shaeffer creations. A new studio microphone floor stand, the second item, will be released soon.

Admiral Ad Campaign

Admiral Corp., Chicago, Ill., has launched a new national magazine campaign, handled by Edmond I. Eger, head of the Cruttenden and Eger Agency, Chicago.

HOMER G. SNOOPSHAW says:

"Customers won't need a 'detector' to find the war battery story in this Burgess ad! These ads in 45 magazines and 1,629 weekly newspapers show homefolks how batteries serve Americans overseas!"



HE HAS YOUR BATTERY



Beyond the front lines high-explosive land mines lie hidden in the earth—waiting for the unwary foot soldier! Portable, battery-powered Mine Detectors locate danger and help clear the way for tanks and infantry. War-winning weapons and instruments use thousands of dry batteries every day—that's why we're short of them on the homefront. Burgess Battery Company.

Support the 7th! Buy Your Share Today!



BURGESS BATTERIES

IN THE NATION'S SERVICE

BURGESS BATTERY COMPANY, FREEPORT, ILLINOIS

WE'LL SELL SOUTH DAKOTA FOR YOU

If you need a dealer or distributor to handle your products, get in touch with me—There is a terrific market here for Refrigerators, Radios, Washing Machines, and Electric Appliances of all kinds.

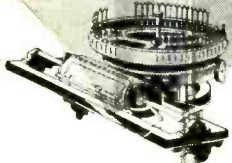
Write **NELSON LOGAN**
ROXY SERVICE

Mitchell

South Dakota

DESIGN

Counts



One of the first typewriters developed was that of Thurber in 1843. Then clumsy and slow, it has been brought to its present high level of efficiency and speed by careful application of design.

Here at THE WARD PRODUCTS CORPORATION Design Counts, also; because, it is only through superior design that the benefits of experience and the finest production facilities can best be brought to the user. For the finest antennas for all applications . . . for home and automobile use . . . look to WARD.

WARD

Antennas

BUY WAR BONDS

BACK AGAIN . . . SOON
WARD AERIALS
"World's Finest" for Car & Home"

THE WARD PRODUCTS CORPORATION
1523 EAST 45TH STREET - CLEVELAND 3, OHIO

Emerson "Old Timer"



Max Abrams, Secy. - Treas., Emerson Radio Corp., N. Y., presents Old Timers' certificate, representing ten years of service, to E. Frances Solow, at inaugural Old Timers Club dinner.

Quality Products Tops in Sales, Mountjoy Says

Quality products always head the sales list in any field, and after the war this will be especially true of radio sets, according to Garrard Mountjoy, radio research and development director of Lear, Inc. "The pre-war years in radio were rather hectic ones, with the public being sold sets on the basis of one improvement or another. Cessation of radio production changed the picture radically. During the past few years, it was not the novelty feature, but the overall performance of the radio set that counted. It made the radio public conscious of the fact that quality in a radio is important; that the basic principles of the maker should guide the purchase of radio sets," Mountjoy asserted.

Before Mountjoy joined Lear, he served as head of the license consulting section of the RCA industry service division.

"The Lear home radios will be designed with an eye to faithful, long-term performance. They will include every forward step in radio, including some exclusive Lear features, such as the Lear wire recording device as part of the home radio. And we will also design Lear radio-television sets which will carry out this same idea," Mountjoy added.

Proctor States Policy Points for Distributors

Appropriately framed distributor franchises are being presented to all Proctor Electric Co. distributors throughout the country, together with a statement of the firm's distributor policy. Among the policy points that are stressed in the franchise are: Proctor appliances will be sold only through established wholesalers; full recognition is given to the necessity for adequate profit margins for both distributors and retailers; no "low profit deals"; no unnecessary duplication of wholesale distribution; a guarantee of a high quality product together with aggressive advertising and merchandising policies; national consumer and trade paper advertising; planned organized selling aids.

Philco Service for Appliance Repairers

Formation of Philco Service, a worldwide organization of appliance servicemen to establish new high standards in the profession, was announced today by Robert F. Herr, vice-president in charge of service for Philco Corp. A membership of 25,000 appliance servicemen qualified to repair all types of radio receivers, refrigerators and air conditioners is expected by the organization within the next two years.

Membership in Philco Service is open to individual servicemen, dealers' servicemen, and dealer organizations. Members will be informed as to the latest technical developments and will be instructed in maintenance and repair work. One of the features of the program will be a standard labor charge schedule to insure the public of fair prices on its repair work and at the same time assure the serviceman that he is properly compensated.

Electro-Voice Issues Basic Guide Catalog

A new Electro-Voice catalog, with a simplified reference level conversion chart has been issued by the Electro-Voice Corp.

Basic operating principles of microphones are explained in the new Electro-Voice catalog, offering a guide to the proper selection of types for specific applications. New types of special purpose microphones developed for voice and sound transmission, featured in the catalog, make it a valuable handbook for sound men.

Poly-directional, dynamic, velocity and carbon microphones in various Electro-Voice models are completely described from applications to specifications. Diagrams, giving mechanical dimensions and photographs on every page illustrate each model.

Copies are available by writing to the Electro-Voice Corp., 1239 South Bend Ave., South Bend 24, Ind.

Walker-Jimieson Donation



J. Harrold Blair, representative of Walker-Jimieson, Inc., Chicago, Ill., presents Martin H. Kennelly, general chairman of the Red Cross war fund, with a check for \$500, contributed by the employees and the management.

JFD "sockette" RADIO TUBE ADAPTERS



TO REPLACE 1L6 BY USING 1R5



Now Over 400 TYPES covering over 1300 SUBSTITUTIONS

THE REPLACEMENT FUNCTION OF EACH SOCKETTE CLEARLY MARKED ON ITS BASE

JFD presents the most complete line of tube adapters in the radio field. Now it is no longer necessary to rewire radios to accommodate tubes that are not available because JFD has an adapter that permits the use of tube substitutes.

Each Sockette is proven by test to answer the purpose for which it was designed. Slow-moving shelf tubes can now be converted to popular types by the use of a JFD Sockette.

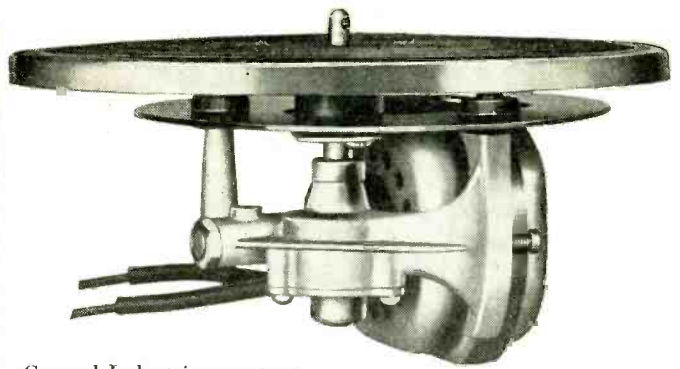
Every conceivable type of adapter is incorporated, such as resistor type, loktal type, loktal metal base type, octal type, miniature type, &c.

JFD SOCKETTES must be good, for over a 1,000,000 of them are in use today AND THE NUMBER KEEPS GROWING DAILY.



Write for our newest JFD SOCKETTE 3-WAY TUBE ADAPTER MANUAL No. 340. 16 pages with thousands of listings that ANSWER YOUR SUBSTITUTION PROBLEMS AT A GLANCE.

J.F.D. Manufacturing Co.
4111 Ft. Hamilton P'kway, B'klyn. N.Y.



General Industries constant-speed electric phonograph motor—Model CX

YOU'LL HAVE

Smooth Power

MOTORS FOR PEACETIME PRODUCTS

No doubt about it. Those quick-starting, velvety-running *Smooth Power* motors will be right back on the job as soon as we've finished our war work.

They'll be driving turntables, record-changers and recorders as smoothly and dependably as always... with complete fidelity in every word or musical note. They'll deliver finished performances—for you and your customers.

So, for your peacetime designs—include General Industries *Smooth Power* motors, recorders, combination record-changers and recorders. No deliveries now, of course, but you can count on them for your postwar production.

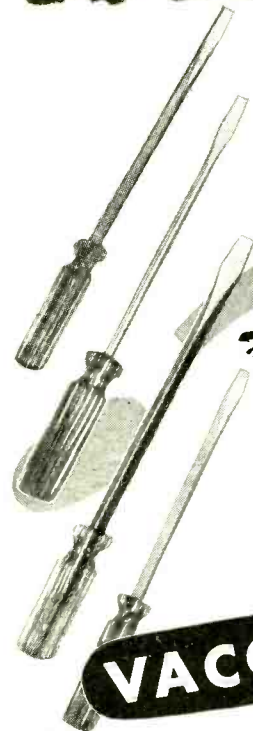
WHY

DOES VACO MAKE 173 TYPES OF SCREW DRIVERS AND SMALL TOOLS

Many have Inquired about this...

The Answer is...

The right type of driver used on a particular job means time saved... better workmanship... less danger of sore hands, accidental cuts, etc... hence more employee satisfaction. That is why Vaco Drivers are recognized as "tops" in hundreds of war plants, in thousands of homes and in retail shops all over the country. Write for catalog



VACO PRODUCTS CO.

309 E. ONTARIO ST., CHICAGO 11, ILL.
CANADIAN WHSE: 560 KING ST. W., TORONTO 2



THE GENERAL INDUSTRIES COMPANY
DEPT. M ELYRIA, OHIO



ELECTRICITY

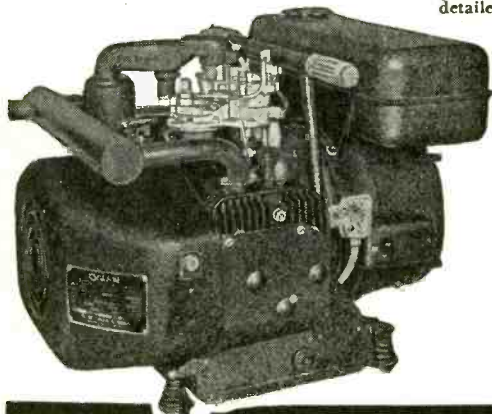
For Any Job — Anywhere

★ ONAN ELECTRIC GENERATING PLANTS supply reliable, economical electric service for electronics applications, and for scores of general uses.

Driven by Onan-built, 4-cycle gasoline engines, these power plants are of single unit, compact design and sturdy construction. Suitable for mobile, stationary or emergency service, intermittent or continuous.



Models range from 350 to 35,000 watts. A.C. types from 115 to 660 volts; 50, 60, 180 cycles, single or three-phase; 400, 500 and 800 cycle, single phase; also special frequencies. D.C. types range from 6 to 4000 volts. Dual voltage types available. Write for engineering assistance or detailed literature.



★
Plant shown is from lightweight OTC series; 1500 and 2000 watts, 115-volt, 60-cycle, A.C. and 2000 watts, 115-volt D.C.; Engine is 2-cylinder, 4-cycle, air-cooled.

D. W. ONAN & SONS 2031 Royalston Ave. Minneapolis 5, Minn.

Fidelitone Master

FLOATING POINT PHONOGRAPH NEEDLE

THE BIGGEST NAME IN THE FIDELITONE FAMILY

SALES have far exceeded expectations; have set an all-time high in phonograph needle popularity. No wonder! For more good features are embodied in the FM needle than any other, regardless of price.

Finer reproduction . . . Longer needle life . . . Greater kindness to records . . . Floating point construction . . . Horizontal and vertical shock-absorption . . . Filtered record scratch . . . Patented self-locking design.

Give prominent display to the Fidelitone Master. It's easy to sell. Gives the ultimate in customer satisfaction. Gives you the maximum in profit.



PERMO INCORPORATED
6415 Ravenswood Ave. CHICAGO 26

\$1.50

Come packed in a record with most famous sounding needle and record too.

WHOLESALE LINES WANTED!

By Hard-Hitting Sales Organization with 25 Years Wholesale & Retail Appliance Experience in New Jersey

WE WANT REFRIGERATION (Commercial & Household), RADIO & TELEVISION, LAUNDRY EQUIPMENT, GAS & ELECTRIC RANGES, OIL BURNERS, AIR CONDITIONING, SMALL APPLIANCES & ACCESSORIES WHOLESALE LINES.

WE'LL GIVE YOU A WELL-BALANCED ALERT NEW JERSEY DISTRIBUTOR WITH STRONG FINANCIAL STANDING, OUR OWN WAREHOUSING FACILITIES—CAPABLE OF PICKING & DEVELOPING TOP-FLIGHT DEALERS AND TRAINING RETAIL PERSONNEL.

FOR A WIDE-A-WAKE, QUOTA-CLINCHING REPRESENTATION—WRITE TODAY

Address All Replies to RICHARD V. OSMUN, Sales Manager

AMERICAN APPLIANCE CORPORATION

31 WILSEY ST., NEWARK 1, NEW JERSEY

Phone MARket 2-8218

For A Better SALES JOB—"GO AMERICAN—SELL AMERICAN"

FM to Zoom in Postwar

Sylvania Electric Products Co., Emmeriporium, Pa., reports that in a nation-wide survey:

(1) The public wants 91,000,000 FM sets after the war.

(2) Estimates of the number of FM stations needed to give the nation a fully-rounded FM service run as high as 4,000.

(3) Set industry will employ 262,000 persons in the manufacture, distribution and servicing of 18,000,000 FM sets during the first postwar years. (This is the number of sets consumers have said they want just as soon as possible. On this basis, the industry will produce the wanted 91,000,000 FM sets in five years.)

(4) Actual operation of FM stations will provide employment for 17,300 in the first year postwar. (This is based upon the operation of 46 present stations and 300 new ones.)

(5) The equipment industry will employ 2500 persons to build the 300 first-year stations. (This branch must expand three-fold if it is to build 4,000 stations in five years.)

"Visual" Trade-Marks Important, Says Cuff

"Before the war, manufacturers invested much money in the establishing of visual trade-marks. One of radio's principal frustrations was its inability to attain comparable point-of-sale familiarity with product packages and trade-marks via a purely oral medium. When we begin publicizing of postwar brands, television will undoubtedly be the most potent medium for establishment or re-establishment of the importance of the visual trade-mark in the minds of the public," said Samuel H. Cuff, general manager of DuMont television station WABD, in describing the role of television in the publicity work of the future.

"Radio is blind. After seeing television programming for any period of time, you watch, instinctively for the source of the sound," Cuff noted.

Elizabeth Woody Named



Elizabeth Woody has been appointed director of the General Electric consumers institute, C. R. Pritchard, general sales manager of appliance and merchandise department, announced.

Motorola Two-Way Radio



A railroader tests the installation of Motorola two-way F-M radio, time-saving device installed in freight trains.

Hurley to Introduce Postwar Butter Churn

A postwar innovation to be introduced by the Hurley Machine Division, makers of Thor washers and ironing machines, is an electric churn which E. N. Hurley, head of the organization, believes will be of as much interest to city dwellers as to ruralites.

"Rationing restraints on butter may or may not be removed by the time production of this novel churn begins," Mr. Hurley declares, "but the memory of butter shortages will no doubt be vivid. Varying tastes in butter will be an interest-stirring factor, as will the possibility of personally controlling the quantity of the butter served on home tables."

Speed Queen Display

Barlow & Seelig Mfg. Co., Ripon, Wis., makers of Speed Queen washers and ironers are offering attractive displays of the units in full size. The washer card is 44 in. high, the ironer card is 36 in. high. They are on heavy board, die-cut in full color, complete and ready to set up. Two feature cards 28 in. high, playing up the ironer and washer features and a "Register Now" card are also included in the set, which cannot be broken up. The 5 piece display can be ordered for \$2.75 complete.

American Central Set-Up for Postwar Complete

The American Central Mfg. Corp. now has its postwar sales set-up for steel kitchen sinks and wall cabinets 100 per cent complete, according to announcement of a national list of 65 franchised distributors by C. Fred Hastings, general sales manager of the Connersville, Ind., firm.

Although all of American Central's plant facilities are currently devoted to the production of jeep and trailer bodies and aircraft parts for the armed forces, the company plans to resume the manufacture of sinks, wall and base cabinets and related kitchen products as soon as permitted after V-E Day.

Adaptol



ADAPTERS

Permit Use of AVAILABLE Tubes

Transform to scarce type tubes . . . convert for use of such tubes as you HAVE (what a blessing!) . . . eliminate wiring . . . and be SURE of quality, craftsmanship, PRECISION! Almost 200 types, many with BUILT-IN RESISTORS.

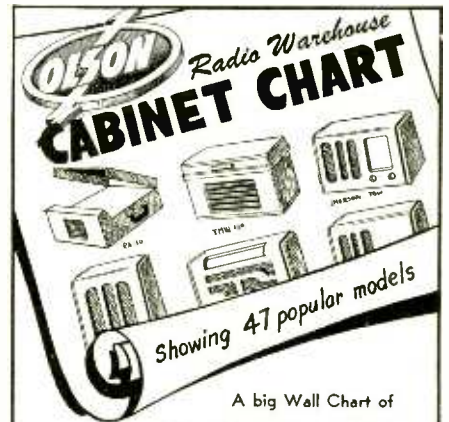
Laboratory men, servicers, jobbers, dealers . . . this is your meat! Now the tube shortage won't handicap you nearly so much.

WRITE FOR MORE DETAILS

ADAPTOL COMPANY

Department 27

260 UTICA AVE., BROOKLYN 13, N. Y.



A big Wall Chart of radio and phonograph cabinets,

to hang in your shop for reference. Forty-seven clear photos of high quality cabinets that are quickly available from Olson Radio Warehouse. Handy order blanks included with Chart.

10¢

MAIL TODAY

Olson Radio Warehouse

73-C Mill St., Akron, Ohio

I enclose ten cents in coin. Please send me the Wall Chart of radio and phonograph cabinets.

NAME

ADDRESS

Store Modernization

(Continued from page 64)

When a prospective purchaser walks into the area which is covered with carpeting, he will feel more "at home." If the dealer intends to merchandise floor polishes, waxes, etc., this environment should help him to sell these goods.

Display Pointers

A device which will give the merchant control over his store traffic is a zig-zag display of toasters, irons and other small appliances, which will guide customers to the area where major appliances are being exhibited. A display of this type serves a two-fold purpose and can be of value to the dealer.

As far as it is possible, the retailer ought to achieve a warm, homey atmosphere, which will help to "sell" the goods on display. In addition to this, cozy surroundings will put the customer at ease, and aid him in visualizing how the merchandise will look in his home.

Contrast and harmony can be obtained by the use of a curving section display of ranges situated opposite an exhibit of appliances displayed in a sawtooth fashion. In this way, the latter merchandise can draw close examination from the customer, and at the same time it can be part and parcel of the entire display.

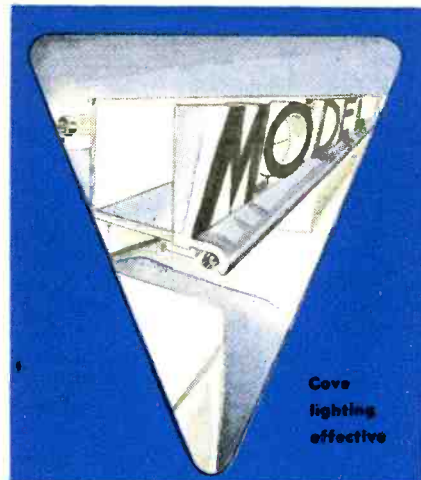
To obtain the best results, all units on display should be wired-in, so that appliances can be demonstrated under actual working conditions. If the customer can operate the appliance himself, and be given an opportunity to become familiar with it, a large step will have been taken toward closing the sale.

Proper Lighting Needed

One of the basic ideas behind an efficient store lay-out, should be to provide for more volume by proper handling of the store traffic. Freedom of movement for the customer, in addition to "exposing" him to displays of related merchandise, will mean increased sales for the retailer.

Customer interest can be controlled, without the customer being aware of it, by the employment of contrasting displays. These exhibits can guide and direct attention "according to plan." "Customer control," together with intelligent display arrangement at the point-of-sale, is a large step toward increasing the dealer's sales volume.

The correct use of lighting is very important in planning for store modernization. Lighting can determine



the customer's mood, and be an important factor in influencing a sale. This is especially true if the sales floor occupies a large area, and individual attention to the customer cannot be given at all times. Lighting should assist the displays in selling the prospective purchaser.

Harmony in Colors

Floor covering also comes in for its share of credit in the modern retail establishment. In choosing colors and patterns for the modernized store, it should be remembered that a lighter design should be used for covering spacious areas. To complement this, a harmonizing color contrast ought to be used for counters. Emphasis can be directed to a large display of radios and appliances by the use of darker patterns in harmony.

Contributing organizations who are cooperating with Landers, Frary & Clark in the development of "Modernizing" are: Pittsburgh Plate Glass Co., which is making recommendations on store front development; Congoleum-Nairn, use of flooring for obtaining the greatest merchandising effect; Sylvania Electric Co., which is advising on the use of lighting; the Celotex Corp., suggesting proper treatment of walls and ceiling.

Other Participants


Also sharing in this store modernization plan are: W. C. Heller & Co., and the American Store Equipment Corp., which are cooperating on the use of counter display fixtures; Devoe-Reynolds Co., Inc., on the use of paint to brighten store interiors; the National Electric Sign Assn., suggests the uses of signs; and air conditioning is included in this store plan by the Carrier Corp.



4 STANDARD TYPES
of Amperite Regulators replace over 400 types of AC-DC Ballast Tubes now in use.
Amperites are real REGULATORS . . . have patented Automatic Starting Resistor which prevents initial surge and saves pilot lights . . . Ask Your Jobber.

AMPERITE
THE *Simplest* WAY TO REPLACE **BALLASTS**
WRITE FOR REPLACEMENT CHART
AMPERITE CO. 561 BROADWAY, NEW YORK, N. Y.

The Soldering Iron That's HOT IN 90 SECONDS!



Only Kwikheat has a BUILT-IN THERMOSTAT

No more waiting for your soldering iron to heat up — the Kwikheat Iron is hot, ready to use only 90 seconds after plugging in! A built-in thermostat maintains proper temperature. Can't overheat — saves tips and retinning time. Powerful, 225 watts; yet exceptionally light, 14 oz. Cool, safety handle. Six interchangeable tip styles are available to adapt one iron to most any job . . . \$11.00

- COOL, SAFETY HANDLE
- LIGHT WEIGHT GOOD BALANCE
- THERMOSTATIC HEAT CONTROL
- QUICK HEATING ELEMENT
- THREADED TIP — GOOD CONTACT
- 6 INTER-CHANGEABLE TIPS

FROM TIP TO PLUG . . . IN A CLASS BY ITSELF!

VANATTA
kwikheat
THERMOSTATIC SOLDERING IRON
A Division of
Sound Equipment Corp. of California.
3903 San Fernando Rd., Glendale 4, Calif.

"Columbia" is a reliable source

Factory Close Out! 2 CONDUCTOR WIRE

geon plastic jacket



No. 20
solid
copper
wire

geon plastic conductors

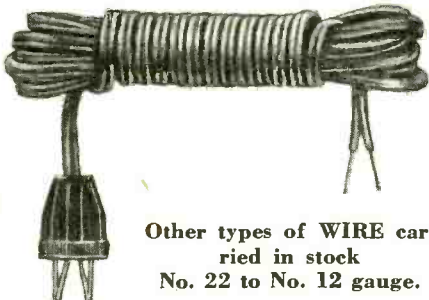
Suitable for communication equipment, electronic devices, and alarm systems.

Geon resists oils, acids, water, flame, heat and cold.

\$15.00 M ft.

CORD SETS

ready-to-attach assemblies



Other types of WIRE carried in stock
No. 22 to No. 12 gauge.

CMP Priority Required.

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Electro
ELECTRICAL AND RADIO EQUIPMENT

BATTERY ELIMINATORS



Announcing! Our New Models P and Q. They include every achievement of wartime ingenuity, and lift battery radio reception to new heights of satisfaction. Cost but a few cents per hundred hours of operation. Sturdily constructed—no liquids or moving parts—operate in any position. Completely filtered, hum free and silent in operation. Universal plugs and sockets to fit any radio.

MODEL P—For use in any place where normal AC is available. Operates any 1.4 volt—4, 5 or 6 tube battery radio from 115 v. 60 cy. source.

MODEL Q—For use wherever AC lines are not available—Farms, cottages, camps, or in car, motorboat, etc. Operating any 1.4 volt—4, 5 or 6 tube radio from 6 volt DC source.

NOTE: Due to War Production Board restrictions on Material our production is necessarily limited and deliveries at this time can be made only through established jobbers.

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators
549 WEST RANDOLPH STREET CHICAGO 6, ILL.

10,000 RADIO MEN

Are Speeding Up Their Work by Using

WARTIME RADIO SERVICE

75 Pages—Over 1500 Detailed, Tested Tube Substitutions and Other Information You Can't Afford to Be Without.

PRICE \$3.00 POSTPAID

From Your Jobber or Order from

CITY RADIO COMPANY

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PHOENIX

ARIZONA

NATION-WIDE MAIL
ORDER DISTRIBUTORS
SINCE 1928



RADIO AND ELECTRONIC

DEVICES For Trade... Industry... Vocational
... Communication... Public Utility and Experimental Applications

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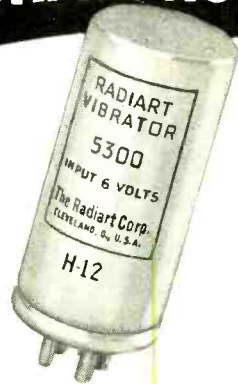
1012-14 McGee St.

Kansas City 6, Missouri

RADIART VIBRATORS

THE CHOICE OF
DISCRIMINATING
SERVICEMEN!—

HIGHEST ACCURACY,
DEPENDABILITY AND
PERFORMANCE.



The Radiart Reputation was founded on performance—is being maintained by outstanding service on military electronic apparatus—will guarantee full satisfaction of all Radiart Post-War Products.

Contact your Jobber for full Radiart information and a copy of the Radiart Vibrator Catalog—the most complete Vibrator Catalog published.



Radiart Corporation

3571 W. 62nd St.

CLEVELAND 2, OHIO

RADIO TUBES

We have radio tubes combined with adaptors, sold as complete units, for the following critical numbers:

1A5	6A7	6K7
1C5	6A8	6SA7
1H5	6C6	76
1N5	6D6	77
3Q5	6J7	

\$1.35 each

6Q7	6SC7	6X5
6SQ7	75	84-6Z4

\$1.20 each

Regular tubes—not substitutes

7H7	—\$1.10 each
6SN7	— .72 each
1T4	— .90 each
354	— .90 each
155	— .90 each
27	— .35 each

Signed supplier's certificates #L-265 must accompany all tube orders.

ADAPTORS

We manufacture a complete line of radio tube adaptors. Don't let your old tubes be idle. use our ADAPTORS.

50c each—doz. lots of any one type
60c each—smaller quantity

Send for our complete list of over 125 different types of adaptors.

Manor

ELECTRIC & APPLIANCE CO.
3236 Southport Ave., Chicago 13, Ill.

SPEED IRON

MODEL B



It's Hot in
5 to 7 Seconds

100 Watt, 115
Volt, 60 Cycle.
Weight 2 Lbs.

A new development in soldering irons now makes possible great savings in light soldering operations. Rugged, fast, powerful, built to give years of service, it will do soldering jobs that previously were impossible. A tool that is a "must" for your shop. Perfect for radio repair work.

It consists of a hi-current, lo-voltage transformer with its primary controlled by a trigger switch. To the secondary is connected the soldering tip and heating element, a length of No. 11 copper. The tips are easily replaced and their flexibility permits forming into various shapes to reach difficult connections.

The tool is encased in an attractive plastic housing, comfortable and well balanced.

For more information write Dept. R
WELLER MFG. CO.
EASTON, PA.

20 Years Ago

From the May, 1925, Issue of Radio Retailing

"CATCH THEM OUTDOORS" is suggested as slogan for avoiding summer slump in sales. With the aid of a loud-speaker, a California retailer gives concerts for benefit of sidewalk crowds.

DEMONSTRATIONS IN "SELECTED HOMES" WILL SELL RADIO—A complete plan of action is suggested for dealers, to further enable them to sell sets through the dull summer months.

"RADIO AS AN OUTDOOR SPORT"—Even if a prospect already has a stationary set in his home, sell him the idea of a battery-operated portable one to take with him on his outdoor trips. No home is complete without two sets, one for the parlor and one for the automobile.

HOW TO GET FARMER BUSINESS—Direct mail and country newspaper advertising, demonstrations at the farm, personal canvassing and adequate service facilities are the paths to success.

"A RADIO SET FOR EVERY JUNE BRIDE"—The distinctive 1925 wedding gift.

"MERCHANDISE WELL DISPLAYED IS HALF SOLD—Radio Seems to Be Following the Automobile in the Matter of Attractive Display Rooms."

WHAT'S NEW IN RADIO—A portable receiver that can be taken on an outing by raising the cover of the console, and lifting the receiver out.

MANUFACTURERS PROMOTE DEALER SALES—by offering dealer helps, the manufacturer helps increase the merchant's radio profits.

"AND NOW 'RADIO RETAILING' IS GETTING READY TO DELIVER A BODY BLOW TO GYP ADVERTISING"—headline.

Jobber Appointments

ADMIRAL CORP., Chicago, Ill., Wallace C. Johnson, manager, field activities, announced the appointment of the Electric Supply Co., Albuquerque, N. M., as exclusive distributors of Admiral radios and appliances in that area.

NOBLITT-SPARKS INDUSTRIES, INC., Columbus, Ind., has announced that the Dunkerley Distributing Co., Jacksonville, Fla., will handle the several Arvin product lines in north Florida and south-eastern Georgia.

BENDIX RADIO DIVISION, of the Bendix Aviation Corp., Leonard C. Truesdell, general sales manager for home radio has named additional distributors for the company's forthcoming line of AM and FM radios and radio-phonograph combinations: • Albany Hardware and Iron Co., Albany, N. Y. • Alford's Wholesale, Albuquerque, N. M. • R. F. Trant, Inc., Norfolk, Va. • The Gunn Distributing Co., Little Rock, Ark. • The Nelson Hardware Co., Roanoke, Va. • The Bond-Rider-Jackson Co., Charleston, W. Va.

STEWART-WARNER CORP., Chicago, Ill., has appointed the following distributors: • Fitzgerald & Co., Kansas City, Mo., for the Kansas City area. • The Rudning-Robertson Co., Sioux Falls, S. D.

HAMILTON RADIO CORP., New York, N. Y., has announced additional franchised distributors for Olympic Radio & Television: • Burhans & Black, Inc., Syracuse, N. Y. • W. A. Case & Son Mfg. Co., Erie, Pa. • Rhode Island Distributing Co., Providence, R. I. • Graybar Electric Co., Inc., for the Cincinnati, Dayton, Columbus and Charleston areas.

GALVIN MFG. CORP., Chicago, Ill., has named the Boyd Distributing Co., Denver, Colo., as distributor for Motorola radios.

EUREKA VACUUM CLEANER CO., Detroit, Mich., has appointed several new distributors for postwar products, announced George T. Stevens, vice-president in charge of sales: • Bondurant Bros., Inc., Knoxville, Tenn. • Burlington Hardware Co., Burlington, Vt. • Radio Specialty Co., Milwaukee, Wis.

HOFFMAN RADIO CORP., Los Angeles, Cal., has appointed the Arizona Wholesale Supply Co., Phoenix, as distributor.

TEMPLETONE RADIO MFG. CORP., makers of Temple Radios, announced the following distributor appointments: • Associated Industries, Inc., Detroit, Mich. • Alabama-Florida Distributing Co., Birmingham, Ala.

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20th of preceding month
NEW CLOSING DATE

for all ads requiring key changes, composition, proofs, etc.

EFFECTIVE WITH
 JUNE ISSUE

**RADIO Television
 RETAILING**

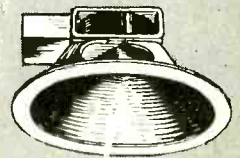


Caldwell-Clements, Inc., 480 Lexington Ave., New York 17, N. Y.

P. S. New York Electrotypers have notified us they are unable to block plates other than those made by them, due to the shortage of blocking wood. We regret our inability, therefore, to accept for publication any plates arriving here unblocked, or otherwise not ready to print. May we have your cooperation?

the excellence of your post-war radio engineering

will be faithfully interpreted for your customers by a **QUAM** Speaker

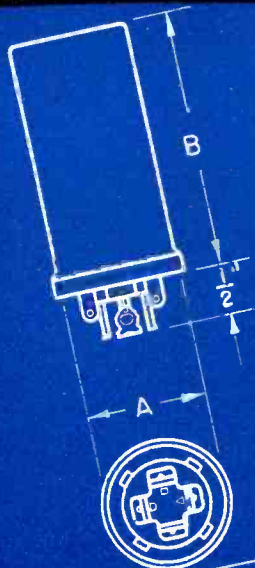


QUAM-NICHOLS CO. 33rd PLACE AT COTTAGE GROVE, CHICAGO

MEMO TO Purchasing Dept.

For postwar, recommend we standardize on Solar's hermetically-sealed, patented special twist-prong base Type DY electrolytic. They're properly protected against moisture.

E.M.



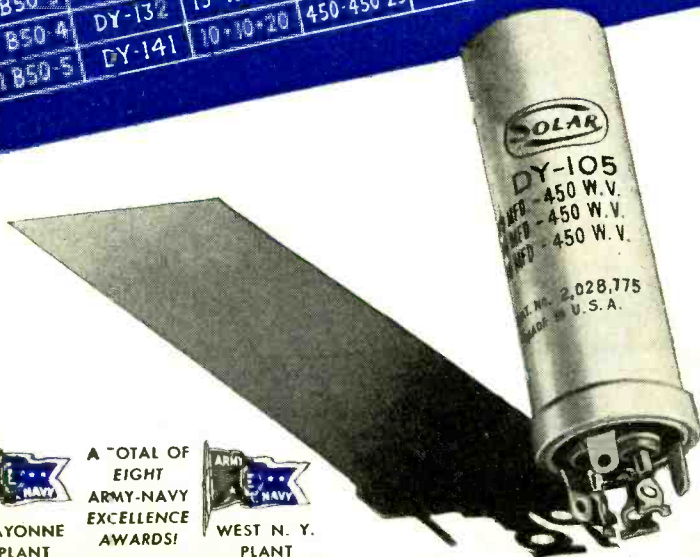
ENGINEERING
SPECIFY
Solar
DEPARTMENT

LEADING MANUFACTURERS
EVERYWHERE

PART NO.	SOLAR PART NO.	CAPY MFD.	WKG. VOLTS	DIMENSIONS	
				"A"	"B"
51 B50-1	DY-61	20*20	150	1"	2"
51 B50-2	DY-92	20*20	450	1"	3-3/8"
51 B50-3	DY-94	10*10	450	1"	2-1/2"
51 B50-4	DY-132	15*10*20	350-350-25	1"	2-1/2"
51 B50-5	DY-141	10*10*20	450-450-25	1"	3"

DRAWN *E.O.H.* DATE *1/4/45*
 TRACED *M.* DWG. No. *51 B50*
 APPROVED *J.C.* ISSUE

Prominent engineers consistently show their preference for Solar Capacitors. Solar pledges continued production of superior quality capacitors to merit that preference. Solar Capacitor Sales Corporation, 285 Madison Avenue, New York 17, N. Y.



CAPACITORS &
ELIM-O-STATS



A TOTAL OF
EIGHT
ARMY-NAVY
EXCELLENCE
AWARDS!



WEST N. Y.
PLANT

7759

**FEWER
MOVING
PARTS**

assures a more

DEPENDABLE

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**SEEBURG
RECORD
CHANGERS**

BUY WAR BONDS

Seeburg

J. P. SEEBURG CORPORATION • CHICAGO

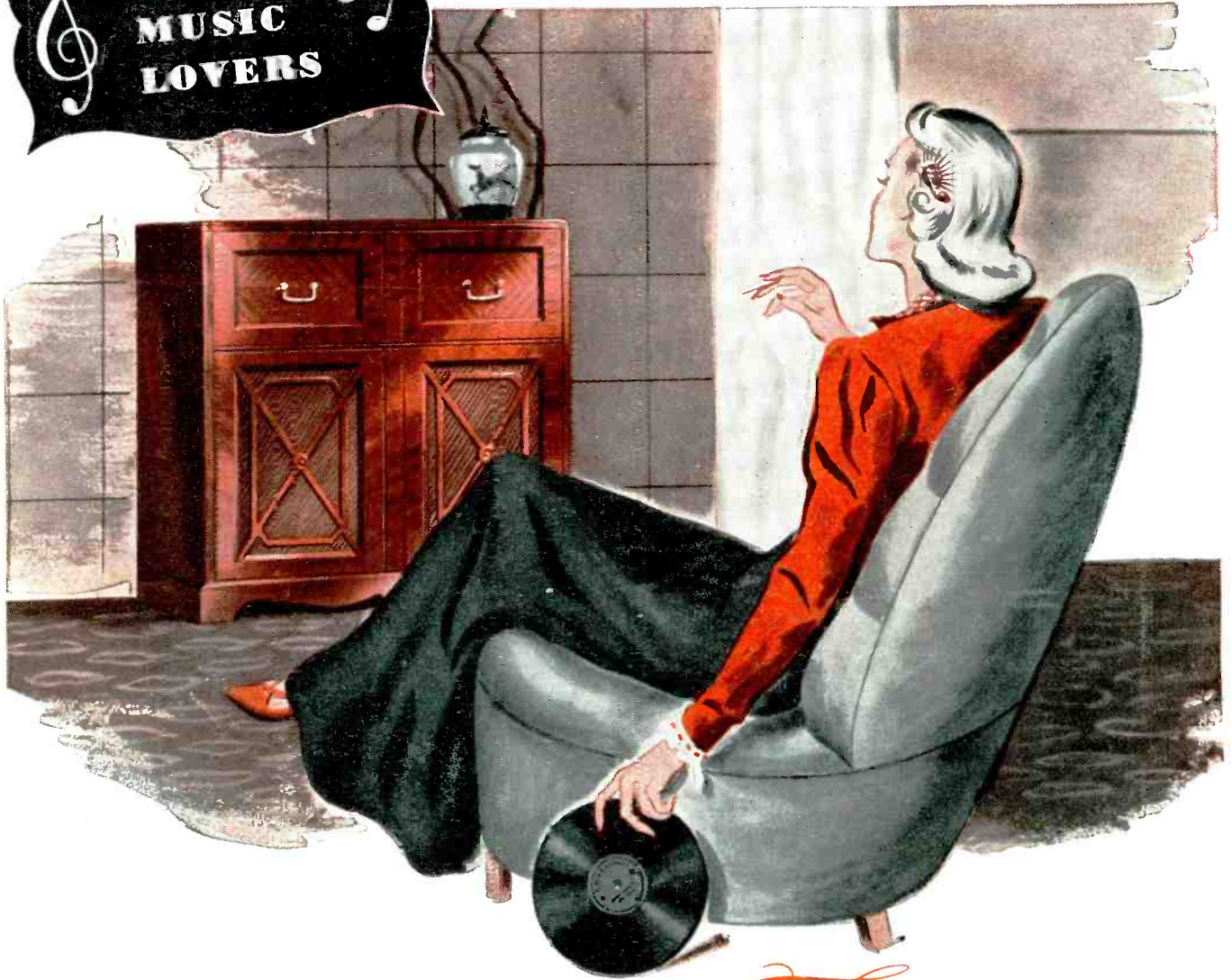


EST. 1925 RECORDED SINCE 1933

Awarded to the J. P. Seeburg Corporation for outstanding
production of war materials in each of its four plants

This advertisement is addressed to the millions whose cultured taste in broadcast and recorded music demands the finest in reproduction. It will be seen and read by the millions who regularly read The American Weekly, Fortune, Life, Saturday Evening Post, Collier's, Liberty, Newsweek, National Geographic, This Week Magazine and Popular Publications.

Treat in
store for
**MUSIC
LOVERS**



There'll be none *Finer* . . .

Soon after Victory releases us from our obligation to the armed services, we will deliver the new Motorola Radios. They will be fine musical instruments. They will deliver rich, round, concert quality tone and clean, crisp reproduction of the spoken word. They will add grace and distinction to the loveliest home.

For the Army and the Navy, Motorola engineers have produced their "Handie Talkie," an amazing two-way radiotelephone

system complete in a package weighing about five pounds. The "Walkie Talkie," a more powerful two-way radio, is an F-M job also perfected by Motorola Radio Engineers.

This record of engineering and production signalized by five consecutive Army-Navy "E" awards is your positive guarantee that among Post War Radios, *there will be none finer than Motorola!* GALVIN Mfg. Corporation • Chicago 51, Illinois

Motorola Radio

☆ FOR HOME AND CAR ☆

F-M & A-M HOME RADIO • AUTO RADIO • AUTOMATIC PHONOGRAPHS • TELEVISION • F-M POLICE RADIO • RADAR • MILITARY RADIO