

Radio-Television JOURNAL

JULY 1943

-and TALKING MACHINE WORLD



TELEVISION PROGRAMMING SEE PAGE 9

In This Issue

F. A. D. ANDREA · JOHN BALLANTYNE · W. R. G. BAKER · R. C. COSGROVE
ALLEN DUMONT · HORTON HEATH · NORAN KERSTA · ROUBEN MAMOULIAN
E. F. McDONALD, JR. · J. R. PORPELE · ERNEST VOGEL

RADIONICS

with its subdivisions of Radar—Electronics—Radio
will provide *practical* new post-war radio features

After the war—Zenith will *not* give you the impractical fantastic “dream-models” produced by crystal gazing designers. Zenith’s post-war planning is *extremely practical*.

Advanced design, better and service-free performance, finer tone, wide choice of *advanced practical design*, strategic pricing with full value for the customer’s dollar; features you can see, hear, feel, touch—these are the stuff of which Zenith leadership in radio is built, and will continue to be built.

As *we* are planning, practically, so we ask *you* to plan.

Now is a good time to ask yourself some down-to-earth questions about your radio business. Ask yourself:

Question:

Which radio line has in the past given me the most salable features, greatest choice of line designs, least service troubles, best trouble-free phono-combinations, finest tone, unusual tone devices, most “first-time” improvements?

Now is a good time to check—

- _____ My finest over-all price—feature—design—service—performance radio and radio-phonograph line.
- _____ Second choice.
- _____ Third choice.
- _____ Fourth choice.

Questions like these, if you answer them with care—put the answers down—will help you make your decisions for post-war business. When you pick a horse to win, you study his background and bet on his future.



So ask yourself that question and get your answers, for the sake of everything you have built into your business. And after the war, watch Zenith!

Next month—some more important questions it will do you good to answer. ZENITH is making post-war plans. Why not you?

ZENITH RADIO CORPORATION, CHICAGO

BETTER THAN CASH

U. S. War Savings Stamps
and Bonds

ZENITH
REG. U. S. PAT. OFF.
LONG DISTANCE
RADIO
RADIONIC PRODUCTS EXCLUSIVELY—
WORLD'S LEADING MANUFACTURER



These, too, are fighting flags of freedom . . . In ever-increasing numbers, flags like these fly over America at war. They are symbols of the strength of a free people, aroused in spirit, united in purpose. Battle flags of Victory today . . . they are won by the energy and skill that will build a better world tomorrow.

**SERVICES OF RCA WHICH
HAVE WON OUR COUNTRY'S
HIGHEST WARTIME AWARDS**

*Army-Navy "E" flags awarded to:
RCA Victor Division, Camden,
N. J., January, 1942—with two
stars for continued excellence.*

*RCA Victor Division, Harrison,
N. J., August, 1942—with one star
for continued excellence.*

*Radiomarine Corporation of
America, New York City, Sep-
tember, 1942—with one star for
continued excellence.*

*RCA Laboratories, Princeton,
N. J., May, 1943.*

*Maritime Commission "M" Pennant
and Victory Fleet Flag awarded to:
Radiomarine Corporation of
America, New York City, Feb-
ruary, 1943.*



Radio Corporation of America

after **V**ictory . . .

A STATEMENT BY E. A. TRACEY, PRESIDENT
MAJESTIC RADIO AND TELEVISION CORPORATION, CHICAGO



Since five months before Pearl Harbor, Majestic has been engaged in war production. The "Walkie-Talkie," famous radio of the firing

line, and airplane marker beacons are Majestic products. Our engineers have developed, and our factory has built, several different types of communications equipment. Thousands of quartz crystals are being produced. Majestic has placed its entire facilities, resources and personnel exclusively at our government's disposal.

All this has made its mark upon the Majestic organization. There are new names in executive positions,—names of men that are well known throughout the radio industry for their accomplishments in engineering and production, that are accustomed to doing things largely and well. In its key positions, Majestic is today one of the strongest organizations in our industry.

Under the stress of war time schedules, new standards of production have been established in the Majestic factory. Manufacturing tolerances, requiring precision unheard of in days of civilian radio, are now commonplace, and yet, production rolls from the assembly lines in an unbroken stream and at a higher tempo than ever before. Even so, one hundred per cent capacity is still a mythical figure we have not even approached. Majestic today is a more efficient,—a more capable organization.

After Victory, this strong Majestic organization will turn to civilian radio. Already plans are being prepared and the groundwork is laid.

Tempered in the crucible of war time production, led by dynamic, experienced veterans of the radio industry, with improved facilities and larger resources, Majestic cannot help but be an important, outstanding factor in the post war radio industry.

There will be new luster added to an already famous name in radio.



Majestic

MIGHTY MONARCH
OF THE AIR



Builders of the Walkie-Talkie—"Radio of the Firing Line"

Radio-Television JOURNAL *and* TALKING MACHINE WORLD

Founded in 1916
by Glad Henderson

VOLUME 55

JULY 1943

NUMBER 1

This Month's Cover . . .



The cover this month illustrates one of the important factors in television programming. The photo shows the program Stage Manager using a crayon to mark the spot where the actress must stand for a close-up. Also important

is the fact that the camera's eye is trained on a new development in feminine clothing. This is the hidden pocket which the attractive model is prepared to show to the television audience. The caption accompanying this photo said "The camera is trained on the gimmick (hidden pocket) and the leg as well, for television broadcasts must entertain the eye as well as the mind." For further facts on Television Programming, turn to page 9.

We are indebted to RCA for their courtesy in supplying us with this interesting, attractive and instructive photo.

MAL PARKS Editor
ALEX H. KOLBE Managing Editor
GEORGE DUVALL Technical Editor
B. F. HOLLEY Washington Editor
PATRICIA McKEE News Editor
BETTY BORIN Circulation Manager
E. H. COOKE Canadian Editor
FRED OWENS Western Manager

Radio-Television JOURNAL is published monthly by Kolbe Publications, Inc., Radio City, 1270 Sixth Ave., New York (20) N. Y., for radio-television Dealers, Servicemen and Jobbers. Chicago office 549 West Randolph, Telephone Central 5164. Also publishers of Radio-Electronic Parts Journal; Musical Merchandise Magazine and The Music Trade Review.

Contents

EDITORIAL	6
YOU CAN'T SELL TELEVISION SETS WITHOUT PROGRAMS	9
RADIO-TELEVISION JOURNAL'S SUGGESTED TELEVISION PLATFORMS	10
ROUBEN MAMOULIAN'S VIEWPOINT	11
WE BRING YOU THE OPINIONS OF TWO BROADCASTERS	13
EIGHT INDUSTRY LEADERS GIVE YOU THEIR IDEAS.....	14
WILL CANADA ADD GOVERNMENT CONTROL?	19
WE ASKED READERS	20
THE STORY OF WARD'S	23
RADIO-TELEVISION REPORTER	25
TALKING MACHINE WORLD SECTION OF THE JOURNAL	28
BEST-SELLING RECORDS WEEK OF JULY 10th	29
MUSIC MERCHANTS HOLD CONVENTION	30
ADVERTISERS' INDEX	5

Advertisers

ALLIANCE MANUFACTURING CO.	28
Agency: Campbell-Sanford Advertising Co.	
BELMONT RADIO CORPORATION	Outside Back Cover
Agency: Beaumont & Hohman	
FARNSWORTH RADIO & TELEVISION CORP	8
Agency: N. W. Ayer & Son	
FAVORITE MFG. CO.	31
Agency: Direct	
GENERAL ELECTRIC COMPANY	7
Agency: N. W. Ayer & Son	
GENERAL INDUSTRIES CO	30
Agency: E. D. Wolaver Advertising	
HALLICRAFTERS COMPANY	12
Agency: Burton Browne Advertising	
KEN-RAD TUBE & LAMP CORP	21
Agency: Allen, Heaton & McDonald Inc.	
MAJESTIC RADIO & TELEVISION CORP.	4
Agency: Triangle Advertising Agency Co.	
RADIO CORPORATION OF AMERICA	3
Agency: J. Walter Thompson	
SPRAGUE PRODUCTS CO.	24
Agency: Harry P. Bridge Co.	
M. TEICHER & SONS	18
Agency: Direct	
UNIVERSAL MICROPHONE CO. Ltd.	22
Agency: Ralph L. Powers	
ZENITH RADIO CORPORATION	Inside Front Cover
Agency: E. H. Brown Advertising Agency	

25c per copy • Radio-Television JOURNAL is the OLDEST publication in the industry • \$3.00 per year

Editorially Speaking...

THERE is a serious situation developing in the radio service business today which, if not corrected, threatens to give it a bigger black eye than the famous Readers Digest "expose" of painful memory. To put it bluntly, the general public is good and sore at some of the short-sighted practices which are being pulled off by a few unscrupulous servicemen and dealers.

Under the guise of the war emergency these service-dealers are charging outrageously exorbitant prices. They are sending out supposedly finished jobs which they know won't hold up for more than a few days. They are arrogant and have adopted a "public be damned" attitude which will do the whole industry incalculable harm.

Let's see how serious the situation really is. Reports from Better Business Bureaus and similar agencies come in from all over the country and the gist of them is that people are actually afraid to have their radios serviced because they have been told they will be charged a high price for low-grade work. And, when I was in Washington just last week I was told that Government agencies are studying the situation with a view to clamping down rigid price controls to cover radio service charges. The unfortunate part of that would be the fact that the good, legitimate dealer and serviceman will be punished for the sins of the few.

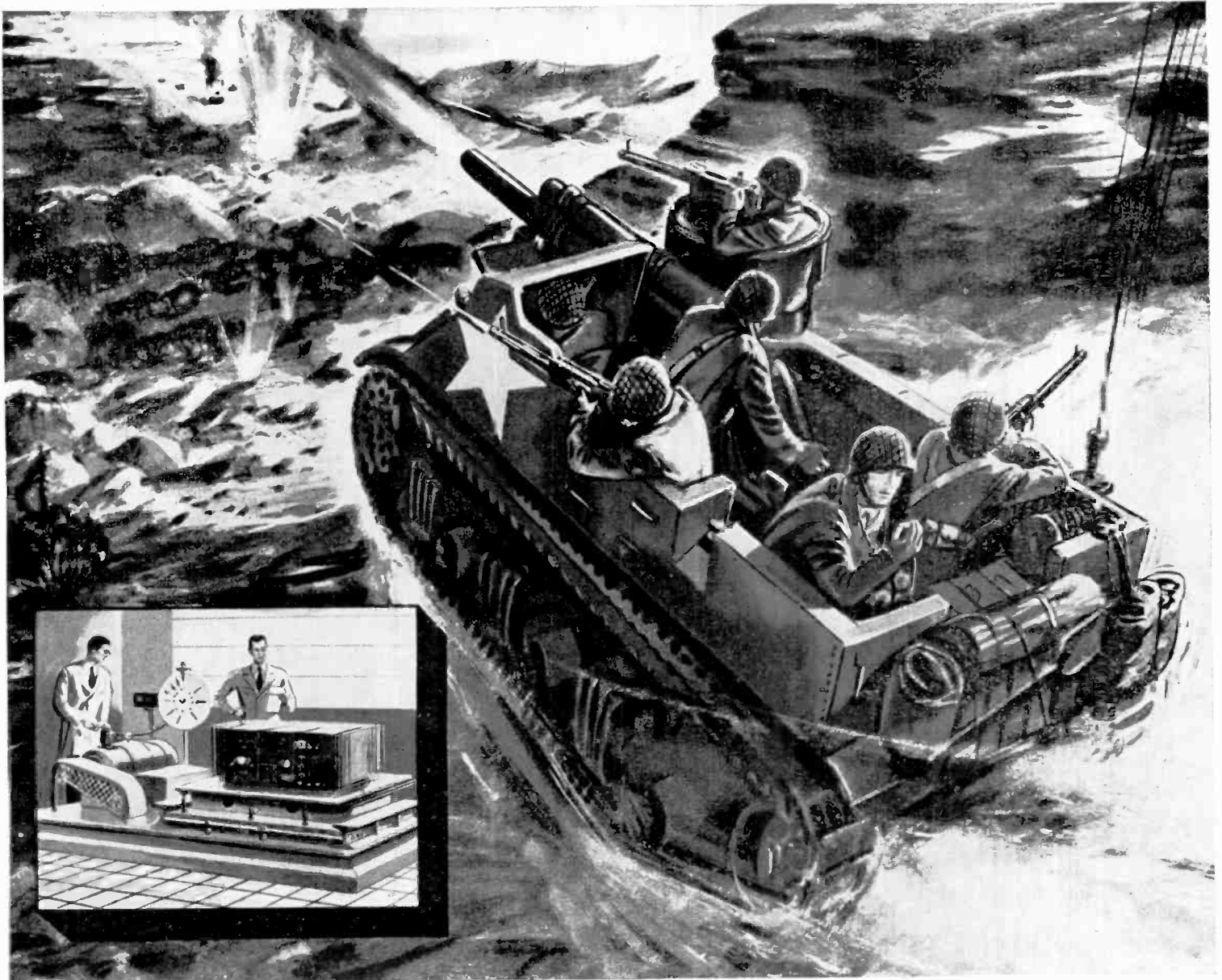
As the situation now stands, it presents a challenge and an opportunity to the radio dealer and serviceman who is figuring on staying in this business for a long time and who knows that what he does today will have an effect on his business tomorrow. The challenge consists in doing everything possible to eliminate the fly-by-night chisellers in every locality and, of equal importance, to instill confidence in the minds of the general public. Let's not mistake the power of the whispering campaign which is now under way among all groups about the unreliability of the radio service business in general. To combat this, every dealer and serviceman must constitute himself a committee of one to see that no such practices are tolerated in his own business, and, going a step further, to seek out and report all evidences of such practices which come to his personal attention.

The opportunity consists in the tremendous amount of service work which can be secured once the public's confidence is restored. And, the enormous goodwill which can be stored up against the day when the postwar scramble for business will make every prospect valuable.

This is going to be a long, hard job and it will take the combined efforts of every element in the industry. Every dealer and serviceman must cooperate with distributors and manufacturers to develop the prestige and honesty of radio servicing. If you have standard prices for all jobs, publicize that fact. If you use only the best, nationally-advertised repair parts, let your customers know about it. Cooperate with every movement which is designed, not only to help you solve the problems which face servicemen today, but to build up a consumer confidence in the job you are doing which will stand you in good stead in the future.

Mal Parks

Editor



A G-E vibration test for military radio

Radios for tank busters **HAVE GOT TO BE TOUGH!**

Another reason why your post-war G-E radios will have the quality to win consumer appeal!

TO TAKE the beating that a tank destroyer gives it . . . and come up fighting! That's the first requirement of a tank buster's radio!

At General Electric plants today, volume-produced G-E military radios rehearse for battle in torture tests that would completely disable ordinary equipment.

A radio is fastened to a table and shaken at the shattering speed of 60 times a second through a 1/16-inch space . . . faster than the eye can see. Then engineers check the set's operation for hours . . . in test rooms that simulate searing desert dryness, steaming tropical humidity, sub-zero arctic cold! All to make sure their radios will take the punishment of battle.

As a result not only tanks and tank

destroyers but *every* Flying Fortress and Liberator are equipped with General Electric radio.

Skilled engineering, fine materials, expert workmanship, and testing assure performance quality. Through many national advertisements like the one at the right, in mass consumer magazines, G. E. is educating the public to expect quality in the post-war G-E radio line. . . . *Electronics Department, General Electric, Bridgeport, Connecticut.*

Tune in "THE WORLD TODAY" and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to "The Hour of Charm" at 10 P. M. E.W.T. over NBC.



This full-color advertisement appears in:

Collier's June 19, 1943
 The Saturday Evening Post June 26, 1943
 Look June 29, 1943
 Life July 5, 1943
 Farm Journal July, 1943
 American August, 1943

GENERAL  ELECTRIC

175-88

GENERAL ELECTRIC IS BUILDING MORE MILITARY RADIO EQUIPMENT THAN ANY OTHER HOME-RADIO MANUFACTURER

THE NEXT AMERICAN BILLION-DOLLAR INDUSTRY!



Dealers and distributors who have been successful in radio are looking forward to television as the next great industry to present outstanding profit opportunities.

The business this huge post-war industry will bring can be yours. For today's radio dealers will be tomorrow's television dealers! The market, the background and the service organization will be very like radio's.

Farnsworth was a pioneer in the creation of electronic television. Today,

all our promotional work is devoted to preparing the tremendous market that you will serve when peace comes.

Farnsworth production now is entirely precision devices that serve as the eyes and ears of our fighting men. But after Victory comes, there will be finer radios and phonograph-radios to fill a great demand; then television equipment for countless commercial, institutional and industrial jobs; and finally, the wonder of television for every home.

ADVERTISING BUILDS THE MARKET

All Farnsworth advertising is directed at your post-war market, creating demand for the better sets to come, explaining what television will bring.

Serving this market will be your job — with greater business possibilities than you can imagine.

- Look for the current Farnsworth national magazine advertisement in July *The Atlantic*, July 19th *Time*, July 24th *The New Yorker*, July 26th *Life* and *Newsweek*.

FARNSWORTH TELEVISION



- Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios.

Radio-Television Journal

VOLUME 55

JULY 1943

NUMBER 1



You Can't Sell
**POST-WAR
TELEVISION SETS
WITHOUT
TELEVISION PROGRAMS**

— ● —

On the following pages your Editors present the First Published Results of a symposium on the subject of:

**"THE RELATION OF ADEQUATE
TELEVISION PROGRAMMING TO
POST-WAR TELEVISION SET SALES"**

— ● —

IN all the discussions now taking place regarding the developments in television which will be forthcoming after the war, your editors believe that one of the most important aspects of this whole subject has been neglected. That is . . . the dependence of post-war set sales on the development of adequate television broadcasting programs.

It seems elementary to suggest that the general public will not want television sets until they are assured that adequate and interesting programs will be available. If television sets are to be sold as widely as many people believe, facilities for demonstrating these sets, which means television programs, must be available at all times.

Pre-war television programs reached a maximum of 20 hours per week, a little less than 3 hours per day. This is not enough if television set sales are to reach the figures which have been projected by various interested people. It stands to reason that a dealer must have assurance of television programs at all times during his business hours if he is to do a good job of serving his customers and the manufacturer whose sets he will handle.

There is no evidence that this insistence on tele-

Continued on next page

vision program planning at the present time is premature. Rather, your editors believe that it is none too early for manufacturers, distributors, and dealers to get together now in order to iron out all the details and overcome all post-war obstacles inherent in television programming to the end that when television receivers are again available nothing will stand in the way of their immediate sale to the general public.

One of the first things that should be done is the establishment of a steering committee composed of television set manufacturers, distributors, dealers and executives of broadcasting stations. The functions of this committee should be to explore problems of television programming as they affect each group and to draw up plans which the entire industry can use in post-war merchandising efforts and in furthering their relations with interested governmental agencies.

In addition to this steering committee, manufacturers and dealers should establish a similar committee whose purpose would be the promulgation of standards of installation, maintenance and repair, and the development of adequate, carefully-planned, and integrated educational material for use by members of the industry and their employees.

As a further step in the protection of old, estab-

lished set manufacturers, their distributors and dealers, thought should be given now to the problems inherent in any post-war, fly-by-night, cut-throat, chiseling competition which may try to skim the cream from the market and which may well retard the development and acceptance of television by the public for many years to come. And, as a final step looking to post-war sales of television sets, manufacturers who advertise nationally might be well advised to consider the advisability of acquainting the general public not only with the merits of their particular set, but also with the developments which will come with television programming. Every dollar spent in this way which intrigues and arouses the interest and curiosity of the general public will go a long way toward making millions of prospective purchasers eager to buy television sets in order to have access to, and enjoy, the new, novel entertainment, education and relaxation which television programs are able to bring them better than anything else.

In order to arouse further industry discussion on this phase of post-war television program development and planning, your editors asked several leaders for an expression of their opinion on the whole subject. You will find a great deal of interesting, intelligent, and far-sighted thinking expressed by the men whose views appear on the pages following.

RADIO-TELEVISION JOURNAL'S

suggested

PROGRAM for MANUFACTURERS

- 1. The formation of a committee comprised of members from each receiver manufacturer and whose function would be to work closely with present radio broadcasting station executives to the end that they would be supplied with all data pertaining to all new developments in television set construction and in television program planning.*
- 2. The sponsoring of an industry-supported training program which would develop standards for the installation, maintenance and repair of civilian television receivers and the developing of a backlog of trained television installation and service men.*
- 3. The development of a planned, integrated and co-operative consumer campaign designed to condition the public to the advantages of television programs and to stress what the industry is doing now to develop better post-war television programs.*

PROGRAM for DEALERS

- 1. Study everything coming your way on the subject of television merchandising and programming and also the construction, installation and servicing of sets and make sure that all your employees study and discuss this material, too.*
- 2. Work with manufacturers' distributors, jobbers and other local dealers in setting up a committee whose function would be to discuss development of standard procedure and charges for television set installation, maintenance and repair.*
- 3. Appoint yourself a committee of one to talk to local broadcasting station executives on the subject of television developments and use some of your own direct-mail or newspaper advertising to tell your customers and prospects about the advantages of television broadcasting and its new-type programs.*

WE BRING YOU THE VIEW POINT OF ROUBEN MAMOULIAN

Editor's Note: We are privileged to bring you the following article by Rouben Mamoulian. Quiet, unassuming, with none of the all-too-frequent Hollywood manner encountered in lesser celebrities, Mr. Mamoulian combines a charm of manner with a sure craftsmanship which has brought him international fame. His views on Television programming are important because they are backed by his long, successful experience as a leading motion picture director and a stage producer of recognized genius. Besides being an early pioneer in Television programming, Mr. Mamoulian directed the first full-length Technicolor picture *Becky Sharp* in 1935 with Miriam Hopkins and Sir Cedric Hardwicke. His current *Oklahoma* is one of Broadway's greatest hits. Immediately after this interview, Mr. Mamoulian left for Hollywood where he is now busy directing another picture.

My very first contact with Television was in England in 1937. Going to the studio to give what I thought was a newspaper interview I found myself talking to hundreds of people via this new medium. Since that time I have been fascinated with the possibilities in Television and have given a great deal of thought and study to its eventual program development.

The essence of Television is the program. It seems to me that placing the emphasis on the apparatus itself is much like putting the cart before the horse. If the importance of the program is not recognized by the apparatus manufacturers then Television will be in much the same condition as automobiles were before that industry started selling the convenience, comfort and pride-in-ownership of the automobile, rather than just a piece of machinery.

And so it must be with television. The public must be educated to the fact that Television contains the elements of a new art form. It has a scope, a breadth which are breathtaking to anyone who has had any contact with the limitations imposed by the stage and screen. In those mediums spontaneity is lost, the entertainment value is crystallized, all art elements are averaged and there are other shortcomings which Television successfully overcomes.

Below we see an educational program presented by G.E. station WRGB which demonstrates the educational program possibilities as pointed out in the accompanying article by Mr. Mamoulian.



This does not mean that I think Television will replace either movies or stage productions. Rather, it will supplement them. It can well be a synthesis of both and, as a child often develops the best traits of both parents, so Television has within it the possibilities of containing the better elements of both the screen and stage. But, it cannot overcome the important point which many who fear its gradual monopoly of these two forms fail to see and that is, the fact that people are gregarious. Much of the applause and laughter which you hear in movies or legitimate theatres is a result of the mass impulse of the audience. I have often held dress rehearsals where every joke fell flat and every situation was dead. Yet, when the theatre was filled these same jokes stopped the show and these self-same situations swept the audience off their emotional feet. This being true, the problem would seem to consist of finding out what attributes Television has which would make it possible to develop programs which are impractical for the stage or the movies.

One of Television's greatest assets is its cultural possibilities. Just think of the cultural impact of taking thousands or millions of people on tours of the great museums of the world with an interesting personality describing the things which are there portrayed. Or, consider the widening of geographical vision which would accompany programs that brought scenes of historical interest into the homes of people who would otherwise never see them. These, of course, are just some of the cultural implications which have a broad scope. Others would be the self-educational possibilities in Television programs, such as teaching young people to play musical instruments, teaching art principles or the discussion of works of literary greatness by recognized critics or possibly by the authors themselves.

There is another advantage of Television and that is what we call "timing." Once a stage production is set very little has to be done in the way of change. And, obviously, a motion picture is static in its eventual presentation and it is circumscribed by commercial limitations. For that reason, Tele-



Mr. MAMOULIAN

vision can produce *short* features which are not possible or profitable in any other medium.

One of the things which I have always wanted to do, for example, is to present dramatizations of the world's great short stories. Visualize such things as *The Necklace* by de Maupassant, *The Cask of Amontillado* by Poe, *The Christmas Carol* by Dickens and many similar short story classics presented to the Television audience. Here is a vast, interesting and untouched field of high literary merit which has not yet been touched.

Summing up, why would it not be feasible to co-ordinate the presentation of the mutuality of Television with competitive forms of entertainment? By doing this your industry would enlist a host of new friends for Television and quicken its growth and development.

Below Mr. Mamoulian is seen giving stage directions to Celeste Holm and Joseph Buloff of the *OKLOHOMA* cast. Much of this production's tremendous appeal can be attributed to the good taste of Mr. Mamoulian's direction.





Winning

THE BATTLE OF COMMUNICATIONS

Mobile communications units assembled by Hallicrafters are helping to win the battle of communications on every fighting front. They are built to endure the rigors of modern warfare... The consistent performance of SCR-299 has been highly praised by leading members of our armed forces for its adaptability in meeting all the requirements of combat duty... A phrase best describing the SCR-299 was given when a leading military authority said, "It is to communications what the jeep is to transportation."

hallicrafters
CHICAGO, U. S. A.

THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT



BUY MORE BONDS!



WE BRING YOU THE VIEWPOINT OF TWO RADIO BROADCASTERS



Mr. NORAN KERSTA
Director of Television
National Broadcasting Co.

Says:

WE are interested in the whole subject of television programming because we believe that television ushers in a new era of broadcasting. Our thought is that television is another, supplementary means of conducting an old type of business. Alert broadcasters and all those allied with the industry are finding that their positions can be maintained if they will realize that television gives them more to work with. I think that it is logical for present-day radio broadcasters to become the television broadcasters of tomorrow because they have facilities, personnel, "know-how" and a ready made audience. Broadcasters should begin planning and working on their future television programs now because if they do not, the post-war period may find them in competition with new capital looking for investment opportunities. These are more limited than most people realize and television broadcasting itself offers a profitable opportunity for this capital.

Today, television has progressed to such an extent that radio's leaders feel it must be supported. This can be done in two ways: one, by government subsidy; and two, by private enterprise as in the case of sound broadcasting. It is well known that sound broadcasting started and flourished because it

was a great service to the public, and that it was subsidized by radio set manufacturers until the middle twenties, when it was discovered that the function of broadcasting could also be of great service to business through advertising. It is indicated that television will afford an even greater service to the public in providing information and entertainment, and to business in offering a more effective selling medium. As sound broadcasting's service to the public increased with the growing participation of advertisers, so television is expected to increase its service to the public as business participates through the use of television as an advertising medium.

There is something here for television receiver manufacturers and dealers to think about. I believe that set manufacturers should sponsor and support television programs nationally and locally, and I believe that these should be worked out to insure dealer participation wherever possible. Set manufacturers should also use their present consumer advertising in all media to tell the public about the wonders of post-war television programs. It seems to me that it is necessary and practical now for manufacturers to forget about advertising post-war models and to start advertising their industry and the work their company is doing at present to bring about better television programs when the production of receivers is again possible.

Television has another advantage which set manufacturers and dealers should welcome. Television sets will command a higher unit price at a higher profit for both manufacturers and dealers. They present the industry with a golden opportunity to stabilize prices and prevent cut-throat competition.

Naturally, there are many economic, social, governmental and business problems to contend with in television. However, from the engineer's point of view television is a perfected service. With more than a year of war behind us, American industry is getting into the groove of war-time production, and the air has begun to clear a bit. "Raised-Sights" departments concerned with post-war progress are springing up in many industries. This industry, of which much is expected, is keeping in step. Thus we can be assured that as the war ends this big industry is going to swing into action.



Mr. J. R. POPPELE
Chief Engineer
Radio Station WOR

Says:

The fact that we have just started broadcasting television programs over the DuMont station W2XWV in New York, is a pretty good indication of the interest which our organization takes on the whole subject of television programming. It also serves to show that we are willing to approach the problems inherent in television programming with an open mind and no preconceived ideas. And, we are doing it because we want to have all the trial-and-error problems worked out before the war ends so that we are not left behind when the switch to television takes place once victory has been won.

Within another year perhaps we will have learned enough to make these opinions worthwhile. However, there are some fundamental principles which I believe hold true with regard to television broadcasting as they did when radio broadcasting was first developed. Of major importance perhaps, is the fact that we do not believe television broadcasting is something that can be superimposed on present day radio broadcasting techniques. I think that television broadcasting presents wonderful opportunities for new program ideas, new program techniques, for entertainment and education on a scale undreamed of at present.

The only danger that I can see is the fact that many experts in radio broadcasting may set themselves up as experts in television broadcasting. I think that television programming will succeed infinitely faster if everyone connected with radio broadcasting takes the attitude that they know nothing about television broadcasting and start from that point to learn all they can about this wonderful new opportunity presented to them.

WE BRING YOU THE VIEWPOINT OF EIGHT INDUSTRY LEADERS



Mr. JOHN BALLANTYNE
President
Philco Corporation

We Asked Mr. Ballantyne

"On what basis will television broadcasting be financed and what bearing will this have on the acceptance of television by prospective customers?"

Answering your specific question as to how television programs will be financed, up to the present time there has been no development that would lead one to expect any difference in this respect between television and sound broadcasting. Television advertising will be particularly well suited to certain types of products and services, and it appears likely that advertisers will gladly pay the economic costs of carrying their message to the public through the medium of television to supplement the other avenues they now use. In many respects, the television station owner will be in the position of an entrepreneur starting a new magazine or newspaper who must be prepared to carry at least some of the load until his circulation has reached the point where he can charge high enough advertising rates to meet all his expenses.

All the evidence now at hand indicates that television will progress rapidly to become one of the nation's important industries as soon as the war is won and technical personnel and mate-

rials are available to erect transmitting stations, build receivers and produce acceptable programs for the public.

Even before the war, television had been developed to such a point that it was possible to provide pictures of greater clarity and detail than are afforded by home movies. Undoubtedly much of the research and engineering work now being done by the radio industry as its contribution to the war effort will have collateral benefits for television when there is time to make the necessary applications.

Of perhaps equal importance was the progress before the war in developing television networks. It is now generally recognized that radio broadcasting began to realize its high promise only when stations had been combined into networks to bring the best in entertainment from New York, Chicago, and Hollywood and make it available in the home of every person owning a radio set.

The same principle applies to television. If Americans generally are to become actively interested in television, it will be necessary to provide them with the best entertainment and the outstanding news events of the day. And that means television networks that will originate the programs in a few metropolitan centers and carry them out across the country.

The means used to accomplish this are wireless links which cost only \$10,000 each, need be spaced only about 25 miles apart and can beam the program from one relay point to another without wires or cables. It is not difficult to foresee the establishment of enough of these radio links to provide television service up and down the Atlantic Coast in the period immediately following the war, and in all probability similar facilities will be developed in the Middle West and on the Pacific Coast. The final step will be to join these regional systems into a national network.

Within a relatively short time, therefore, many millions of people should be brought within range of a television station and have a high-quality television service at their disposal several hours a day.



Mr. ERNEST VOGEL
Vice-President
Farnsworth Television & Radio Corp.

We Asked Mr. Vogel

"Do you think the future sales of television sets will be affected adversely through resistance from other forms of entertainment such as movies?"

I think the answer to your specific question becomes evident when we properly consider television entertainment as an entirely new art and service to the American public. Not only am I convinced that the sale of receivers will not be affected by the motion picture, but I also am quite sure that other present means of entertainment, such as radio itself, the theatre, the large sporting events, will not offer competitive resistance, but will in fact actually increase the interest which a television program will offer.

To properly evaluate television entertainment we must consider it as what it is—an entirely new service—not a supplanting means of entertainment. It differs entirely from other services, even from radio, where we have twelve to eighteen hours per day continuous programs coming from many stations. We listen to radio many hours a day, either with full attention or treating it as incidental entertainment.

A television program, on the other hand, will be treated as an event that will require one hundred per cent attention, and for that reason I believe will be limited at most to several hours a day in the average home. Once this is realized by the public, it will be obvious that Television and radio offer two distinctly different services, both of which are necessary and distinct in their appeal. There will be no competition in these services that would adversely affect the sale of either type receiver.

Considering the competitive aspects of Television and the motion picture, we must keep one definite fundamental in mind—that is, that the types of program of these two services will also be distinct and different.

The most popular program items in television programs will be broadcasts of current happenings, many taken from remote positions such as athletic events, state ceremonies, and other occasions that have wide public interest. This service may be offered through the movie theatre as part of its program under some arrangement, but essentially these items will be a television service into the home.

Further, a major percentage of television broadcasts will be what we might term "spot" or immediate programs, consisting of variety programs, interviews with celebrities, and educational programs, all of which will not compete directly with the motion picture. Also, looking forward to commercial television broadcasts, it is not difficult to conceive many of our current most popular programs, with slight changes in technique, broadcast for both video and sound reception. These would, I am sure, be tremendously popular and would obviously be confined primarily to home reception.

In my opinion the movies will continue to hold their position in public interest and provide a distinct type of entertainment which will not be supplanted by the television programs. People as a whole are still gregarious, and like to mingle with others, particularly when they seek entertainment. They will still go to the movies if only for this reason.

It might be argued that television may substantially cut into the attendance at notable sporting events. This, I am convinced, will not be the case any more than the sound broadcasting of similar events has limited the attendance in the past. People will always want to attend the actual event for the color and glamour of many thousands of people assembled at one place to actually witness the event itself. While it is true that television will eventually bring the viewing of such events into millions of homes, there is little doubt that the attendance at such events will continue to be substantially as great as in the past. Television will render a great public service in bringing these events visually to millions who would be physically or financially unable to attend such occasions.

There can be no doubt in anyone's mind that television holds tremendous interest to the American public. They anticipate it as the next great American service into the home. Its opportunities are unlimited both as a means of entertainment and as a medium of

advertising. As a form of entertainment and instruction, it will not be competitive with any other similar service available today. It will find its own place in our "Greater way of American life" after the war.

Very definitely in my opinion the sale of television receivers will not be adversely affected by the motion picture, the excellent radio entertainment available today, the symphony concert, the opera, or the stupendous athletic events. It will be purchased on the basis of its own service to the home, and not as a supplanting type of entertainment. It will provide an entirely new form of entertainment which will take its place alongside the currently available forms and definitely find a place for itself in the American public's acceptance.



Mr. R. C. COSGROVE
Vice-President and General Manager
The Crosley Corp.

We Asked Mr. Cosgrove

"What type of programs can be developed which will make it possible for radio dealers to sell sets to outlets other than home owners?"

Radio and television dealers will find, after the war, that the demand for television sets will increase just as rapidly as the quality and variety of the telecasts improve, and programs are extended throughout the day.

Comedy and sporting events probably will be the most popular types of television entertainment in the home. On the other hand, clubs, lodges, political groups, as well as taverns, cafes and similar gathering places will prefer telecasts of sports events, current news happenings, and various types of large activities.

To the extent that the industry can encourage the development of television

programs covering these latter types of events, will the sales to outlets other than home-owners increase.

One of the most important outlets, outside of home owners, will be the school and educational opportunities. Television receivers are certain to be used widely in institutions of learning, as has been pointed out by Orrin E. Dunlap, Jr., in his recent work on "The Future of Television." Television will greatly facilitate group education, he points out, as vision accounts for 90 per cent of all learning, and the other four senses for only ten per cent. In the medical field, television will have many uses. Students can watch surgical operations on the television screen, while surgical procedure is telecast, as an example.

It is generally believed that television will be a good advertising medium. Some persons, who disagree, insist that eyes trained by the movies in which no advertising appears on the screen, might not tolerate advertising on the television screen.

On the other hand, when movie-goers buy their admission tickets, they buy entertainment and not advertising, but when television viewers turn on their sets, they know, like radio listeners today, that the program comes to them free because the bill has been paid by an advertiser. We believe that television audiences, like radio audiences, will be more tolerant of advertising than would the movie goer who had paid an admission charge for his entertainment.

The problem of financing top-quality television programs will differ somewhat from the financing of radio programs.

It took many years for broadcasting to find commercial sponsors in a lucrative way and the same condition may exist in television. In this country, more than \$30,000,000 was spent in the development of television between 1925 and 1943. In Great Britain, television, before the war, was subsidized by the government out of a fund of more than \$20,000,000 derived from licenses issued annually to the 9,000,000 radio set owners in Britain.

It has been estimated that television time will cost commercial sponsors three times as much as radio broadcast time. Accordingly, some believe that it will require many years of constantly accelerating sales of television receivers to equip 30 per cent of the homes in any given market. However, in our opinion, where "there is a will there is a way" and there certainly is a strong "will" by the American public for television as soon as the war is over. We don't believe that all of the problems will be solved immediately at war end, but, we do believe that their solution is not many years distant.



Mr. HORTON HEATH
Director of Advertising
Radio Corporation of America

We Asked Horton Heath

“What guarantee can a dealer give his television set prospect that there will be adequate television broadcasting at all times in all localities?”

One of the best guarantees that there will be adequate television broadcasting programs is the enlightened self-interest of television broadcasters, who know that television advertisers require an audience, and the only way to build an audience is to produce good programs. Those who expect to make money from this manufacture and sale of television sets have a real interest in seeing that television programs are available for the public. In addition to this, I think we will see increasing interest and pressure by a growing number of advertisers who believe that television broadcasting will give them many advantages which they cannot get in any other medium reaching the public.

It is obvious that carefully-planned programming in all localities is vitally necessary if the dealer is to sell more sets. But, there are some problems inherent in this that will have to be worked out.

As I see it, the development of continuous television broadcasting will begin with the large cities. These great population centers have, in many cases, existing television facilities and, of equal importance, a large market of responsive buyers and large groups of prospective sponsors of programs who are anxious to reach this market. Then, it seems to me, large-city broadcasting will result in the setting up of smaller, regional networks comprised of the stations located in these large cities. These

network groupings may occur simultaneously in various sections of the country. This, of course, will greatly simplify the establishment of one or more national networks which will carry a wide variety of interesting programs to the public on a national scale and yet be flexible enough to allow for local and spot television broadcasts from individual stations.

In planning for his post-war television merchandising program, the average dealer might start at the point which television broadcasting had reached prior to the war. At that time, some stations had ten or more hours of programs per week on the air. It seems safe to assume that post-war television programming will start at this point and should develop rapidly so that dealers will soon be able to assure their customers of several hours of programs *per day*. Our own previous experience has definitely shown that a tremendous number of television sets can be sold to the general public on the basis of programs occupying only ten hours per station per week.

Therefore, the average dealer might start now to see what is being done and what can be done in his own locality to get television programs on the air and thereby insure immediate sales once television set production is resumed. These dealers will be in on the ground floor of the profits which seem probable once manufacturers are able to supply the eager demand of the public for television sets.

What Retards Television?

If television has apparently lagged in the United States it is for economic and not for technical reasons. Wherever the American promoter turned he faced doubts—doubts now happily resolved about the financial feasibility of connecting transmitting sets on a national scale, doubts about making images talk and sing all the time or only part of the time, doubts about what the public wanted. It was assumed from the outset that television must follow the general evolution of sound broadcasting. What held American television was the traditional method of making an invention pay dividends. Assuming that the method was the best, which is debatable, it was necessary to conduct research not only in the laboratory to develop a satisfactory system of transmission and reception but among the people in order to discover what types of programs might be launched with the best prospect of advertising support.

Waldemar Kaempffert in
“WE PRESENT TELEVISION”



COMM. E. F. McDONALD, Jr.
President
Zenith Radio Corporation

We Asked E. F. McDonald

“In your opinion, will future television broadcasting be confined to present radio facilities or will an entirely new group of telecasters come into existence?”

Predictions about future television broadcasting must be made with the reservation that television remains today the same unsolved economic riddle it has always been. The public will not buy receivers in quantity until it can be assured of programs at least equal in entertainment value to present day movies, and the cost of such entertainment is far greater than any advertiser or group of advertisers could afford to pay.

I believe that when a means has been established to provide a box office to pay for programs of this caliber, television will emerge from its hiding place “just around the corner” and become a great industry, and that it will do so without upsetting existing facilities.

Entertainment will be provided by the motion picture industry, which has been schooled for many years in the art of providing the public with the type of visual entertainment it prefers.

Programs will be relayed and broadcast by telephone or broadcasting companies now in existence, who have behind them many years of experience which make them fit naturally into the picture.

I see no reason to believe that there will or should be new facilities; other than relay stations we have today everything we need to launch television on a brilliant career, as soon as somebody figures out how to provide a box office.



Mr. F. A. D. ANDREA
President
Andrea Radio Corp.

We Asked Mr. Andrea

"What steps must the dealer take now to prepare himself and his servicemen to install and service television receivers sets when they become available?"

This question, as put to me at this time, is strangely familiar. Our organization, as will be recalled, were pioneers in the development of television kits and completed receivers for home entertainment, and were one of the first to merchandise these units through regular dealers channels in the New York metropolitan area, in the spring of 1939.

At this time, as part of our merchandising plan, a course of instructions for dealers and their servicemen were set up, with meetings held once a week at a midtown hotel, presided over by our regular television engineering staff. The Course consisted of theory, service, and installation of television receivers in the home.

It was deemed at that time, that to successfully merchandise television it would be necessary that the dealer and servicemen have a broad understanding as to how this equipment functioned and to be able to install it and service it when necessary. The average radio serviceman recognized faults in a radio receiver instantly, by listening to its operation. Television presented a new problem. He would have to recognize these faults by seeing them, and be able to remedy an ailing television receiver by sight alone.

Post-war plans for the successful merchandising of television will undoubtedly include plans such as this, only on a much larger scale, on the part of the radio and television manu-

facturer, so that television receivers can be sold, installed and serviced by the present group of radio outlets.

Modern television, as it is today, belongs to the radio dealer, and he is the logical link in the chain to the consumer. When radio receiving sets for the home were first introduced in the early '20's, phonograph dealers were believed to be the logical outlet, as they sold home entertainment in phonographs and records. Many could not see this tie-in, and thus the individual radio dealer was born. This must not happen to the radio dealer of today, as television will undoubtedly parallel radio in its popularity as a form of home entertainment. Therefore, radio dealers and servicemen must acquaint themselves with all phases of the art. The revenue derived from the retail sale of television receivers is rightfully theirs.

The radio dealer as a whole has not given television as much united support as they should have. Television will be the next large industry after victory has been obtained, and the dealer should make certain that he does not foster the growth of a competitor in the field of merchandising home entertainment, by his lack of enthusiasm for television.



Mr. ALLEN B. DUMONT
President
Allen B. Dumont Laboratories, Inc.

We Asked Mr. Dumont

"What can the television set manufacturer do now to aid in the development of adequate television broadcast programming?"

You ask what we, as a television set manufacturer, can do now to aid in the development of adequate television broadcast programs. We welcome the question. It is very timely in our case,

We Asked Allen Dumont

Continued from preceding page

ardless of television sales and other considerations. Santa Claus is short-lived in any new development such as this, once the initial thrill of telecasting has worn off.

With this vital factor in mind, we have of late been putting on a Wednesday evening telecast just for the trade. This program is in the nature of a laboratory session. We try various advertising angles. We develop "plugs" or "commercials." We are learning how best to put over the message of the sponsor—the party who will eventually pay the bill. In this connection we are being joined by advertising agencies, advertisers and future telecasters. They work with us in the studio. Our facilities are made available to them without cost. They try out their own ideas. More recently, WOR has joined us in putting on a Tuesday evening program on an experimental basis.

Such is our answer to your timely question. Present Du Mont activities are paving the way for post-war television.

and get the program as well as she can when listening to modern radio, for example. But this will not limit the sale of television receivers, in my opinion. Can you imagine the housewife doing her cleaning while the local department store is exhibiting its new line of dresses on a program emanating from the local television station? The fact that she will have to devote more attention to her television programs will not limit the sale of receivers.

Because a television set is more complex than a radio receiver, only a few people will be able to build their own television sets. We won't have the same experience as we did at the start of radio when thousands of people built their own sets, or had "that young radio wizard down the street" produce one for them. For the most part, television receivers will be sold through distributors, and dealers. Then, too, it will probably cost more to build a television receiver than it will to buy one of the standard lines that the nation's manufacturers will produce after the war.

The fact that television sets will be more complex than radio receivers will mean that the service men of the dealers will, naturally, have to be better equipped and also will need a more thorough electronics background and education than they did previously.

Television is limited in general, to line-of-sight transmission, whereas in broadcasting, the power of the station is a factor in the distance a program can be transmitted and received. This means that at the start stations will be located in the largest markets, or cities. Relaying of television programs will come, but this will not alter the fact that most stations will be located in the larger cities, with their transmitters located at the highest point available so that programs will reach the maximum audience. This means that the large market for television receivers will be in these cities and the surrounding territory. The rural market, broadly speaking, will not be large for some time to come.

The American public was delighted with the first radio programs, and developments and programming grew up with the public to their present state of excellence. But television must emerge after the war as "full-grown" in technical performance and programming ability, in my opinion, or the public will be inclined to be critical. They will be inclined to compare it with the motion pictures and modern radio. The electronics industry knows this and forces are at work which will, I believe, produce television stations, receivers and programs which will have public acceptance.



Dr. W. R. G. BAKER
Vice-President Electronics Dept.
General Electric Co.

We Asked Dr. Baker

"What inherent differences exist in Television broadcasting and what effect, if any, will they have on the future sale of Television sets?"

The essential difference between television and radio broadcasting, of course, is that in television much more information is being transmitted and received and, from the public's viewpoint television program requires the full attention of the audience. The housewife cannot be doing her house work

WILL CANADA ADD TELEVISION TO GOVERNMENT RADIO CONTROL



by S. H. COOKE
Canadian Editor
Radio-Television Journal

The Canadian Radio Broadcasting Commission was set up in 1932 and the Canadian Broadcasting Corporation was created in 1936 by the government of Canada. The purpose of such a creation was to have a single national authority in control of all broadcasting in the public interest. This created public ownership of all high-powered stations under a national system of broadcasting, with low-power stations individually operated or coordinated in relation to the dominant system. Such a body has the power to determine the character of all programmes, political or otherwise broadcast by all stations and gives command over all phases of commercial advertising.

The radio coverage of CBC has been extended from 46 to 91 per cent coverage of the population of Canada through four high-powered stations operating across the Dominion. These are situated at Vancouver, British Columbia; Winnipeg, Manitoba; Toronto, Ontario, and at Montreal, Quebec. Interference from United States and Mexican stations has been limited by wise agreements. The best programmes have been secured from the United States and Great Britain, together with the cooperation of the press services, such as the British United Press, and the Canadian Press.

The responsibility for the internal organization and executive direction of CBC, a utility of great national importance, comes under the direction of General Manager Dr. James S. Thompson, who in turn is subject to the supervision of a board of governors, and finally, members of Canadian parliament, who may be counted upon to offer their candid opinions on CBC operations when the estimates come annually before the government in session.

Therefore, the supervision of radio broadcasting in Canada under government ownership will include, as it does now, control of television developments to come. The existing structure then takes on matters of importance.

It should be made clear that Canada's measure of radio control cannot be compared with that of the British Broadcasting Corporation, which is of course a monopoly for no other broadcasting system is allowed to operate, where as in Canada there are private broadcasting organizations. These, however, have no vested interest in the sound waves they are allowed to use. Canada takes the official position, that any increase of power or the use of channels made available to Canada under the Havana agreement should be granted only to stations owned or taken over by the Canadian Broadcasting Corporation. It is quite obvious that television concessions to Canada will be similarly availed of.

FCC Enlarges Scope Of Civilian Operators

To provide for the rapid mobilization of the nation's protective facilities in meeting "emergencies endangering life, public safety, or important property," the Federal Communications Commission has amended Part 15 of its Rules, effective immediately, to permit civilian defense stations in the war emergency radio service to operate in any emergency which might adversely affect the war effort.

Under the amended rules, civilian defense licensees in the WERS may now use their stations to provide essential communications over limited distances in the event of emergencies such as floods, explosions in munitions plants, hurricanes, fire and other emergency situations affecting the nation's security.

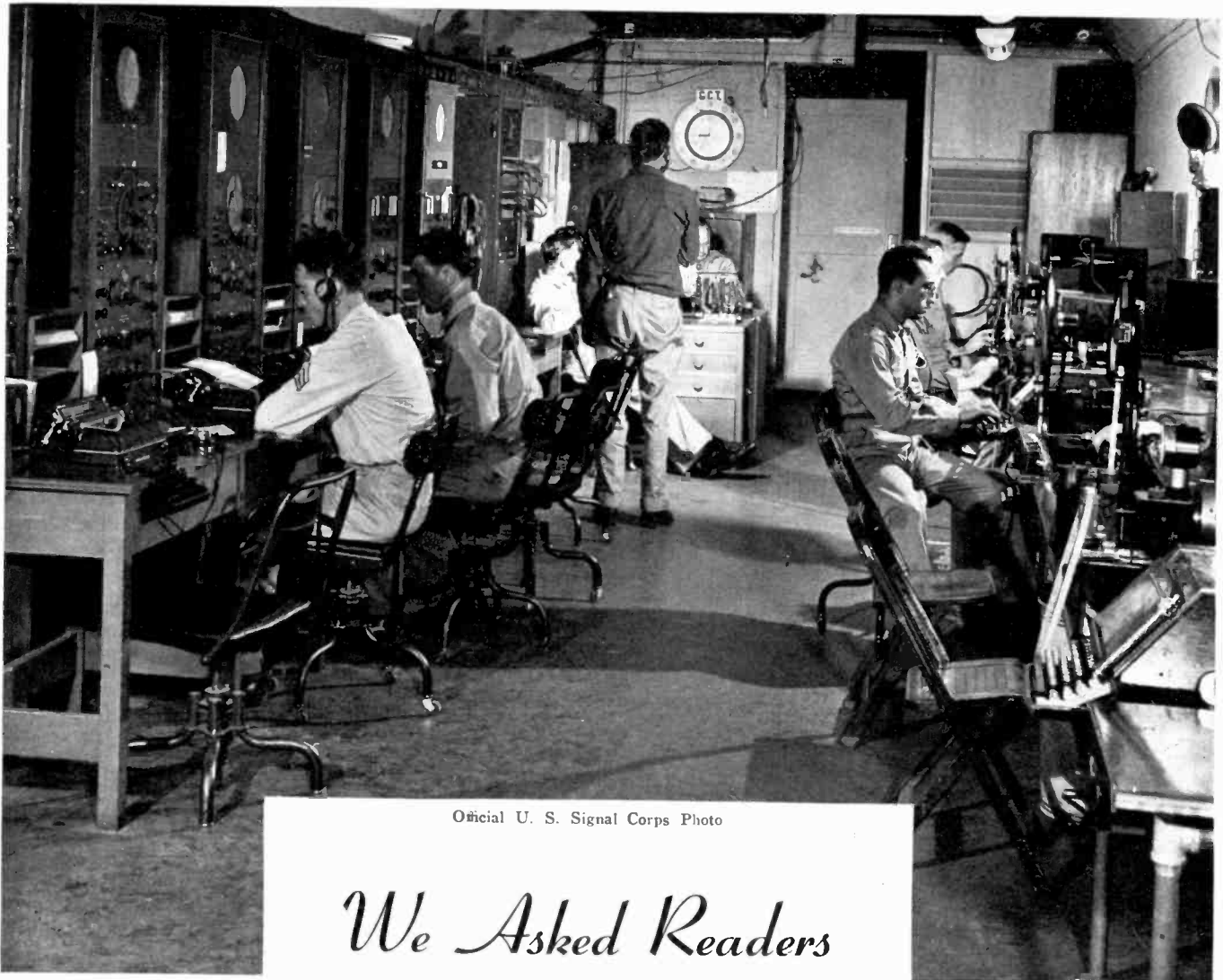
It is anticipated that this change in the rules will provide increased opportunities for amateur radio operators as well as other qualified radio operators, technical men, and engineers to contribute their time, energy and talent to the war effort.

It is officially recognized that local community stations owned and operated by persons identified with the localities they serve can, and do perform a very useful function. On the other hand the government reserves the right of supervision, which is contained in its existing powers.

Government ownership of radio supervision appears to have no bearing on the quality of programmes supervised. The Canadian national programmes offer no pattern of perfection. In fact, more Canadians listen in on American broadcasts. Neither does it suggest that the CBC offerings are better than the local talent sponsored by community stations. Radio circles in Canada are interested in speculating whether the television programmes of the future will be on a par with the nationally sponsored radio programmes heard at this time?

Naturally, the public are interested in such matters for they pay all the bills of the Canadian Broadcasting Corporation. Citizens pay \$2.50 per household, or car radio set, per annum and in this way contribute some \$3,500,000 a year in radio license fees. It would appear obvious that such license fees will scale upward if Canada is to make any worthwhile excursions into the realms of television.

Compare the reported yearly income of American broadcasters with that of the CBC and we have this conclusion. Since radio programmes of equal quality cannot be put on with unequal sources of income, the same condition will hold when we launch forth television either as a public or a government controlled enterprise. Just what standard of television programmes Canada intends to sponsor will be somewhat measured by the annual television license fee imposed on the public. Since Canada cannot relinquish radio control and since radio trend is toward television, Canada will be in the television field before she knows it.



Official U. S. Signal Corps Photo

We Asked Readers

"What effect will the Government's training of Radio Technicians have on your business when the men are demobilized?"

During the past few months there has been increasingly frequent and widespread discussion among radio-television dealers concerning the possible future effects which the Government's training of radio technicians might have on our industry during the post-war period and after. It has been pretty generally assumed that most of those who were interested in the subject viewed this government-sponsored training program with grave apprehension.

In order to bring you the true facts about the trend of industry leaders' thinking on this whole problem, the Journal continued its series of reader-surveys by sending questionnaires to a selected group of dealers and servicemen. Carefully chosen from a representative group and with an eye to geographical location and other governing factors, the readers surveyed can safely be said to represent a cross-section of

the industry and the opinions expressed by them can be considered typical of the thinking of a majority of radio dealers and servicemen. The purpose of your JOURNAL's survey was to bring you this group's answer to the question stated above, and to provide a guidepost to any further action which might seem necessary to meet the problem now, and to aid in planning methods of industry procedure which would cushion the impact on the industry of any sudden demobilization of these radio technicians.

Surprisingly enough, this recent Journal survey developed some unexpected results. Instead of a majority of leading dealers and servicemen being apprehensive about the effect of this program, the survey shows that 43.2 per cent of those questioned feel that this radio training will be good for the industry. Only 18.3 per cent felt that it would have any harmful effects

on the conduct of the radio business after the war and a slightly larger percentage, 18.7 per cent to be exact, admitted that they did not know just what effect, if any, the demobilization of these government trained radio technicians would have on their post-war business. The rest of those surveyed, 19.8 per cent, stated that they did not feel that the industry would feel any effect at all from the subject under discussion.

The volume of answers which were received by your editors demonstrated that a great many dealers and servicemen were intensely interested about this subject, and the caliber of the replies showed that a great deal of intelligent thinking had been done. We feel that no survey such as this has performed its primary function unless it is explained by the actual replies themselves. For that reason, we have chosen those answers which are of greatest general

interest and which do much to explain why the writers feel as they do, both pro and con, about the sentiments which they have expressed regarding the subject of the survey. Some of the more interesting answers follow:

Walter A. Blau of Blau's Electric Shop, Inc., Middletown, Conn., writes: "It will doubtless give us dealers plenty of good servicemen to choose from but no doubt regular dealers will have to work harder than ever because thousands of new dealers will open up."

Jack Miller of Miller Electric Co., Ellenville, N. Y., takes an opposite view when he answers the question as follows: "We don't think there will be much difference due to the special equipment and service needed for domestic receivers. Unless they keep up with the industry they are bound to fall behind."

Mr. C. E. Markle, the Careva Co., Inc., York, Pa., is enthusiastic about the possibilities for good inherent in the Government's program. He writes: "We feel that these men will be superbly trained, with probably a good knowledge of any of the later improvements which are bound to be on the market after the war is won. They will probably also have a fair knowledge of television. These men should be ideal for service and, particularly, for sales. Some will also want to enter the retail radio business."

Walt Green of Green's Music Shop, Topeka, Kansas, has some good thoughts on the subject but hasn't quite been able to make up his mind definitely. His thoughtful answer follows: "I am not able to say about this for I don't think any of us has the least idea what the set-up will be like after the war. If there is no improvement we will be in one h— of a fix and the whole war will have been in vain. Anyway, the more trained technicians we have of all kinds should help to make a better world in which to live—maybe!"

Theo. J. Judge of the Radio Service Shop, Salida, Col., hasn't any fears about any ill-effects, and he has some good thoughts which he writes as follows: "I do not think it will affect those in the small towns as much as it will those in the large population centers. At I see it, if those doing service work now do a good job and create goodwill among their customers and branch out into industrial electronics there will not be much of a problem."

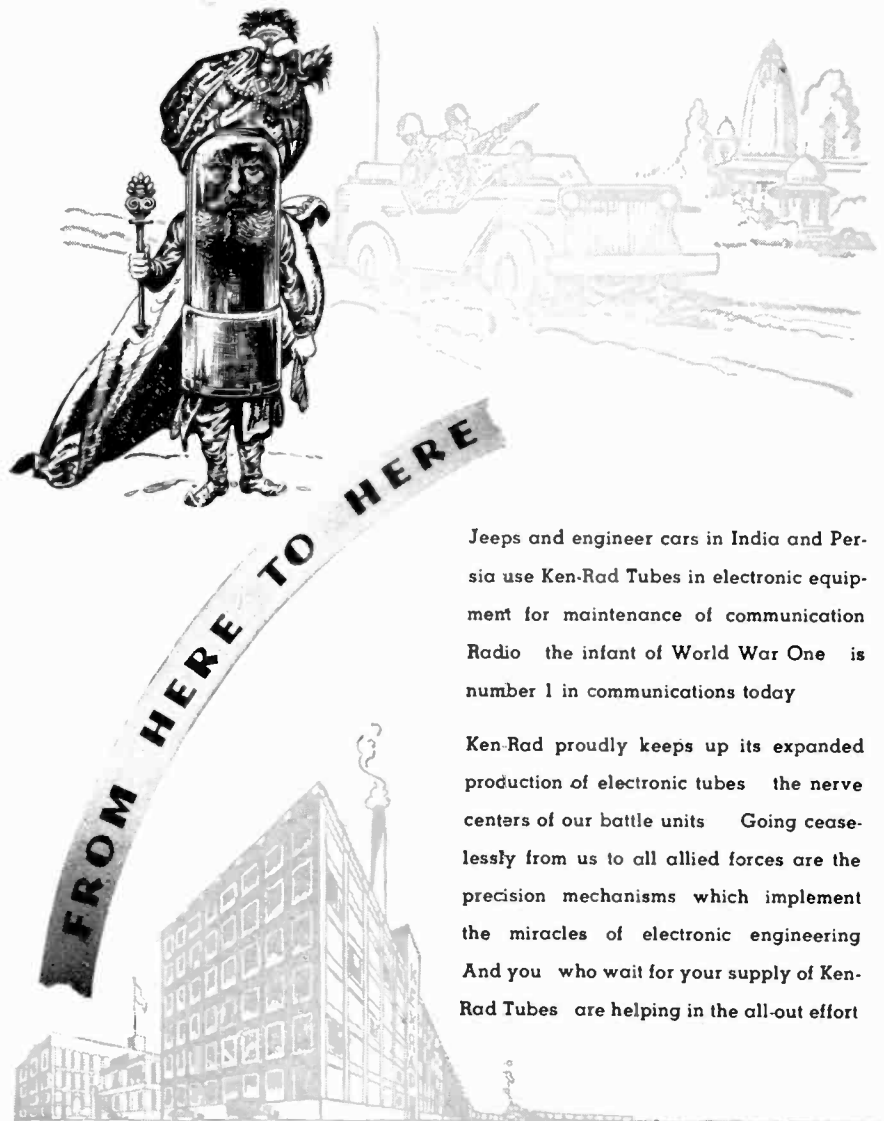
Barney Miller of Barney Miller, Lexington, Ky., can see where this training may raise many problems which will seriously affect his business and that of the industry. He writes: "My opinion is that the post-war period will see so many trainees become so-called

radio experts that the whole service business will become overcrowded and the price structure demoralized by low scale repair prices. A lowering of standards is also indicated and certain difficulties in the sales of radio products will be encountered due to the technical questions that will be raised by purchasers who may have in any way been connected with the Government's radio training. This is already in evidence in our community where many technical questions are being asked relative to the merchandise, but these questions are not at all relevant to, and have nothing to do with, the ultimate per-

formance of the product. In other words, the little knowledge which some of these men obtain may be worse for them, and the industry, than none at all."

Mr. S. Goodman, Goodman Elec. Supply Co., Norfolk, Va., feels that the demobilization of these government-trained radio technicians will be beneficial to the industry. He explains his views as follows: "We believe that there will be made available trained men who will be able to properly service the new and improved types of receivers which will be placed on the market."

Continued on next page



Jeeps and engineer cars in India and Persia use Ken-Rad Tubes in electronic equipment for maintenance of communication Radio the infant of World War One is number 1 in communications today

Ken-Rad proudly keeps up its expanded production of electronic tubes the nerve centers of our battle units Going ceaselessly from us to all allied forces are the precision mechanisms which implement the miracles of electronic engineering And you who wait for your supply of Ken-Rad Tubes are helping in the all-out effort

KEN-RAD

RADIO TUBES • INCANDESCENT LAMPS • TRANSMITTING TUBES

OWENSBORO • KENTUCKY

We Asked Readers

Continued from preceding page

the new and improved types of receivers which will be placed on the market."

Wm. Hughes of Hughes Radio Electric Shop, Los Angeles, Cal., isn't so sure that the effect will be as good as Mr. Goodman thinks. He sums up his views in the following way: "A great many technicians will open a service business with little or no equipment and not be able to give good service. This will give the service business a bad name and, at the same time, run down the price in general."

Many of the answers which were received expressed positive opinions without going into detail. Some of these follow:

"A lot of cut-throats!"

"Fair prices for repair work must be established or God help us!"

"Will be a wave of half-trained radio service men opening shops."

"We are afraid of cut-rate service."

"Their training is too narrow to have any effect."

"Will make radio technicians a drug on the market."

"Should be beneficial in producing better service men."

Summing up, there are certain definite conclusions which can be drawn from the hundreds of answers received from all parts of the nation. Of major importance to the industry is not the fact that a majority of dealers and servicemen feel the effect will be beneficial, but the fact that there is an inherent danger in the situation which will exist when these radio-technicians are demobilized. It would seem that the views of the minority should provide food for deep thought to those alert and progressive dealers and servicemen who are forward thinking enough to realize that the situation might contain elements of danger. There is no gain-saying the fact that many of the opinions expressed by the minority have a great deal of logic behind them and, if what the writers fear should come to pass, then the effect on the industry would be disastrous.

OPA Watches Battery Ceilings

Farmers who are having to pay more for farm batteries than they did in March, 1942, today were asked by the Office of Price Administration to report sellers making such increased charges to their nearest War Price and Rationing Board so that action may be taken against the sellers.

Numerous complaints have been reaching OPA from various parts of the country that farm radio battery packs which normally retailed for an average of \$5 to \$7, lately—because of scarcity—have been selling at as much as \$10 to \$14 each.

Retail prices on batteries are "frozen" under the General Maximum Price Regulation at the March 1942 level of the individual dealer. Since manufacturers' prices, controlled by Maximum Price Regulation 188, have not risen, there is no legitimate reason why retail prices should be asked, OPA said.

Payment of unauthorized premium prices amounts to virtual encouragement of a black market on farm batteries, states OPA,—particularly now that the War Production Board, to counteract the shortage, has instructed manufacturers and wholesalers to set aside for sales to farm distribution outlets specific quantities of batteries and about fifty other hard-to-get items needed on farms.

BUY WAR BONDS

—
Don't Just Think About It
—

DO IT NOW!

JOBBERS ATTENTION

These are some of the items that Universal is manufacturing for the Armed Forces. These, and many new items, too, will be available to you after the war. In the meantime, most of the regular catalog items are available on priorities at standard discounts. Contact the factory representative nearest you.

Howard F. Smith, 259 West 14th Street, New York
L. G. Cushing, 540 North Michigan Ave., Chicago
Dick Farris, 127 East 31st St., Kansas City, Mo.
James J. Backer, 2321 2nd Ave., Seattle, Wash.
Sigmund Cohn, 2533 South Hill St., Los Angeles
Robert Milsk, 15,483 Steel Ave., Detroit, Mich.
E. C. Edwards, 530 Erie Bldg., Cleveland, Ohio
Stan Wallace, Lutz, Tampa, Florida
Atlas Radio Corp., Ltd., 560 King St. W., Toronto, 2 Canada

UNIVERSAL MICROPHONE CO., LTD.
INGLEWOOD, CALIFORNIA





Upper picture—Left to right: Harry E. Ward, Sr., Helen Norton, Harry E. Ward, Jr., and Jack Ward. Lower picture—Ward's stock of repaired and to-be-repaired radios.

Journal, Harry E. Ward, Jr., head of the firm and public relations director of the Radio Technicians' Assn., with headquarters in Long Beach, supplied the excellent pictures herewith. These show both the personnel of the Ward organization and the stock of radios in the store, including those frozen for want of tubes and replacement parts, on June 1.

In describing these pictures, Mr. Ward wrote:

"The upper picture shows the personnel of this store. From left to right: Dad (Harry E. Ward, Sr.); Helen Norton, who checks tubes, takes the sets in, fills out the service tickets, answers the phone and does all-around office work. The next is Yours Truly, who does everything but feed the cats (because we don't have any). The last is the kid brother, Jack, who is the head technician, and I don't believe they come any better.

"In the lower pictures you see a portion of our stock of repair sets. Those on the floor and front counter are sets to be repaired and those on the rack to the left top are completed. Our tube stock is in the background. We have plenty for the time being, with the exception of 12-volt, rectifiers, transformers, speakers, etc. The store space is 30 by 60 and is covered out of camera range the same as in camera range. Behind the front door in the right foreground, not shown in the picture, is the morgue of sets waiting for supplies."

The Ward business was started in 1926. It was moved into the present quarters, a new building, in 1940 and today is, as Mr. Ward expresses it, "Ours, body and soul."


Ward's, Long Beach, Calif., Thrives by Rendering Real Service

WARD BROS. Radio Shop, 2916 East Anaheim street, Long Beach, Calif., like thousands of others, has been hit by the shortage of replacement tubes and parts. Also, it has had the labor shortage to contend

with. But instead of these handicaps getting its owners down, they have only spurred every member of the outfit to greater efforts.

Stirred to action by the survey printed in the May issue of Radio-Television

Shown below is the simple and efficient combined billing-memo, job ticket and customer's receipt used by Ward Bros. Radio, 2916 East Anaheim street, Long Beach, Calif. The actual ticket is about half again as large as shown and is printed on heavy tag stock. When a customer brings in a radio to be repaired, the form is filled in and the stub is given to the customer. The part at the left is retained until the job is completed and called for. Then it is used for record purposes. The larger, center part, is attached to the radio itself, and tells its own story of the work to be done. When the job is finished and checked out to the customer, it is filed for reference. Details of the repair work, other than those provided for on the front, are written on the back.

DATE _____	Nº 4010	NAME _____	Nº 4010	Radio Will Be Ready Nº 4010
NAME _____		ADDRESS _____		Date _____
ADDRESS _____		PHONE _____ DATE _____		NO DELIVERY WILL BE MADE WITHOUT THIS CHECK We are not responsible in case of fire, theft, flood, earthquake, or damage beyond our control.
DELIVER _____		RADIO APPLIANCE _____ CONSOLE _____ T. M. _____ CHASSIS _____ SP. _____		This Emblem is your Guarantee of Professional Workmanship
CALL _____		NUMBER _____ PICK UP _____ A.M. _____ P.M. Mon Tues Wed Thurs Fri Sat DELIVER _____ A.M. _____ P.M. Mon Tues Wed Thurs Fri Sat		 Reliable Thorough Accurate
TOTAL _____		CUSTOMER COMPLAINT _____		This store is a member of the RTA Assn. Parts are guaranteed up to a year, depending on the store's policy. If radio is left in store for repair and you wish it delivered, add for zone 1 and 2 \$1. greater distance in proportion.
		NECESSARY REPAIR _____ PARTS \$ _____		WARD BROS. RADIO WE SERVICE ANY RADIO All Parts and Labor Cash
		ALIGNMENT _____ ESTIMATE _____ TOTAL \$ _____		2916 E. ANAHEIM STREET PHONE 846-28 Not Responsible for Goods Left Over 30 Days
		Put In Radio until job is complete — than file. Place detail of repair on back of card. Star-Projects 10M 9-41		

The SPRAGUE TRADING POST

EXCHANGE — BUY — SELL

Your Own Ad Run FREE

The "Trading Post" is Sprague's way of helping radio servicemen obtain the parts and equipment they need, or dispose of the things they do not need during this period of wartime shortages. Send in your own ad today—to appear free of charge in this or one of several other leading radio magazines on our list. Keep it short—WRITE CLEARLY—and confine it to radio items. "Emergency" ads will receive first attention. Address it to:

SPRAGUE PRODUCTS CO., Dept. RTJ 37
North Adams, Mass.

AMPLIFIER WANTED—60 to 100 watt or larger, with or without speakers and mike. T. E. Spackman, Monticello, Ind.

FOR SALE OR TRADE—2 Triplett 0-1000 volts DC 1000 per volt; 15 Hickok 0-1 Mil. 4 range scales; 1 Clough-Brengle condenser and resistor bridge; 1 Triumph AC signal generator; 3 battery-operated signal generators; 1 Weston counter-model tube checker; 2 Triplett tube checkers; 1 Dayrad tube checker; 1 Dayrad test panel—4-meters and signal generator—ac and dc volt ranges to 1600 volts—4 mil. amp ranges—ohmmeter, etc.; Triplett v.o.m. 2000 per volt twin meters; various other volt and milliammeters. Want Smith and Wesson or Colt revolvers and pistols, or what have you? C. H. Finley, R.R.1, Forest, Ohio.

FOR SALE—3" Weston meter model 301 0-8 volts DC, \$4; Weston meter 528, AC meter 0-15V and 0-150V, \$6.50; Weston 3" meter model 301, 0-5 amp. DC, \$4. Reuben H. Hornn, 274 1/2 So. Rampart Blvd., Los Angeles, Calif.

FOR SALE OR SWAP—Crystal Microphone, Shure model 74B spheroid type, ultra wide range. Mike only, less cable and connector in original carton. Also have Radio and Chemistry laboratory equipment. Write Raymond H. Ives, RT 1c; U. S. Coast Guard; Communications Base, Portsmouth, Va.

CASH OR TRADE—Want good condenser analyzer; also 35Z5, 12SK7, 50L6 tubes. Have RCA station allocator and Clough-Brengle oscillator. G. R. Roska, 1434 2nd St., N. E., Canton, Ohio.

WANTED—Hallicrafter receiver SX-28, SX-32, S-20-R. Will pay cash. Roger Lane, Mansion House, Greenfield, Mass.

FOR CASH OR TRADE—New Weston therm-ammeter range 0-5, model 425; Raytheon 3AP1/906-P1 cathode ray tube, like new. Want photo equipment. F. W. Madaris, EM Mcl. 16th Batt. N.T.S., Newport, R. I.

RIDER'S MANUALS WANTED—Complete used set or any volume; also need 6" slide rule, any good make. Peerless Radio Co., 3721 Geary Boulevard, San Francisco, Calif.

FOR SALE OR TRADE—Triumph tube tester, model 420. Will trade for firearms only. William Nicolodi, Nuremberg, Pa.

TEST EQUIPMENT FOR SALE—Hickok model 51X comb. tester and model 17 oscillator, these units mounted in a blue crackle-finish case about 28" x 16" x 7;" also Superior channel analyzer. Want 3" scope or graph, or make best cash offer. John Repa, Jr., Richlandtown, Pa.

TUBES WANTED AT ONCE—Types 12SA7 (or GT/G); 70L7GT; 50L6GT. Give prices and quality. Irby Kolb, 319 N. Bainbridge St., Montgomery, Ala.

URGENTLY NEEDED—Electronic multimeter or Rider chanalyzer; late model tube tester, and oscilloscope, and signal generator suitable for receiver alignment; also want set of Rider's Manuals. Highest cash price paid. Elwood Carson, 3412 Duk St., Portsmouth, Va.

WILL SELL OR TRADE—New Hartman converter 6V DC to 110 AC about 65 watts; American high voltage transformer Pf-250; 2 5M audio transformers No. 220-No. 230; 2 5M Unichokes No. 331; 2 American audio transformers No. 678; all in excellent condition. Interested in a late tube tester and manuals. Clifford D. Lessig, Manual Arts Dept., Frenchtown High School, Frenchtown, N. J.

FOR SALE OR SWAP—Heavy duty General Electric tungar charger, complete with bulb and test panel with two 6 inch meters, battery condition meter and battery capacity meter (panel practically new), capacity of charger 20 batteries. Need cathode ray oscillograph; any quantity of used small late radios (must be worth repairing); Rider's Manuals No. 11 to No. 5. Write Cash & Carry, Utica Radio Service-Dealer, 321 Columbia St., Utica, N. Y.

TUBES TO TRADE—Have 35L6GT and 12SQ7GT and other scarce tubes to trade for your 35Z5GT or 12SA7GT tubes, or will pay cash for the latter. Write: Granger Radio Service, 62 Spring St., Rochester, N. Y.

WANTED—Recording equipment, dual speed turntable 16"; lead screw overhead cutting mechanism, crystal or magnetic head—500 ohms. Will consider record-changer-recorder. Pay cash or part in trade. What do you need? F. U. Dillion, 1200 North Olive Dr., West Hollywood—46, Cal.

WANTED—Station allocator (RCA, Philco or Precision); vibrator tester; resistance indicator; Aerovox capacity kit; bridge and L-C checker; Hickok 202 electronic V.M. capacity analyzer, and capacity decade (Solar, Sprague, Cornell, Dubilier, or R.S.E.); ABC portable battery eliminators; Sprague Tel-omike; C.D. test-mike; good radio and electrical courses. Give condition and cash price. Radio Electric Service, 431 S. Broad St., Grove City, Pa.

WANTED—Hickok model 510K combination 1942 tester. Must be in A-1 condition. Will pay cash. Give full particulars and price. L. M. Burtis, 2333 S. E. 53rd Ave., Portland, Ore.

WANTED AT ONCE—Output transformer, universal type, 117N7GT type tube, 2 of each, or a cheap tube audio oscillator for code practice. Will pay cash. Pvt. Jesus F. Flores, 932 T. E.F.T.S., Marfa Army Air Field, Marfa, Texas.

WANT CONDENSER ANALYZER—Solar model. Must be in operating condition. Give details and price. All letters answered. Beacon Radio Service, 532 E. Blancke St., Linden, N. J.

WANTED—Any standard make A.C.-D.C. voltohmmeter, also Solar condenser analyzer. Must be in good condition. Give full details and cash price. William E. Caron, 133 Boren Ave., No. Seattle, Wash.

FOR SALE—One almost new Philco all-wave signal generator, model 070. Will take \$25. Frank P. Rose, Rose Garage, Glasgow, Md.

WANTED FOR CASH—Aerovox model 95 L-C checker, also a signal generator. State price and condition. Herbert Wenzlaff, Toluca, Ill.

WANTED—Volt-ohm-milliammeter; also good signal generator. Will pay cash. Describe in detail and give price. Hurley Ogan, Jr., RR. 5, Box 24, Clarksville, Tenn.

RCA VOLTOHMYST WANTED—Will pay original list price for Jr. model unit in good condition. Roy McAfee, 3613 Belair Road, Baltimore, Md.

NEEDED IMMEDIATELY—Hallicrafter's receiver S-20R or S-19R; also Howard 435-A or 436-A. Clay Smith, 606 East Pryor St., Athens, Ala.

WANTED—RCA Volt ohmyst, Radio City Products Electronic multimeter No. 662 or similar equipment. Sam Posen, 1432 S. St. Louis Ave., Chicago, Ill.

WANTED—The following Superior instruments: dynameter, utility meter, and model 1280 set tester. Have in trade Powers trans. audio trans. 0-1 milliammeters, 0-20 A.C. milliammeter and amplifiers. Chester Hyde, 111 North Havar St., Hartford, Mich.

WANTED FOR CASH—Volltohmmeter or test tube tester. State make, price, and condition. David S. Miya, Blk. 29-11-2, Manzanar, Cal.

Their Little Ads Brought BIG Results!

A FEW TYPICAL COMMENTS FROM AMONG HUNDREDS WE HAVE RECEIVED

"I have had excellent requests from the Trading Post ad you ran for me—seven requests in three days, and they're still coming."—W. T. N., Illinois.

"Thank you for my advertisement in the Sprague Trading Post. Received 4 replies to my request for an oscilloscope."—O. B., Brooklyn.

"I have made a trade on a Rider Manual for the micrometer. Thank you again."—C. D. L., New Jersey.

"Thanks for running my ad—I sold two meters right off the bat."—A. R. D., New York.

"I received an answer to my ad two days after the magazine came out, and a week later I had the oscillator I wanted."—F. L., Conn.

"Received several replies and purchased the condenser tester I needed. I gave the other replies to other servicemen who also needed such equipment."—J. A. S., New York.

"Please accept my sincere thanks. I was literally swamped with replies to my Sprague Trading Post ad and had no difficulty in disposing of the apparatus at a good price. This is a splendid service you are rendering—and just one more reason why we servicemen will continue to buy Sprague Condensers."—R. B., New York.

SEND IN YOUR AD TODAY!

Ask for Sprague Atoms (midget dries) by name! Use them universally on EVERY electrolytic condenser replacement job!



SPRAGUE
PRODUCTS CO.
North Adams, Mass.

SPRAGUE CONDENSERS AND KOOLOHM RESISTORS

Obviously, Sprague cannot assume any responsibility for, or guarantee goods, etc., which might be sold or exchanged through above classified advertisements

NATIONAL
COVERAGE
FROM
COAST
TO
COAST

RADIO-TELEVISION REPORTER

NEWS AND VIEWS
ABOUT PEOPLE
AND EVENTS
OF INTEREST TO
THE WHOLE
INDUSTRY

Vol. 55, No. 1

A Section of Radio-Television Journal

July, 1943

Latham Named Radio Member Of WPB's WTAC

L. W. Latham of E. B. Latham & Co., 250 Fourth avenue, New York City, has been appointed by the WPB to represent jobbers of radio and electrical appliances as a member of WPB's Wholesale Trade Industry Advisory Committee.

Revised L-63 Frees Thousands from Restrictions

Several thousand small wholesale, and retail suppliers were eliminated from restriction of Order L-63 (Supplier's Inventory Limitation) with amendment of the order by the War Production Board, effective June 10. Since that date, all suppliers whose total inventory at cost is less than \$35,000 are exempt from provisions of the order.

Majestic Retires Debentures

The Majestic Radio & Television Corp., Chicago, Ill., has called for redemption of its ten-year 5 per cent sinking fund debentures due August 1, 1950. They will be paid for at par plus accrued interest at the Manufacturers' Trust Co. in New York on August 1.

These debentures were originally issued to more than seven hundred holders on August 1, 1940, in the amount of \$165,000. A sinking fund has reduced the issue to approximately \$130,000. Payment of the balance will retire Majestic's sole remaining funded debt.

New Test Equipment Firm Formed

The Components Corp., Boonton, N. J., has been granted a charter of incorporation. The company makes radio testing equipment. Capital is \$20,000.

Gail G. Geddes Now A Naval Aviation Ensign

Gail G. Geddes, son of Bond Geddes, executive vice-president of the Radio Mfrs. Assn., has enlisted in the Navy, and on June 11 was sworn in at New York as an Ensign, A-V-(S) USNR. He was in the executive staff of the National Assn. of Mfrs., New York City, and resided in West Orange, N. J. He has been assigned to the naval aviation service.

Mr. Geddes was born and reared in Washington, D. C., and in 1933 graduated from Dartmouth College and the Amos Tuck School of Business Administration. He is a member of the Phi Beta Kappa and Sigma Nu fraternities.

Radio Averts Explosion Panic

At 2:00 A.M. Monday, June 28, two carloads of munitions caught fire in the Grand Junction, Colorado, railroad yards, touching off a series of explosions lasting more than two hours.

Shrapnel and shells rained over a wide area. City residents, unaware of the cause and taking fire equipment sirens as an air-raid alarm, were thrown into state of near panic. Police and the Offices of Civilian Defense headquarters were swamped with telephone calls and the telephone company reported a hopeless jam within a few minutes.

Rex Howell, manager of the city's radio station, KFXJ, warmed up his transmitter, contacted the military authorities and obtained permission to broadcast a complete story of the explosion and to afford facilities to police to explain the situation to the people.

Repeated explanations and bulletins were broadcast urging the people to remain under shelter and not to telephone unnecessarily. Within a few minutes after the first broadcasts the telephone company reported a 75 per cent drop in traffic.

Throughout the day and evening the station continued to air bulletins warning people to stay away from danger areas and cautioned people against picking up unexploded shells for souvenirs, and advised listeners to report locations of all shells they found.

Military authorities and police in the area have publicly cited Howell and his station for outstanding public service.



New Zenith Window Promotion

Shown above is the window display card which is part of a new promotion designed by Zenith for early appearance in dealers' windows. Titled the "Radio-in-War" promotion, this new dealer-help has for its main purpose the maintenance of public interest in radios in these days of rigidly curtailed

civilian production. And, as a corollary function, the window display is designed to stimulate interest in radio's part in the war effort and to show why civilian radios cannot be made at this time. The complete kit consists of five displays plus the pictured card and also a window streamer.



Arthur J. Rattray

Lafayette Expands Schools Division

The Schools Division of Lafayette Radio Corp., Chicago, Ill., headed by Arthur J. Rattray, has recently been enlarged and expanded. This department was established to give consultation service to schools and colleges on radio training programs and engineering problems. The services of the Schools Division have become so popular since the beginning of the war that it has been found necessary to greatly increase its size and scope to keep up with demands.

The facilities of the Schools Division, under the supervision of Mr. Rattray are open to all schools and colleges. A timely new brochure on radio training kits is now offered—free for the asking—as well as schematic diagrams, radio parts catalog, etc. Lafayette engineers, through the Schools Division, offer advice in planning training courses and in designing electronic equipment for special applications.

New Shackleton Prexy

Directors of the Shackleton Piano Co., of 307 West Broadway, Louisville, Ky., recently elected Herbert F. Boehl, attorney, as president to succeed the late Robt. J. Shackleton, who died a few weeks ago. Mr. Boehl has been chairman of the board for some time.

Kersta Joins Marines

Noran E. Kersta, manager of NBC's Television Department since January 1, 1942, has been commissioned First Lieutenant in the U. S. Marine Corps and leaves this week for his new assignment.

Kersta joined NBC in 1935 after several years in television research. He was a pioneer in the development of business methods for the new visual art and has conducted a continuous study of television commercial policies and the future operations of television as a complete broadcasting service.

John T. Williams, formerly of NBC's Radio-Recording Division, has been appointed acting manager of the Television Department.



Tom White and Some Heroes

Jensen Radio Employees Hear U. S. Heroes

Two heroes of our armed forces gave the employees of Jensen Radio Manufacturing Company a vivid description of some of the hardships which are the everyday lot of our country's fighting men.

The two men, both of whom have been decorated with the Order of the Purple Heart for outstanding bravery beyond the call of duty, are Fireman 1st Class Arthur W. Ambler of the U. S. Navy, and Sergeant John E. Barry of the U. S. Marines.

Both men were wounded in action after being in some of the most desperate fighting that the South Pacific has witnessed.

Sergeant Barry was on the Wasp when she went down, and also was with the first U. S. Marines to land on Guadalcanal. Fireman Ambler was on two ships that went down, the Lexington and the Yorktown.

New National Union Plant

To provide additional facilities for its increasing production of radio tubes for highly important Army and Navy communications and radar detection equipment, National Union Radio Corporation has purchased a modern plant from Wm. F. Muller, Inc., in Robeson, Pennsylvania, and will begin manufacturing operations there in the very near future, it was announced by S. W. Muldowny, president.

Selected female employees from Robeson and the surrounding area will begin a three weeks' training course with pay, in radio-tube manufacturing at the National Union plant in Lansdale, Pennsylvania, beginning shortly and will then return to Robeson to instruct other employees so that the Company's important war production may be started there at the earliest possible date.



Billie Burke and Florence Hillstead

Florence Hillstead, inspector in one of the Inglewood, Calif., plants of the Universal Microphone Co., is interviewed by Billie Burke on Miss Burke's CBS cross country weekly quarter hour, "Fashions in Rations." Mrs. Hillstead finds that by carefully rationing her own time, she is able to work a 48 hour week at the microphone factory, run her own household of four people, and give one night a week to the Communications Corps of the Citizens Defense Corps, Los Angeles. Universal is now employing over ninety percent women at its benches and the entire production is given over to government orders for various branches of the service.

FOR SALE — IMMEDIATE DELIVERY

200 BRUNSWICK RADIO COMBINATIONS

The KENSINGTON	- - - -	No. 600S	Write or wire for full details
The KENT	- - - -	No. 500R	
The BUCKINGHAM	- - - -	No. 400N	

Box AHK, RADIO JOURNAL

1270 Sixth Avenue

New York City, 20



MR. E. A. TRACY

Bonus for Majestic Workers

Majestic Radio & Television Corp., Chicago, Ill., through its president, E. A. Tracey, has announced to all Majestic employes that a bonus amounting to a percentage of their past six months earnings, will shortly be declared and paid.

At the same time, a loyalty bonus was indicated, the latter to be paid to employes on the basis of the length of service.

This marks a resumption of bonus payments to Majestic employes which was discontinued approximately a year ago.

Sylvania Reduces Capitalization

Sylvania Electric Products, Inc., reported recently that its stockholders have approved a reduction of authorized capital by the retirement and cancellation of 85,000 shares of 4½ per cent cumulative convertible preferred stock of \$40 par value, none of which is now outstanding. The preferred stock was called for redemption on June 5, but prior thereto all but about 0.33 per cent of the shares were converted into common stock.

The stockholders also approved the action of directors in allocating to capital such amount out of the proceeds of the recent sale of 165,000 shares of common stock as would make the total capital \$7.50 per share of common stock after retirement of the preferred stock. The balance was allocated to paid-in surplus. Sole capital now comprises 854,474 common shares.

Power now a Senior Inspector in Signal Corps

Ralph L. Power, who formerly headed his own Los Angeles advertising agency to service the Universal Microphone Co., and other radio manufacturing clients, has been made a senior inspector in the Army Signal Corps. Mr. Power became an inspector last year and was assigned by the San Francisco zone headquarters to a western field unit.

Death Claimed

W. M. Hicks

W. M. Hicks, vice-president and manager of the Sterchi Bros. Furniture Co., Atlanta, Ga., large furniture, radio and appliance retail chain firm. He was fifty-three years old.

A native of Tellico Plains, Tenn., Mr. Hicks came to this city in 1917 as manager of Sterchi Brothers. He was active for years in the field of progressive merchandising, and under his direction, Sterchi Bros. rose from a small concern to one of the largest stores in this section. Mr. Hicks advocated closer employee-management relations. C. C. Rutherford, president of Sterchi Bros., announced that all thirty-four Sterchi stores will be closed the day of the funeral.

In addition to his widow, he is survived by a son, a daughter, his mother, a brother and four grandchildren, all of Atlanta.

Wm. C. Weaver

William C. Weaver, 58, head of McWhorter, Weaver & Co., large Philco radio distributor of Nashville, Tenn., died here at his residence, Murfreesboro road recently. He was a member of the Davidson County Board of Education, and had only recently resigned as chairman of Local Draft Board 7.

His wife, daughter, and son, William C., Jr., survive.

Herman Millman

Mr. Herman Millman of the Olinville Appliance Co., 3619 White Plains avenue, Bronx, N. Y., who was electrocuted recently while making a transformer adjustment. Surviving are a widow and family.

Corp. Jack Murphy

Corporal Jack Murphy, former radio serviceman of the Griffith Distributing Co., Cincinnati, Ohio, who died recently from pneumonia contracted while on duty at Camp Crowder, Mo.

Universal Microphone Changes

Recent personnel changes at the Inglewood, Cal., plants of the Universal Microphone Co. include Richard Earnest, former Hollywood consulting accountant, to be in charge of the newly created cost accounting department. Gunther Schmidt, personnel director, also assigned as plant protection director. Marguerite Wilson, formerly purchasing agent for a California State Guard post exchange, has become priority coordinator, in complete charge of the priority department formerly shared by Herbert Baumgarten, now supervisor of the recently established materials division.

Barney Ross Guest of Aerevox Workers

Those who make the stuff and those who dish it out got together recently when Sergeant Barney Ross of the Marines visited with several thousand workers at the Aerovox Corporation plant in New Bedford, Mass. Barney, incidentally, is the former welterweight and lightweight champion, but more timely is the fact that he's been fighting the Japs out on the Solomons. He knocked out 22 Japs. He's had his helmet creased 22 times. He forgot his own wounds to stand guard in a fox-hole over seven injured companions at Guadalcanal. His company commander has recommended Barney for the Navy Cross.

However, Barney, who visited the Aerovox plant through arrangements made by the War Department and by S. I. Cole, President of Aerovox, spoke about the job "out there" rather than about himself. He impressed his listeners with the need for more and still more production. He told of the trials and tribulations experienced by his buddies during eight months' stay in the Solomons. He made it plain that our civilian privations and inconveniences are trivial compared with what our fighting men are doing.

Immediate Delivery . . .

360 EMERSON RADIOS

In beautiful Cabinet, finished in Mahogany and Prima Vera

With G.I. Record Changer

Wire or write for full detail
Box A.H.K.

RADIO-TELEVISION JOURNAL
1270 6th AVENUE NEW YORK, N. Y..



TALKING MACHINE WORLD

The PHONOGRAPH SECTION of Radio-Television JOURNAL

Newest Record Changer Can Turn 'Em Over

A patent on an automatic phonograph record changer, which handles either ten-inch or 12-inch records in series, or by turning each record over and playing both sides in succession, has been secured by Dr. Ray H. Manson and Albert E. Schell, it is reported. Work on the new device, not yet in production, was initiated before the outbreak of war and is understood to be still in the development stage. Dr. Manson is vice-president and general manager of the Stromberg-Carlson Co., Rochester, N. Y.

Decca Buys Broadcasting System

Decca Records, Inc., announced recently that it had acquired all of the outstanding preferred and common shares of World Broadcasting System, Inc.

Melody Adds Bibletone Discs

The Melody Record Supply Co., Inc., 314 West 52nd street, New York, has been appointed distributor in the metropolitan New York area for Bibletone records.

These discs present the voice of the Bible and record selected passages of the scriptures. Two albums are available. The first is a complete set of six records including recordings of Psalms, the Sermon on the Mount, God's Life, God's Courage, God's Law and God's Promises.

* * * * *

Needle Makers, Please Note

Jerry Colonna—"I've been playing your records four at a time—one on top of the other."

Johnny Mercer—"That's impossible. How can you play four records one on top of the other?"

Jerry Colonna—"Long needles."

Album Dollar Volume Outstrips Individual Record Sales

AN authoritative estimate places the dollar volume of album sales at better than 50 per cent of the total dollar volume of record sales today. Because of the extreme reluctance of some manufacturers to divulge anything that might be construed as accurate data on record production and sales, Radio-Television Journal feels called upon in this instance to hold the source of the "better than 50 per cent" estimate in confidence until this attitude is replaced by one of cooperation and willingness to exchange information for the advancement of the record industry as a whole.

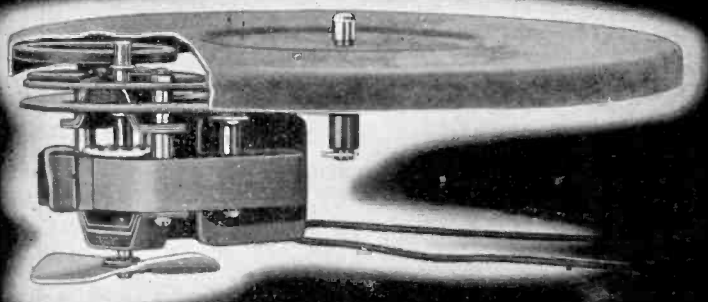
However, we may dismiss the "reluctants" for the moment and concentrate upon the merchandising opportunities inherent in this situation.

First of all, one sees in the situation the triumph of modern packaging. All of the records in today's albums were "just records" until someone came along and dressed them up in eye-appealing packages; glamorized them, so to speak. Perhaps it is not too late to do this with individual records, but would it be economical? The cost of glamor-packaging an individual record would be disproportionate to the cost of doing the same thing for an album—which carries a substantially larger price ticket. And the across-the-counter sales effort is approximately as great on one sale as it is on the other. Inventory problems are likewise simplified by the album vs. the individual record. Also display and breakage.

All of which adds up to this: If you are seeking to increase your profits from records, put preferred emphasis on albums. This is where the greatest returns can be had today with the least effort. Don't, of course, ignore the possibilities in individual records, but watch the trend . . . and be governed by it.

Right now the manufacturers have every reason to push albums. But if and when the Petrillo ban is lifted, the trend may well swing rapidly back to individual records. On the other hand, there may be more reason than ever when recording restrictions are lifted, to give added emphasis to album sales.

remember **ALLIANCE** Phono-motors?



Let's Swing

Hitler and his gang from a sour apple tree! . . . we're doing our part by putting Alliance dependability and skill into Dynamotors and other types of precision motors for our flying fighters. Alliance is serving on all fighting fronts. After we Win, and when joy again is unconfined, we'll tell you about some new and startling ideas in Phono-motors — Ideas that will help you in Peace as you are now helping in War. Why not put that in your notebook now? . . . under A. REMEMBER ALLIANCE . . . Your Ally in War as in Peace!

ALLIANCE MANUFACTURING COMPANY
ALLIANCE, OHIO

BEST-SELLING PHONOGRAPH RECORDS

FIRST WEEK OF JULY, 1943

This chart is based upon the reports from the stores shown in the principal cities. IF YOU FIND THIS INFORMATION USEFUL, you can help the good work along by mailing to us, on August 10, the names of the ten records that sold best in YOUR store the WEEK ENDING AUGUST 7, for publication in this chart in our AUGUST issue. The numerals indicate the relative standing of the records in each reporting store.

POPULAR

	NEW YORK—Center Music Co.	NEW YORK—Rabson's Inc.	BOSTON—Phonograph & Record Shop	CLEVELAND—Record Rendez-vous	DALLAS—Brook-Mays Co.	DETROIT—Brilliant Music Co.	DETROIT—Grinnell Bros.	NEW ORLEANS—Louis Grunewald Co., Inc.	NEW ORLEANS—Philip Werlein Ltd.	LOS ANGELES—Barker Bros.	PHILADELPHIA—Weymann Music Store	ST. LOUIS—Aeolian Co.	SAN FRANCISCO—The Emporium	
Decca —You'll Never Know—D. Haymes	1	1				1		1	1			1	1	
Decca —Wait For Me Mary—D. Haymes	2													
Decca —It Can't Be Wrong—D. Haymes	3	2				2		2	2		1	2	2	
Decca —In My Arms—D. Haymes	7												7	
Victor —In The Blue of Evening—T. Dorsey—Sinatra	5	5	1		3	3			8		2	3	10	
Victor —It's Always You—T. Dorsey—Sinatra	6								3					
Columbia —Let's Get Lost—K. Kyser	7		5				2	5	5	3				
Columbia —All or Nothing At All—Sinatra—James	8	4	3	6		4		7			1	7	4	
Decca —Don't Get Around Much Anymore—G. Gray	9					8	6	5	4	4				
Decca —As Time Goes By—J. Renard	10						5	4	3					
Okeh —Stalin Wasn't Stallin'—Golden Gate Quartet		3												
Columbia —Taking a Chance On Love—B. Goodman			2			9	3				10		9	
Victor —Taking a Chance On Love—S. Kaye												10		
Columbia —Velvet Moon—H. James			4					8	6					
Victor —It Started All Over Again—T. Dorsey			6							8				
Victor —Don't Get Around Much Anymore—Ellington			7	7										
Columbia —Chiu-Chiu—Cugat			8											
Victor —Boogie Woogie—T. Dorsey			9	1								8	6	
Columbia —Why Don't You Do Right—B. Goodman			10		10									
Columbia —You Made Me Love You—H. James				2										
Columbia —Snowfall—T. Thornhill				3										
Victor —One O'Clock Jump—All Star				4										
Columbia —You'll Never Know—Sinatra				5										
Decca —For Me And My Gal—J. Garland				8										
Decca —Hey Lawdy Mama—Andy Kirk				9										
Decca —Boogie Woogie Cocktail—Andy Kirk				10										
Victor —Let's Get Lost—V. Monroe						1	8			3	9	7		
Decca —Coming In On A Wing And A Prayer—Song Spinners						2		7	9	7	2	4	5	
Columbia —Prince Charming—H. James						4								
Columbia —Rusty Dusty Blues—C. Basie						5								
Victor —Star Dust—T. Dorsey						6								
Bluebird —Begin The Bequine—A. Shaw						7					3			
Capitol —Cow Cow Boogie—F. Slack							7			10			6	
Decca —Paper Doll—Ink Spots							10							
Decca —You'll Never Know—Song Spinners								1						
Decca —It Can't Be Wrong—Song Spinners								6						
Decca —In My Arms—Song Spinners								8						
Columbia —Brazil—Cugat								9						
Bluebird —All Or Nothing At All—Sinatra								10						
Decca —Johnny Zero—Song Spinners									6				5	
Decca —Brazil—T. Dorsey									10					
Okeh —No Letter Today—T. Daffan										9				
Decca —Don't Get Around Much Anymore—Ink Spots											5	6	3	
Bluebird —Sheik of Araby—Spike Songs											6			
Decca —Star Spangled Banner Waving—J. Wakely											7			
Columbia —Pushin' Sand—K. Kyser											9			
Decca —Warsaw Concerto—V. Young										10				
Decca —Paper Doll—Mills Bros.												5		
Victor —As Time Goes By—R. Vallee												8	9	4
Columbia —Cabin In The Skv—B. Goodman														8

MUSIC MERCHANTS HOLD WAR CONFERENCE

A special War Conference will be held at the Hotel New Yorker, New York City, from August 8th to 11th under the auspices of the National Association of Music Merchants. Designed to coordinate intra-industry action in meeting the grave problems of the present, the War Conference will emphasize the need for cooperation among all groups in the Musical industry. With civilian goods production halted, merchandise stocks depleted or exhausted, and used instruments in heavy demand, dealers, jobbers and manufacturers have a very definite problem to face—especially in view of there being a greater demand for musical instruments of all kinds than ever before.

Concurrently with the NAMM meetings, other branches of the industry will hold their annual get-togethers. Thus, everyone present will be gaining an intimate, first-hand insight into present conditions and the immediate outlook that can be had in no other way.

Educational exhibits by manufacturers will be an important part of the program. Some manufacturers, because they are now 100 per cent in war production and 100 per cent out of consumer production for the time being, cannot show new

merchandise. But they can and will show how they are working to help keep their dealers in business. Other manufacturers—those making items fabricated from non-critical materials—will be showing lines that typify American resourcefulness and ingenuity at its best. One aspect of the exhibits of particular timeliness is the unusually large showing of phonograph records, needles, albums, cabinets and other accessories. It is items such as these to which dealers have turned in large numbers, especially within the past 12 months, and which offer special salvation for many stores at this time.

Speakers of national prominence will bring messages to the conference that will offer revealing insights to vital problems today. Trade leaders will conduct discussions in which questions and answers will shed clear light on what is being done in the trade in all departments of the business and in all parts of the country. Co-ordinated action for over-all industry cooperation will be given preferred attention. And in the evenings, lest "all work and no play make Jack a dull boy," there will be entertainment such as to be found only in New York.

GENERAL INDUSTRIES

Smooth Power MOTORS



**Engineered Right — Built Right
For Wartime Needs**

The engineering ability and careful construction that advanced G.I. motors to foremost place in domestic and commercial fields are now available to manufacturers producing for Victory. General Industries' facilities are devoted not only to building motors but also to a wide range of electronic devices that find application in the war effort. Do not hesitate to ask for the cooperation of G.I. engineers.



THE GENERAL INDUSTRIES CO.
Dept. 21, ELYRIA, OHIO



ADVERTISING Clippings

**—here's how to get
More business!**

WE'LL send you newspaper clippings of the best merchandising ideas, as well as copy and layout suggestions from companies of your own type. Each customer chooses just what he wants. Let us put on your desk regularly ad-clippings showing what the leaders are doing; only one idea a month will more than pay for the service. We clip ads from several hundred cities.

If there is any time that Executives want ideas, it is right NOW. We operate the largest ad-clipping bureau in the country. All ads are selected by an experienced staff; no long term contract required.

Use coupon below to learn more about this valuable service and special short term trial offer. No obligation, of course.

VINCENT EDWARDS & Co.

World's largest advertising service organization.
342 Madison Ave., New York City

Please tell me more about your newspaper ad-clipping service and special short term trial offer.

Name

Company

City

MERCHANDISE FOR IMMEDIATE DELIVERY

from *Favorite* who "Delivers The Goods"

WELCOME TO THE NEW YORK
WAR CONFERENCE

All dealers are invited to visit our show-rooms to see our vast display of Favorite and other well advertised Products, and supply themselves with goods for the Fall and holiday business.

WE ARE THE LARGEST MANUFACTURERS AND DISTRIBUTORS

of phonograph accessories, and have a most complete line on hand for immediate delivery. No parts too old or new for replacement. Also tone-arms, reproducers, motors, electric pickups and other items too numerous to mention.

*Expert Repairing of
Phonographs and Radios
For Dealers Only*

These items are available:

- Low priced record racks.
- Record albums, (large variety) looseleaf, also bound.
- Record cases, brushes, needles, (most complete line of FAMCUS BRANDS.)
- KISMET RECORDS featuring Russian, Ukranian, Polish, Armenian, Turkish, Gypsy, etc.
- BELLE BAKER and WILLIE HOWARD records in novelty song hits.
- Complete line of ZEPHYR, AUDIO and many other makes of recording blanks or discs, blank hardener and record renewer fluids.
- Complete line of novelty pictures for promotion work.
- Music boxes, indexes for record cases, cabinets, etc.
- HIT RECORDS and Album sets. (Sold only in the Metropolitan area.)
- Electrical and mechanical self contained portable phonographs made up specially on priority.

The Favorite Mfg. Co.

105-107 EAST 12th STREET
NEW YORK 3, N. Y.

MANUFACTURERS AND DISTRIBUTORS FOR OVER THIRTY YEARS

RADAR
Helps Destroy Enemy Raiders

BELMONT RADIO, working directly with the U. S. Army Signal Corps and Navy Department, helps arm our forces with one of this war's greatest weapons—Radar!

Radar "sees" through fog, clouds, and darkness—spots enemy ships and planes—gives the range—a never-failing sentinel on land and sea.

Even the famous American lighthouses were never guarded more jealously or surrounded with such secrecy as Radar. But thanks to the vigilance and engineering genius of the U. S. Army Signal Corps and Navy Department, some of our outposts were equipped with Radar even before Pearl Harbor.

When an undeclared war raged down from the skies that peaceful Sunday, the Signal Corps and Navy Department immediately went into action. Belmont and other leading radio manufacturers were given the task of developing and turning out Radar and associated equipment in volume. Behind guarded gates, and with guarded tongues, they went to work with efficiency.

Now the story can be partly told. Radar is playing an effective part in searching out and destroying enemy forces, in protecting supply lines, in guarding our shores.

A PROMISE FOR THE FUTURE
The development and production of Radar is an achievement which we are proud to have shared. Belmont Radio has a long history of service to the nation, and we are confident that our experience and resources will be of great value in the development of other new weapons which are being developed in other parts of the world.

When the need for Radar is met, Belmont and other radio manufacturers will be able to produce and deliver in a prompt and efficient manner.

BELMONT RADIO CORPORATION, 5921 WEST DICKENS AVENUE, CHICAGO, ILL. U. S. A.

Belmont Radio
TELEVISION * FM * ELECTRONICS

OUR STANDARD QUALITY
OXFORD SHIRTS
300
WHITES or BLUE
Dress or Sport Collar

Good SHIRTS
at a price of
only 3.00 and up

Short, wearable
3.00

closed
TUESDAYS
14th

AURORA DEFENSE CORPS DISPUTE LANDS IN COURT

A dispute between the Aurora Defense Corps and the Aurora Defense Corps has landed in court. The Aurora Defense Corps is a private organization that provides defense services to the Aurora community. The Aurora Defense Corps is a private organization that provides defense services to the Aurora community. The Aurora Defense Corps is a private organization that provides defense services to the Aurora community.

EVERY DAY IS SOMETHING TO BE HAPPY ABOUT

At Belmont Radio, we have a special offer for you. Every day is something to be happy about. At Belmont Radio, we have a special offer for you. Every day is something to be happy about. At Belmont Radio, we have a special offer for you. Every day is something to be happy about.

A Message to Millions

The story of Belmont's important contribution in the engineering and production of Radar equipment adds even greater meaning to the keynote in Belmont's advertising message—"Look to Belmont for great new things to come!" In dominant newspaper space and in full color magazine pages, these stories of wartime achievements are blazing a name for Belmont Radio and preparing a vast

post-war opportunity for Belmont distributors. Right now, all of Belmont's engineering and manufacturing facilities are fully concentrated on winning the war. This must continue to be the objective before us all. But when victory is achieved, and when radio broadcasting is ready for a great move forward, Belmont Radio will be ready too. So, keep your eyes on Belmont!

BELMONT RADIO CORP., 5921 WEST DICKENS AVENUE, CHICAGO, 39, ILLINOIS



Belmont Radio
TELEVISION * FM * ELECTRONICS