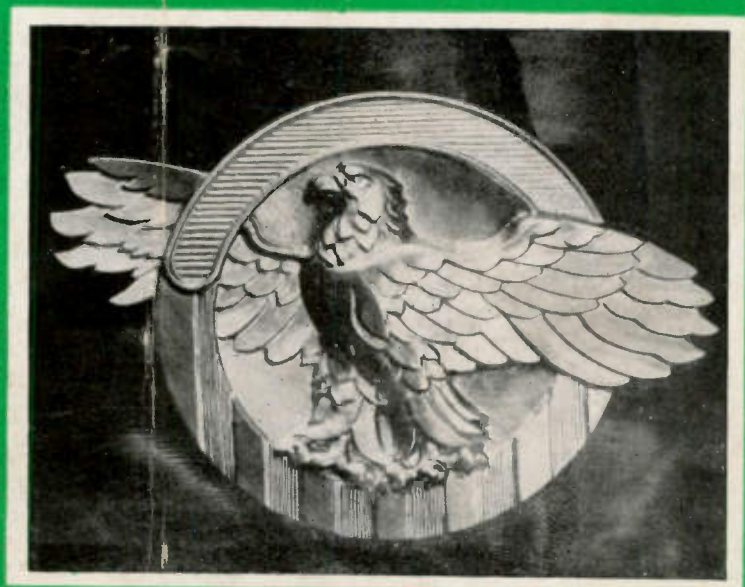


RADIO TELEVISION JOURNAL

August, 1945



The wearers of this emblem have served you and their country well.



A helluva fix
for a
radio dealer

Today the woods are full of them—radio brands, not tigers.

But choose the wrong one and you've got a tiger by the tail—a brand you won't want to hang onto and yet won't dare to let go of once postwar selling gets down to bare-knuckle competition.

Best way to avoid that is by making the right choice now—and the only thing you can be sure of from past history is this: In postwar years a lot of new brands go up

to the top, oldtimers often have trouble holding their own.

Get the facts . . . all the facts . . . then your decision is on safe ground. And for some of the most thought-provoking facts about the future of radio selling, get the just-published Olympic Radio brochure, "A Man Has To Think Twice." Backed by more than 10 years' leadership in the export radio field, Olympic now makes an announcement of unusual significance for you.

Just mail the coupon below. You'll receive the brochure pronto.



MAIL THIS COUPON TODAY!

Olympic Radio & Television Division
Hamilton Radio Corp.
510 Sixth Avenue, New York 11, N. Y., Dept. J-85

Please send me the Olympic Radio brochure, "A Man Has To Think Twice."

Name _____ Title _____
Store Name _____
Street Address _____
City _____ State _____



The Most SOLID DISTRIBUTION IN THE APPLIANCE FIELD!

YES, TODAY, after three and a half years of war, the nationwide organization of Philco distributors presents a solid front that spans the country . . . the strongest distributing organization in the appliance field.

Philco is particularly proud of the record of those distributors during the trying days that taxed their ingenuity and resources. What they have accomplished under extremely difficult conditions to render service to Philco users . . . what they have done to help their dealers stay in business . . . all this is brilliant testimony to their initiative, their

enterprise and their resourcefulness.

Today, that solid, strong, successful organization of Philco distributors is one of Philco's most important assets for the future. They are making their plans now to fulfill the opportunities and the obligations of the *Greater Philco of Tomorrow*. When the "Go" signal is given, they'll be ready to serve their dealers in every section of the country with their seasoned experience in the appliance field and their intimate knowledge of Philco merchandising, promotion and service.

That, too, is Philco Leadership!

After Victory, Again, Look to
PHILCO *for Leadership!*



Washington Report

'Spot' Production Expanded by WPB

The War Production Board recently added trucks, passenger automobiles and radios to the list of civilian articles which may be manufactured in limited quantities under the "spot authorization procedure." Immediately, however, spokesmen for the agency stated they could hold out no hope for speedy production of these items.

Officials explained that the application of the "spot" ruling, which now guarantees neither priorities assistance nor materials allotments, to the three new civilian items was chiefly an intermediate step taken before lifting altogether the limitation orders which have heretofore forbidden production.

Manufacturers who wish to undertake production of these civilian "hard goods" will apply to local production, manpower and military officials. If it is decided that manpower and materials are available, quotas placing a ceiling on production will be assigned to applicants with the explanation that they will be given no help in finding materials, components or other essentials to production.

Maximum Average Price Plan Presented to Phonograph Record Manufacturers

At an organizational meeting of the Phonograph Record Manufacturers' Industry Advisory Committee with officials of the Office of Price Administration in New York, N. Y., June 7, a plan calling upon

manufacturers to maintain a maximum average price schedule for all phonograph record production was presented to the industry.

The proposed maximum average price plan would be similar to others that have been put into practice by OPA in other industries. The arrangement would require each manufacturer to sell records in each price range in such proportion that the maximum average price during any one quarter would be equal to the maximum average price obtained in a designated earning period.

Industry representatives pointed out a number of difficulties of setting a representative earning period and a base period for determining maximum prices and will submit a brief in which they will suggest representative base periods to OPA.

The period from 1936 to 1939 is frequently used by OPA as a period of representative peacetime earnings, but record manufacturers contend these years are not their representative earning years, since marked business expansion began for them in 1935. Many new manufacturers entered the field, and the industry feels that the years 1936-1939 do not allow for the increased capital investment in the industry and therefore should not be used as a base period.

Milton Diamond, Decca Records, Inc., 50 West 57th Street, New York, N. Y., was elected chairman of the industry committee. Other committee members are: J. W. Murray, RCA Victor Corp., Front and Coop-

er Sts., Camden, N. J.; J. Gerl, Sonora Radio & Television Corp., 325 N. Hoyne Ave., Chicago, Ill.; Paul Puner, Musicraft Corp., 40 West 46th St., New York, N. Y.; Edward Wallerstein, Columbia Recording Corp., 1473 Barnum Ave., Bridgeport, Conn.; Glenn Wallich, Capitol Record Co., 1483 N. Vine St., Hollywood, Calif.; Eli Oberstein, Majestic Record Co., 29 W. 57th St., New York, N. Y.

Restrictions Lifted on Construction of Broadcast Stations

The manner in which amendment of Limitation Order L-41 to allow more freedom on small construction jobs will affect the broadcasting industry was outlined recently by officials of the War Production Board's Radio and Radar Division.

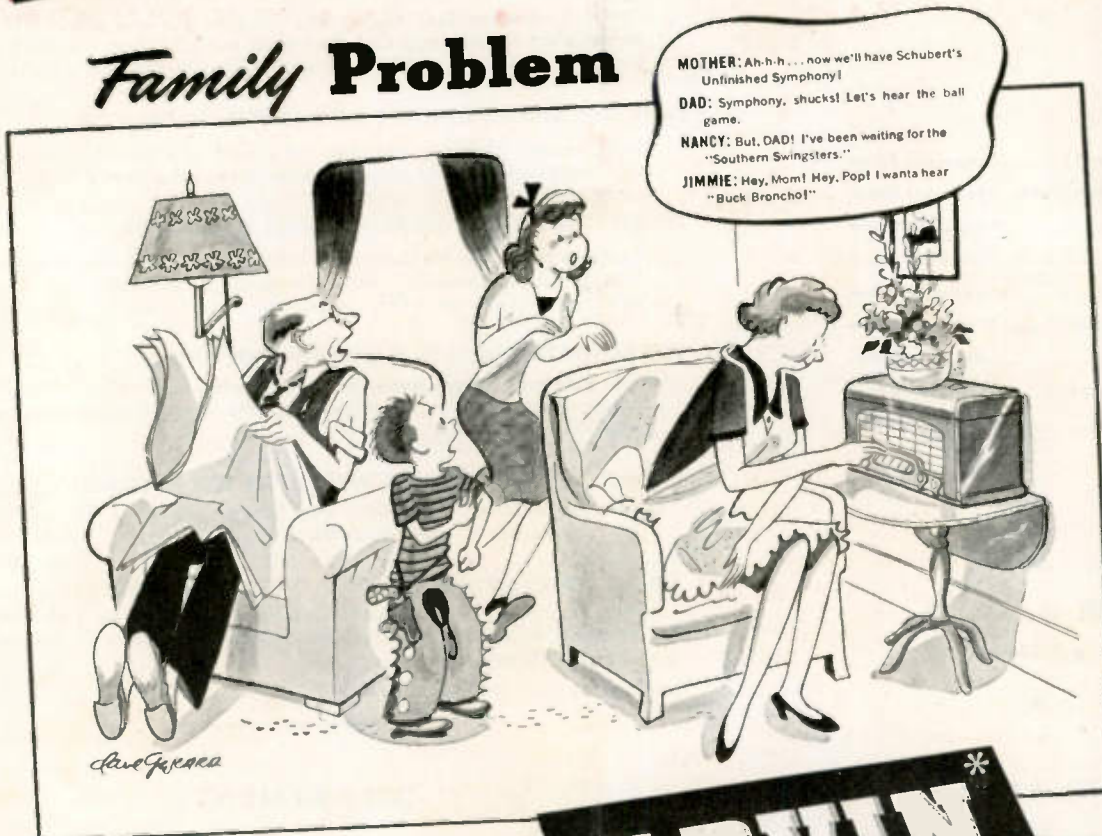
Construction in connection with a broadcasting station may now be undertaken without WPB permission where the amount involved is not more than \$1,000, the previous maximum having been \$200. This applies to alterations to an existing building and to the conversion of a building to a new use as well as to the construction of new buildings. The cost of new equipment being installed must be included in the cost of the job.

The kind of installation that must be considered construction under the terms of L-41 is set forth in Interpretation 9 of the order. Under the interpretation, the construction of a new radio station is covered by the order.

Depend on
ARVIN
for Fast Sales

Family Desires for the coming Arvin Top Flight Radios are being pre-sold to customers for you—through a series of full pages, like the one reproduced below, appearing in current issues of The Saturday Evening Post, Collier's Weekly and Better Homes and Gardens. All this pre-selling effort will add up to fast sales for Arvin dealers later.

Family Problem



Answer...

THE ANSWER, of course, is Arvin Top Flight Radios—plenty of Arvins... one for each member of the family... Arvins upstairs, downstairs, all through the house—and outdoors, too. Then there'll be no conflicts, or arguments or disappointments. Somewhere in the home there'll be an Arvin for each person. Mother can get the program *she* wants. So can Dad and Nancy and Jimmie. As Mother does her daily household tasks, she'll find an Arvin in almost every room to cheer her as she works.

The new line of Arvin Top Flight Radios will include a wide choice of large and small models. There'll be radio-phonograph combinations with automatic record changers and FM, table and floor models, portables and farm battery sets. With them you can radio-equip your home completely and economically. And in the very near future there'll be other Arvin Family Products, too, to add to the comfort and pleasure of your home.



*THIS NAME IS
GETTING BIGGER
ALL THE TIME

Coming: As peacetime production begins, there'll be a wide range of useful Arvin products for your home... Arvin Top Flight Radios... Arvin Metal-Chrome Dinette Sets... Arvin Outdoor Metal Furniture... Arvin Portable Electric Heaters... Arvin Automatic Electric Irons and Other Appliances... Arvin Roll-A-Round Laundry Tubs... Arvin All-Metal Ironing Boards... Arvin Car Heaters.

ARVIN FAMILY PRODUCTS are engineered and built by NOBLITT-SPARKS INDUSTRIES, INC., Columbus, Indiana
25 years' experience in manufacturing... Eleven plants in five Indiana cities

RADIO TELEVISION JOURNAL

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MARION A. DOOLEY.....Associate Editor
 JOSEPH M. OXENHORN.....Technical Editor
 B. F. HOLLEY.....Washington Editor
 JIMMY KENT.....Merchandising Editor
 FRED MERISH.....Management Editor
 GORDON CHAMBERS.....West Coast Editor
 E. H. COOKE.....Canadian Editor
 ROBERT E. DITTON.....Art Editor
 BETTY BORIN.....Circulation Manager

ALEX H. KOLBE

Publisher

THIS MONTH'S COVER . . .



This Month's Cover . . .

This month we publish the veteran's badge as a symbol of the great work they have done since Pearl Harbor. In gratitude for their unfailing service, we wish to welcome as many as possible into the radio-electronic industry.

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RADIO Television JOURNAL combines Master Servicing; and is published monthly for Radio-Television Dealers, Servicemen and Jobbers by Kolbe Publications, Inc., Radio City, 1270 Sixth Ave., New York (20), N. Y. Phone CIrcle 7-5842, Alex H. Kolbe, Pres. and Treas.; Mal Parks, Vice-Pres. and Gen. Mgr. Subscription price \$3.00 per year, 2 years for \$5.00 in U. S., its possessions and South America. Canadian Subscription \$3.50 per year, \$6.00 for 2 years plus any customs duties; all other countries \$4.00 per year, \$7.00 for 2 years payable in American money in advance. Price 25c per copy. Printed in USA.

Number
2



Women Will Say— "TERRIFIC!"



AND WOMEN ARE THE BIGGEST BUYERS OF RADIOS

Eye-appeal means buy-appeal . . . particularly to your women customers! And Sentinel's complete new line of quality radios has been style-and-beauty approved by noted interior decorators and home furnishings authorities to assure eye-appeal!

The reaction will be terrific—reaction that will mean buying action—and profits for you! In all new Sentinel Radios—new performance will be matched by new beauty—a perfect combination for increased dealer sales! And the complete Sentinel line means sales to all your prospects . . . It will include AM and FM, AC and DC, Battery and Electric—table models, portables, consoles, radio phonographs—a radio to harmonize with every room in every home!



JUST WHAT I WANTED!



WILL PLEASE ANY WOMAN!



Amy Freeman, noted authority on home furnishings, in consultation with Sentinel executives regarding feminine eye-appeal in coming Sentinel models.



For Studio Tone in Your Home

Sentinel RADIO CORPORATION

2020 RIDGE AVENUE, EVANSTON, ILLINOIS

Our Readers Write



Dear Mr. Parks:

Received your nice letter about the special meeting of the Radio Service Association in Baltimore, but since our last meeting I have been called to the Army Air Corps. My wife still sends me Radio Television Journal and Electric Appliance Journal, and I have looked forward to receiving them each month.

Since I was unable to attend the meeting in Baltimore on May 24th, I hope you will be good enough to let me know what was decided. Hope to see you soon again.

Sincerely,
Charles T. Reichert.

592 A. Air Base,
Squadron B, Box 779,
Ferrying Division, A.T.C.,
Fort Dix, New Jersey.

** * * It was very good to hear from Mr. Reichert, and we were surprised to learn that since our last meeting he had joined the Army Air Forces. We were especially glad to learn that he still receives his Radio Television Journal and Electric Appliance Journal, and hope they are doing a job for him in keeping him informed of the latest developments in the radio world.*

We were sorry he couldn't attend the meeting and hope the report in the July issue of the Journal will be of great help to him in following the events of the meeting. We bring such detailed reports of these meetings to help all associations throughout the country as well as to keep those who are unable to attend abreast of the meetings' agenda. Progressive associations like the Radio Service Man's Association of Baltimore can serve as a blueprint for similar groups in the forty-eight states, and any new organizations that want assistance in forming their constitution and by-laws should contact the Association Editor of Radio Television Journal.

Dear Mr. Parks:

The formulation of data on the question of "Trade-ins" we endorse as a worthy service to the trade in general; however, we find it difficult to answer your questions specifically as outlined.

Here in Hawaii perhaps our problem has always been of a different nature than that faced by mainland merchants. We, of course, had the "trade-in" problem with us, but because of our distance from a heavily competitive market, most used merchandise was traded in at a very low figure, or perhaps more near to its actual value than in any mainland areas.

With the varied economic status of our population there was always a ready market for repaired or rebuilt "trade-in" merchandise. Again, because of our war prosperity, plus the untold thousands of military personnel which will pass through our area, plus the fact that merchandise of all types will be practically worn out by the time we can offer new goods, we do not look forward with any trepidation for some time to come on the problem of trades. We certainly expect to be so short of merchandise that few trades will be needed, but those we do accept will be at such a figure that they can well be sold for profit or junked completely and eliminated from the market.

Very truly yours,
Jack Jenkins.

**Bergstrom Music Company,
1045 Fort Street,
Honolulu, Hawaii.**

** * * It was very enlightening to receive Mr. Jenkins' comments on the "trade-in" situation out in Hawaii. It was especially interesting to note that conditions in Hawaii are not so very different from those that prevail here on the mainland, and Mr. Jenkins' attitude toward "trade-ins" does not seem greatly at var-*

iance with many of the dealers who recorded their reactions in the June Radio Television Journal survey on "trade-ins."

In common with the majority of the dealers in the survey, he does not expect "trade-ins" to loom as a very major problem in the immediate future since merchandise is scarce and old radios will also be almost totally useless. Many dealers are apt to forget, however, that once the immediate postwar boom has passed, "trade-ins" will reappear as a knotty problem. The public may be willing to buy a new radio as soon as possible after V-J for the full price and with no questions asked, but when that new set begins to wear the old problems will return. Because of this situation, we feel the question of "trade-ins" should be given serious consideration by all radio dealers and that united action should be taken before the problem actually crystallizes.

Remember, if you have any suggestions how to deal with this question, we will be glad to print your ideas. The active exchange of ideas among our readers often highlights some of the most vital problems of the day, and gives everyone a chance to get down to fundamentals.

* * *

Dear Miss Dooley:

I wish to thank you for the additional information you gave us over the phone in connection with the article "How to Operate a Radio Concession Department," which appeared in your May issue.

I found the article extremely interesting and hope to possibly use the general theme of this article as a basis for an operation we have had in mind.

Very truly yours,
J. Hoffman, President.

**Home Radio Service, Inc.,
324 East 34th Street,
New York, N. Y.**

(Continued on page 10)

TO THE DEALER WHO IS BUILDING
HIS POSTWAR FENCES TODAY:



WARWICK MANUFACTURING CORPORATION

4640-50 W HARRISON STREET



TELEPHONE ESTEBROOK 2727

CHICAGO 44, ILLINOIS

Almost two years ago—long before VE Day was in sight—CLARION, in the midst of war production, developed a 6-point program as the basis of peacetime operations. Here it is again:

1. To direct CLARION RADIO sales through independent appliance distributors and dealers, assuring them adequate merchandise to meet public demand.
2. To apply to civilian production the engineering and designing skill gained through our work for the armed forces—plus our years of experience in building fine radios.
3. To produce a complete, carefully planned line of table models, portables, farm sets, table combinations, consoles and console combinations that will enable the Distributor and Dealer to satisfy his customers' demands with a minimum inventory.
4. To produce only those models of radios which careful analysis on dealers' floors has shown that the public wants.
5. A franchised line that will have continuous public demand because of well-developed selling features and trouble-free performance.
6. To insure public acceptance of our product through liberal sales promotion and advertising help.

Today, despite the fact that it was a long view ahead, CLARION RADIO'S 6-point program requires not a single amendment.

Time has only served to confirm the fundamental soundness of CLARION RADIO planning. From it has sprung a strong national Distributor organization.

Should you become a CLARION RADIO dealer you will enjoy affiliation with a friendly organization that knows exactly where it is going and how to get there.

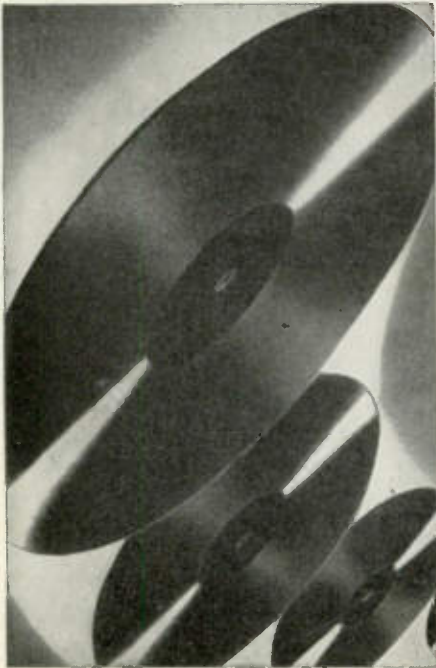
Cordially yours,

Reau Kemp
General Sales Manager

YEARS OF PROVED PERFORMANCE

RECORDISC

Instantaneous Recording Blanks



...because making
"SNAPSHOTS-IN-SOUND"
 is fun...

... leading dealers will testify that more people make instantaneous home recordings with *RecordDiscs* than with any other blank in America. These practically self-selling *RecordDisc* blanks provide a steady market for profitable sales twelve months of the year.

By permission of the WPB, we are able to produce a limited quantity of these fine blanks. They have a flawless, mirror-like surface, and are available in pre-war qualities. Contact your nearest *RecordDisc* representative.

THE RECORDISC CORP.
 375 BROADWAY, NEW YORK 13, N. Y.
 Cable Address: Recordisc, New York, N. Y.
 Export Dept: Royal National Company, Inc.
 89 Broad Street, New York

Readers Write

(Continued from page 8)

* * * *It was very gratifying indeed that our feature article, "How to Operate a Radio Concession Department," proved of such high value to Mr. Hoffman. As he told us in a telephone conversation, this article answered many of his questions on the numerous problems attendant to switching from independent ownership to a department store concession. As we understand it, he planned to make this change in the near future, and used our article as the basis for his operations. It is our constant endeavor to print only those articles which will prove the most practical and informative for every radio service-dealer, and when, as in this case, we feel we have reached our goal, it becomes a source of real satisfaction.*

If we can help any others of you with this or similar problems, we will be glad to drop you a line. Only by keeping in constant touch with our readers can we hope to serve you adequately.

Gentlemen:

Our clients are interested in receiving a one-year subscription to your publication, "Radio Television Journal."

Kindly enter the name of our clients on your mailing list, sending the publication direct via printed matter post to the following address:

Mr. Anthony Scerri
 The Malta Movie News
 53 St. Pauls Street
 Valletta, Malta

Thanking you in anticipation of your prompt attention, we are,

Yours very truly,

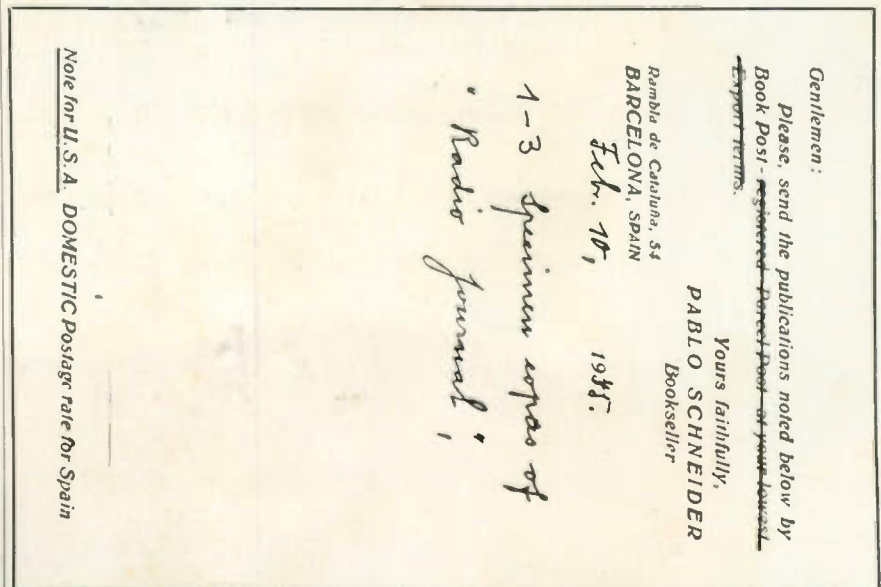
L. C. Melnick.

Gerhard & Hey Co., Inc.,
 44 Whitehall Street,
 New York 4, N. Y.

* * * *It makes us feel real proud that a fellow publication in faraway Malta is interested in receiving copies of your Radio Television Journal. It has long been a source of considerable satisfaction to us that radio service dealers from all corners of the globe have faithfully subscribed to our magazine, but it is rare that we get the opportunity to send copies of the Journal to trade publications in such distant lands.*

We'd appreciate it very much if Mr. Scerri would take time out from his many duties to send us a copy of his paper, The Malta Movie News, and if he'd also drop us a line giving his reactions to Radio Journal. That way we could really "see ourselves as others see us," and find new ways to make your magazine more interesting and better informed.

RADIO JOURNAL SENT TO BARCELONA!



ABOVE IS A REPRODUCTION OF A POSTCARD RECEIVED BY YOUR RADIO JOURNAL

*Why is Sparton Radio's most desirable Franchise?

- Sparton's exclusive dealership policy under the S.C.M.P. gives dealers the power to sell against any competition—at a profit.
- Sparton has built consumer acceptance with strong national advertising.
- Sparton has back of it a strongly financed company with 45 years experience in precision electrical equipment manufacturing.
- Sparton has 5 modern, fully equipped plants capable of producing large volume with no sacrifice of quality.
- Sparton engineers have made many famous contributions to radio — and the new line will be equally advanced.
- Sparton has always been a pioneer in sales features.
- Sparton has been a favorably known name in radio for 20 years.
- * Recent advertisement announcing Sparton dealerships were open in some territories received over 300 phone calls, more than 600 wires and approximately 4,000 letters.



A view of one of the Sparton assembly lines. Equipped with the most up-to-the-minute precision equipment available. Many of the machines were specially designed by Sparton engineers to insure peak production with maximum inspection. 5 plants have been modernized throughout, providing unequalled facilities for manufacture of quality radios.

Write today for complete information on S.C.M.P. for your community!

Address: Ed. Bonia, Sales Manager, Radio and Appliance Division

THE SPARKS-WITHINGTON CO., JACKSON, MICH.

SPARTON

RADIO'S RICHEST VOICE SINCE 1926

Editorially Speaking

MAL PARKS

Editor

Alex H. Kolbe

Publisher

I'D LIKE to draw your particular attention this month to the reproduction of a Sears-Roebuck advertisement which appears in the upper right hand corner of this page. This advertisement was published in a recent issue of the Sunday Washington Post. As you can see it offers the public hard-to-get tubes—tubes which very few parts jobbers or radio servicemen have seen for two or three years. What is even more significant, these tubes are advertised at prices below that which the average parts jobber has to pay, not to mention the exorbitant prices servicemen have been paying during recent times.

Furthermore, Sears is offering these tubes under their own brand name. Now this raises certain questions which every parts jobber and serviceman should do his best to have answered. To begin with, if these tubes are pre-war models, it seems to me that government agencies have been lax in allowing them to remain on the market. They were quick to seize the Phillips tubes for use in the Navy despite evidence that these tubes were unfit for naval use. This being so, why were these tubes left in circulation? On the other hand, if these tubes have been produced recently, it seems to me there must be something unfair in a situation which allows big mail order concerns to obtain tubes which are denied to the average parts jobber and serviceman.

I feel this whole matter of advertising hard-to-get tube types to the public is something our industry is going to have to solve very soon. If there is enough productive capacity to manufacture tubes today for a large outfit like Sears, and in such quantity that they can sell them at reduced rates to the public, then it stands to reason there must be enough productive capacity to manufacture these tubes for the thousands of servicemen and parts jobbers who have tried in vain to obtain them.

Therefore, let me suggest that you write to your Congressman today and bring this unhealthy situation to his attention. This is the only way we will be able to stop the unfair, cutthroat competition which is represented by this advertisement to the general public for hard-to-get tubes. This, combined with the fact that most radio servicemen are forced to hold up vital receiver repairs for lack of tubes, will result in another black eye for the servicing industry. The public will at once assume that the serviceman could get tubes if he wished, and is merely using the tube shortage as an excuse to fleece the public.

If Sears can get the tubes—why can't every parts jobber and serviceman get them too?

Certainly, You Can Buy the RADIO TUBES at SEARS In the Type You've Been Waiting For!

Famous Silver-tone . . . Guaranteed to Give Satisfaction

TUBE TYPE	PRICE EACH	TUBE TYPE	PRICE EACH
45	49c	6X5GT	69c
6C8G	1.09	7H7	1.39
OZ4G	1.09	26	39c
5Y4G	49c	27	39c
6F6GT/G	59c	80	35c
6H6GT/G	69c	6G6G	89c
6SK7GT/G	59c	12Q7GT	59c
41	49c	12SA7	59c
57	59c	12SA7GT	59c
76	59c	12SK7GT	59c
5U4G	69c	12SQ7	59c
6CSGT	69c	12SQ7GT	59c
6C6	69c	25Z5	59c
6D6	49c	35L6GT/G	59c
6J5GT	59c	35Z5GT	49c
6V6GT	69c	50L6GT	69c
766	79c		



"Under WPB Regulations It Is Necessary
That You Bring in Your Old Tube."

Customer Service Dept. at Washington and Bladensburg Stores

SEARS

Four Conveniently Located Stores

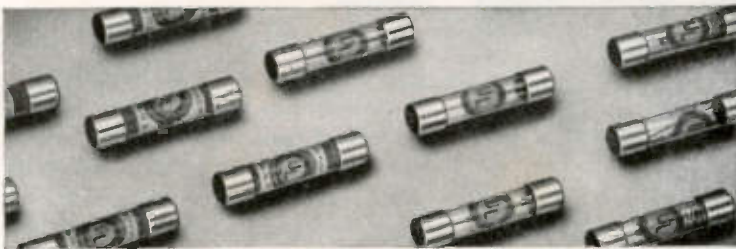
Wisconsin Ave. at Albemarle (16)	Oldway 1122
911 Bladensburg Road N.E. (2)	Franklin 7500
2800 Wilson Blvd., Arlington	Choptank 7722
5928 Georgia Ave. N.W. (11)	Randolph 1122

Always Ample Free Parking Space at Sears Department Stores

Mal Parks

First in Circuit Protection

3 AG and 3 AB Fuses



Littelfuse, the first manufacturer to receive Underwriters' Approval on glass-enclosed fuses in current ratings over 3 amps at 250 volts NOW has Underwriters' Approval on fibre-enclosed fuses from 10 amps to 20 amps at 250 volts.

These 3 AB "TINY MIGHTY" fuses (1¼x¼ dia.) will take the place of bulky cartridge or plug fuses and mountings used in heavy-duty electric appliances, power supplies, amplifiers, communications and electronic equipment, radio, motor circuits, etc. To reduce fusing space and weight get approved protection with 3 AG and 3 AB "TINY MIGHTY" Littelfuses.

Ranges of Underwriters' Approved 3 AG Littelfuses, 1/16 amp to 8 amps inclusive; Underwriters' Approved 3 AB "TINY MIGHTY" Littelfuses, 10 amps to 20 amps inclusive at 250 volts or less.

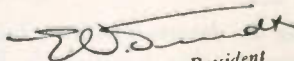
LITTELFUSE INCORPORATED
4757 N. Ravenswood Ave., Chicago 40, Illinois

Plants in Chicago and El Monte, California.

QUALITY SERVES

Quality is built on the firm foundation of unselfish service. Before men can desire to build quality into their work, they must first desire to serve their fellow men well. Mediocre and inferior men build quality through pressure of competition or fear of censure. Leaders of men give and maintain quality because in so doing they render the kind of service they believe is worthwhile, and because they desire the satisfaction, recognition and rewards their leadership merits. Not the least of these satisfactions is the improvement of standards in those who must follow the leader.

True service demands the best quality.


President

LITTELFUSE



Incorporated

Let Your Wartime Sidelines Bring Postwar Sales

By Jimmy Kent
Merchandising Editor

Before too many of us let ourselves be led astray by all the ethereal promises, the Utopian dreams, and other forms of fantasy that we have been hearing about this so-called "Postwar Period," it might be a good idea to carefully analyze the entire situation in the light of both past experience and postwar plans of other dealers.

During this conflict we have all learned a great deal about merchandising under difficult, and even chaotic, conditions. In many cases it was necessary to handle substitute merchandise, but in most cases other features of the business that up until this time had been subordinated to the selling of new products, were developed to their fullest extent. First and foremost among these phases is the repair and service end of the business. This phase was developed to a high degree, and in many cases was the only thing that has kept the business going during these trying times.

The question now is: Shall we drop all our hard-earned war experience, and get on the "new stock" bandwagon, or shall we remember the lessons that we learned and adopt our carry-over lines in the postwar era?

Among the dealers who have found an answer to this question is Ray Cherrill, service manager of the Witte Radio & Television Company, of Philadelphia. He maintains that while the great majority of dealers will scramble to get all the new merchandise they can squeeze into their display space, he will continue to place a great amount of emphasis on the standby that kept the firm going

during the war. That is the installation of industrial sound equipment, and the repair of radio and television sets.

As Mr. Cherrill analyzes it, when the war is over, the national income will drop. When this happens, people will survey their existing equipment most carefully, and any item that can be made usable through repairs and



A WITTE EMPLOYEE REPAIRS A TURNTABLE

servicing, will be retained and sent down for the necessary work. Not only that, but the Witte concern expects less competition in this field, due to the fact that they feel all the other dealers will be placing all their efforts towards the sale of new merchandise.

In view of this fact, any alert, progressive dealer who has a service department would be doing a wise thing by enlarging and promoting this part of his store. The same applies to servicemen. They are going to be faced with the same conditions that the dealer is, insofar as repair business goes, and it behooves them to "clear their decks for action" on the repair and servicing front.

Thousands of industrial plants throughout the country have had loud

speaker systems installed, both for intercommunication and as a morale factor. Making these installations represents a fine source of steady income, as does the servicing of existing installations. Each time the loud speaker system in a plant is serviced its returns compare favorably with those derived through the sale of a piece of merchandise, and yet there was no salesmanship or display needed, and there is no thought of having to contend with returned merchandise.

Another factor to consider is that once you either make the installation, or are called in for the servicing, you are looked upon as a "regular" serviceman, and will be automatically called in on other occasions where the same type of equipment needs attention.

During the war many hotels, funeral homes and other businesses did not rate a priority for sound equipment, but felt that such equipment was necessary. To meet this need, many dealers that we have contacted solved the problem by renting out the necessary equipment on a long term basis. Hotels especially were interested, as they had need of the speakers for conventions, business gatherings, and large social events.

Where the demand for the equipment was not steady enough to leave the installation intact all of the time, the system was removed, and reinstalled upon a call from the hotel or other concern needing the service. After a short period of time, many of the dealers that had developed this phase of their business found that they were getting a considerable amount of additional calls from peo-

(Continued on page 18)

You'll hear it over and over again



KEEP YOUR EYES ON BELMONT

People are looking to Belmont for noteworthy contributions to peacetime electronics. And their confidence will be fully justified. Belmont skills that have been heightened by their successful application to wartime electronics will yield new benefits for millions of buyers. And Belmont's national advertising is telling the public about these coming benefits now.

Belmont will offer the magic of television on large screen receivers. There will be Belmont radios inspiring in performance and beauty. Music lovers will be able to enjoy new worlds of tone delight with Belmont FM receivers and Belmont Radio and Phonograph combinations. Keep your eyes on Belmont! Belmont Radio Corp., 5935 W. Dickens Ave., Chicago 39, Illinois.

Belmont Radio

RADAR ★ TELEVISION ★ F.M. ★ ELECTRONICS

25 Years Ago in The Journal

Interesting Items Culled from the August, 1920 Issue of the Journal

In an apparent effort to boost record sales during the customary summer slump, Pathe started pushing its Foreign Record repertoire, with attendant claims to having the largest selection in the world. Most of the other firms in the industry also made Herculean efforts to ward off the annual slack season, but apparently with the usual lack of success. And this in spite of the fact that there was a great variety of "portable" instruments on the market.

There was a great hulabaloo raised this month by the signing of popular singing star Marion Harris as an exclusive Columbia recording artist. This was even topped off with the dramatic proclamation of a Marion Harris week, from August 28 to September 3. Dealers were urged to order all the necessary sales material immediately, and to get a special letter out to every name on their mailing list. This special event was timed to inaugurate the opening of the Fall business season, for which everyone had high hopes.

There was a certain trade practice prevalent that was in direct violation of the Sherman Anti-Trust Act, which was exposed in a feature article in the Journal this month. Apparently clauses were inserted in most dealers' contracts that would prevent them from handling merchandise produced by any other manufacturer than the one with whom they had originally signed. The Journal came out very strongly against this practice in its expose, and urged all dealers to resist any such clauses in their contracts with manufacturing companies.

A most unusual merchandising set-up was created by the Darrow Music Company of Denver, in promoting the record hit "When the Moonlight Shines on the Moonshiners." This was recorded by Bert Williams, so they had a full sized photograph of Bert perched on a corral fence. One hand was pointing at the moon, while the other was playing a guitar (one-handed). Beside him was an upturned beer keg into which a phonograph mechanism had been inserted, and

which kept playing the record being featured. At the bottom of the keg a spigot had been driven, and a semi-circle of steins was attractively arranged around the entire window. Latest reports indicated that this display proved highly successful, and many people on passing the window instinctively started to hum the tune.

An interesting sidelight of the antics through which many of the companies are going through to impress both the trade and prospective customers is the recent statement by Emerson Records to the effect that they have signed up "Maurice, the world's most famous dancer." As near as we can discover, Maurice's duties will be to place his stamp of approval on all Emerson records, thus assuring the customer that the rhythm measures up to his professional standards. It will be interesting to note what effect, if any, this bit of promotion will have on the sales curve.

Much importance is being attached to the announcement of a series of new appointments in the Edison Laboratories, at Orange, N. J.

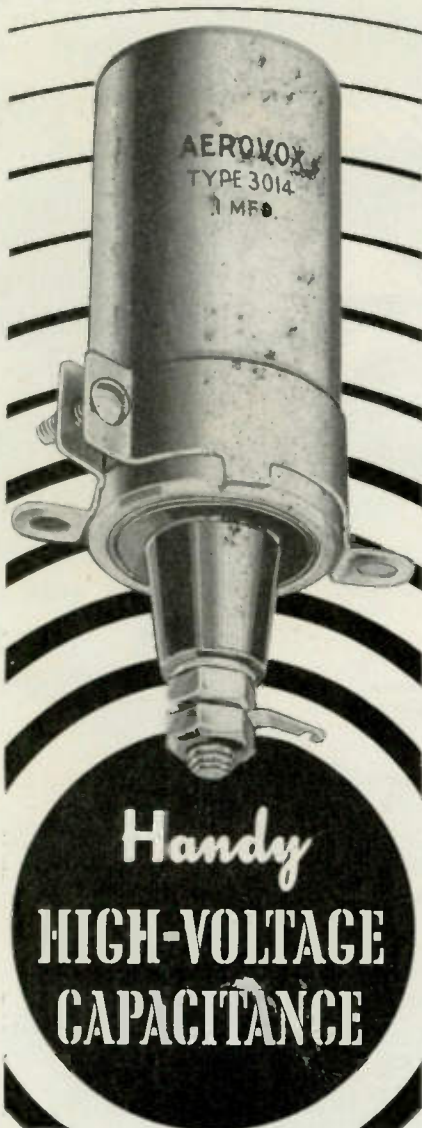
R. Michie, until now the manager of the order service department, succeeds F. C. Pullin as manager of the record service department, the latter having been made manager of the Disc Re-Creating Manufacturing Division.

F. S. Brown, who succeeds Michie, is in turn succeeded as office manager by A. M. Hird, who until this promotion served as assistant to the manager of the Music Phonograph Division.

All of the above men have been connected with the firm for a number of years, and there are reports circulating that this will have far-reaching effects on the Edison production policies.

Bain Bros. & Friedberg, Victor dealers in Brooklyn, will shortly move across the street into a large new building that is in the last stages of completion right now. The firm has several branch stores, and will continue

(Continued on page 18)



● Especially handy for compact radio or electronic assemblies, Type 14 Aerovox vertical-mounting oil capacitors enjoy widespread popularity. Recommended for high-voltage filter circuits such as cathode-ray tube power supplies, and for high-voltage by-pass circuits in transmitters and public-address equipment.

Meet the higher-voltage operating requirements, especially at high altitudes. Immersion-proof one-piece molded bakelite pillar insulator and cap, for maximum spacing between live terminal and grounded can. Upright or inverted mounting. 2000 and 3000 v. D.C.W. .01 to .25 mfd.

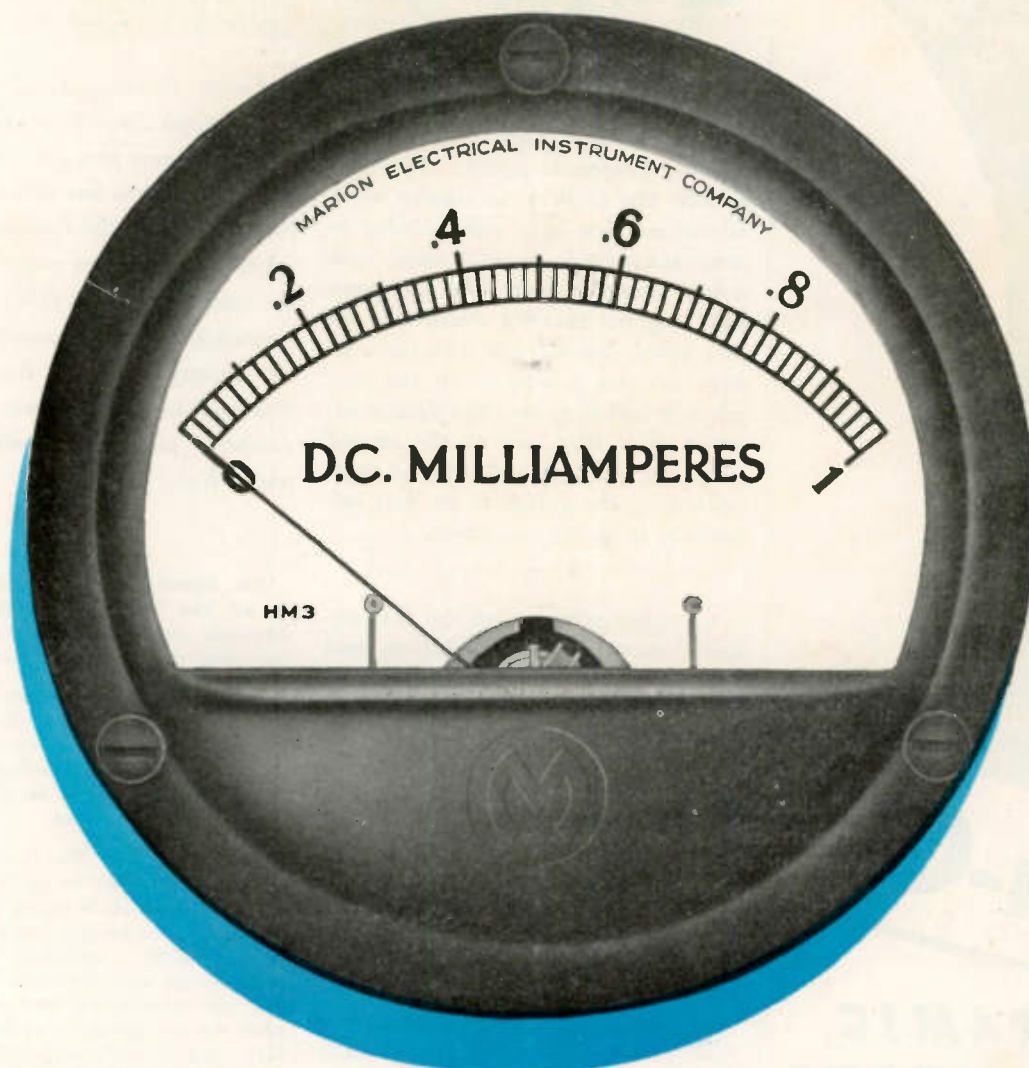
● See Our Jobber . . .

Ask him about your capacitor needs. Ask for latest catalog. Also for free subscription to the monthly Aerovox Research Worker. Or write us direct.



AEROVOX CORP., NEW BEDFORD, MASS., U. S. A.
In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.
Export: 13 E. 40 ST. NEW YORK 16, N. Y. - Cable: 'ARLAB'

Marion Glass-to-Metal Truly Hermetically Sealed 2½" and 3½" Electrical Indicating Instruments



We've been *delivering them* since April 15, 1945!

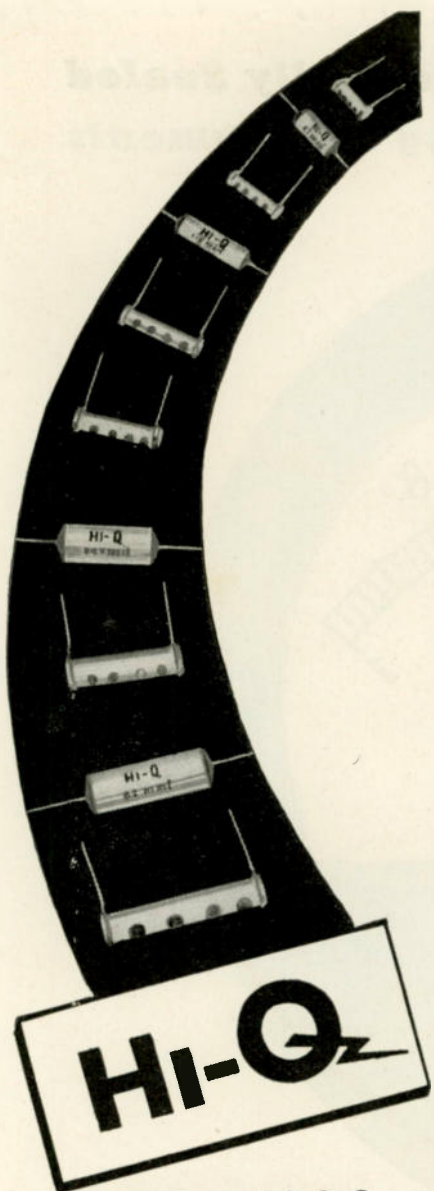
Since April 15, 1945, we of Marion have been shipping our glass-to-metal hermetically sealed electrical indicating instruments to different branches of the Armed Services. They've been vacuum checked and inspected in accordance with latest test procedures recommended by the Services. Our capacity is continuously increasing, and essential users may, therefore, expect 60 to 90 day deliveries on most ranges. May we supply you with samples for your particular requirements and specifications? Deliveries, at present, on these is approximately 30 days. The same type of service that we are rendering in wartime will be in effect in peacetime, when Marion hermetically sealed instruments will help sustain the performance of radio and electronic equipment throughout the world.

They're *positively interchangeable*—and they cost no more than standard unsealed instruments.

Write for our new, 12-page brochure. We welcome "jobs" calling for instruments with new and special characteristics for new and unusual applications.



MARION ELECTRICAL INSTRUMENT CO.
MANCHESTER, NEW HAMPSHIRE



CERAMIC CAPACITORS

● Available in Temperature Compensating and Hi-K type. Dielectric factors 19 to over 1200. Solid Silver condenser plates, non-aging and non-corrosive, gauged to thousandths of an inch, fused for long life performance.

Hi-Dielectric Enamel Finish withstands mechanical and thermal shock.

Color coded for accuracy in identification.

**ELECTRICAL
REACTANCE
CORPORATION
FRANKLINVILLE, N. Y.**

25 Years Ago

(Continued from page 16)

to feature the Victor line under the managership of Irving A. Fenison.

* * *

The Grafanola Company announces that they are ready to offer all their dealers a new high grade trade-marked Grafanola polish. This will enable the dealers to assure their customers that they will be able to maintain their instrument finish with a high grade product. The Company also suggests that the dealer use the new polish himself, and cites two reasons for this practice. In the first place, it will keep his sales floor models at their best, and in the second place, by doing this he will be demonstrating the polish to its best advantage to all his customers.

* * *

Complete coverage of the first annual Sonora Dealers Convention, held during July in New York City was featured in this month's Journal. George D. Brightson, president of Sonora, welcomed the distributors from all parts of the country to the Waldorf, and the convention finally got under way.

There were a great many speakers, and they proceeded to verbally paint the picture of Sonora's proposed schedule aimed at increasing construction. For instance, there is a matter of completing the construction of several new factory buildings, as was brought up by Joseph Herzog, Vice President. It was estimated that the company would be able to fill jobbers' orders completely within three months.

* * *

It is interesting to note that the foremost experts feel that between 50 and 100 playings constitutes the life of the average phonograph record. Yet in the August Journal there is a report from a man who displays his various merchandise at Canadian County Fairs. Getting weary of the strain of "barking" he invested in a phonograph, and had his spiel recorded. By counting the needles he used, he was able to arrive at a very close estimate of the number of times that that one platter was played during the current season. Although the machine was not in operation constantly, he reports that the record was played over two-thousand times during the entire season. However, at the end of the season, he admitted that the record

was pretty well worn out. This would seem to set some kind of an endurance record that all companies now in the field, or about to enter it would do well to shoot at.

* * *

Harry Rosen, president of the Phonograph Sales Company, of Boston, announces that the retail department of the firm has been sold to the Phonograph Outlet Company, a firm which has just been organized. It is the main purpose of this new firm to operate a number of small retail outlets throughout New England, and this will be the first venture. The company plans to handle the DeLphon line.

* * *

Mr. Spears, who plays Answer Man to all the Dealers writing in to the Journal, was asked the following interesting question this month:

In view of the fact that I have been asked by some local dealers to attend a meeting to discuss the relative merits of a record exchange scheme, will you please inform me as to the pros and cons of this question.

In his answer, Mr. Spears had this to say: "Do not be a party to any movement which is going to hurt your business. The record business today is in a healthy condition, because we sell records and never see them again, but the minute we start an exchange plan we are going to suffer a relapse. Get your friends together and try to fight this very foolish idea."

KENT

(Continued from page 14)

ple that had attended occasions where the systems were in use, and wanted them themselves, either in their own business or at their homes, for such affairs as outdoor weddings, etc.

While it seems to be true that there will be a short upswing in the sales of new radios and other items, it will be well for the dealer to keep in mind the factors that carried him over the wartime rough spots, and to give much careful thought to his own situation before he scraps his wartime practices, and jumps up on the "pent-up demand" bandwagon. Remember, the grass always looks greener on the other side of the fence.

FEWER SERVICE CALLS
equal
HIGHER PROFITS



You know only too well what profit-eaters post-sales service calls can be. That's why postwar Lear Home Radios will be built to keep them as free from post-sales service as it is humanly possible to make them. All components will be made with watchmaker precision and accuracy — and will be built from *under-* rather than *over-*rated materials.

What's more — Lear is in the home radio business to stay. There'll be no happy honeymoon followed by a quick divorce. Lear has made spe-

cialized radios for more than 15 years. The skill, the precision gained in this operation will be embodied in all Lear Home Radios—plus all the advances and improvements Lear has made in radio during the war.

If you want to eliminate post-sales service calls — if you want to handle radios that will sell fast to people who know and want the best—you'll want complete details on the Lear Franchise. For information, write LEAR, Incorporated, Home Radio Division, Sales Dept., 230 E. Ohio Street, Chicago 11, Illinois.

LEAR RADIO



The Shape of Things to Come . . .

Three-Dimensional Movies Without Glasses

In Moscow's Sgvintorkino studio a new type of glass screen has been developed which is said to give third dimensional effect to ordinary motion picture images without the use of stereopticon aids.

The film on the glass screen engraved with more than 2,000 converging lines, is said to have depth as well as height and width. The only alteration in photography required on standard cameras is the addition of two or more mirrors fitted near the lenses to reflect images onto the film.

In projection, these mirrors catch the image which is then thrown on the screen, where the lines unscramble the images and provide a clearer picture than has heretofore been obtained.

Demonstration screen, reportedly made in one day, measures six feet wide and three feet high.

Answers Phone When You're Away

A recording and reproducing apparatus for phonograph records that will answer your telephone while you are away from home, record any message that the caller leaves, and transmit to the caller any message that you record has been invented by John J. Shively and Harry R. Van Deventer of New York City, for which they were awarded patent 2,374,842. The recording equipment consists of two or more turntables mounted close together, either of which may be used for recording or playing back recordings. When your telephone rings the vibrations of the bell actuate a detector which connects the telephone to the apparatus. The reproducing pick-up is lowered to the record you have recorded and your message is given to the caller. Then a gong signal sounds, telling the caller that he can begin giving the message he wishes to leave for you, which is recorded. When he has finished recording, the apparatus automatically "hangs up" the phone.

The device may also be used for dictating letters, recording radio programs, and playing back standard phonograph records.

Eliminates Carbon Paper

Muss, fuss and time may be saved in thousands of offices and places of business where carbon paper is used when a newly patented paper sandwich consisting of two gelatin or cellulose sheets with a layer of thick-colored liquid between comes into use. When the point of a pencil, typewriter type or other printing instrument strikes the paper sandwich the gelatin or cellulose sheet on the back side of the sandwich is ruptured, releasing the thick colored liquid onto the undersheet, producing a localized stain in the shape and size of the mark made by the pencil or type. Facts about this new paper sandwich are embodied in U. S. Patent 2,374,862, just awarded to inventor Barret K. Green of the National Cash Register Company, Dayton, Ohio and assigned to that firm.

12 Programs on 1 Radio Channel

A new system of radio transmission, making it possible to broadcast as many as 12 different programs simultaneously from a single radio transmitter, has been announced by the Federal Telephone and Radio Laboratories, New York.

The new system, called Pulse Time Modulation or PTM, the result of nine years of research, provides static-minimized reception of sound broadcasting at the same time that it effects great economy in transmission and simplifies and improves the efficiency of reception.

Actually, PTM distributes programs over one radio channel, much as several train sections are able to speed along a single railroad track at the same time without colliding.

Pulse Time Modulation receivers do not "tune" like conventional radio receivers, since they receive all radio programs on one frequency channel. Instead, they are equipped with push-

button circuits able to separate each program after it is received, comparable to the way train sections going into the railroad yard are switched to different tracks in the terminal.

Regular broadcast receivers pick up static and noise because the broadcasts are electrically similar to this type of interference. PTM transmissions differ enough from static to permit a PTM receiver to filter out such noise. Background disturbances of atmospheric or other kinds are largely eliminated from reception as in Frequency Modulation (FM).

The new system has been named PTM because the radio signals are transmitted in the form of short pulses accurately timed. The time intervals between pulses in the new system, since it operates on very high frequencies, are extremely minute. Insertion of separate synchronizing pulses permits more than one program to be transmitted on a single channel. Reception of a particular program is accomplished by synchronizing the radio receiver through this pulse.

Other programs, transmitted with differently synchronized pulses, are received by readjusting the synchronization in the receiver.

Switch on Windows

Windows that close themselves when it rains go next on your list of postwar possibilities. They would have a switch which only a few drops of water would set in motion—an idea based on the device used to raise and lower the landing gear on landing craft. *Still another window for your dream home would open or close itself as the temperature rises or falls.*

Liquid Plastics For Outdoor Furniture

Lighter weight outdoor furniture that will be impervious to dampness may be made in the future from a new family of liquid plastics which, when combined with glass, will have a per-pound strength equal to steel.

Record Releases of the Month

CAPITOL

- BD-12 Slack's Boogie Woogie — Freddie Slack and Orchestra
- 207 Lily Belle—The Pied Pipers with Paul Weston Orchestra
We'll Be Together Again—The Pied Pipers
- 208 I'm A Shy Guy—The King Cole Trio
I Tho't You Ought to Know — King Cole Trio
- 209 Homesick—That's All—Skip Farrell and the Dinning Sisters, Jerry Vaughan Orchestra
Love Letters—Jerry Vaughan Orchestra
- 210 Koki Koki—Carlos Milina and Orchestra, Bobby Rivera Vocal
Nocturnal—Carlos Molina and Orchestra

COLUMBIA

- 6744 Headin' Down the Wrong Highway—Ted Daffan's Texans
Shadow on My Heart—Ted Daffan's Texans
- 6745 It's Too Late Now to Worry Any More—Roy Acuff and his Smoky Mountain Boys
Wait for the Light to Shine—Roy Acuff and Orchestra
- 36280 Homesick—That's All—Frank Sinatra, Axel Stordahl Orchestra
A Friend of Yours—Frank Sinatra
- 36821 Say it Over Again—Kate Smith, Jack Miller Orchestra
And There You Are—Kate Smith
- 36822 The Charm of You—Ray Noble and Orchestra, Larry Stewart Vocal
What a Sweet Surprise—Ray Noble and Orchestra, Larry Stewart Vocal
- 36826 I'd Rather Be Me—Frankie Carle and Orchestra, Paul Allen Vocal
I Was There When You Left Me—Frankie Carle and Orchestra, Phyllis Lynne Vocal
- 26828 Till the End of Time—Les Brown and Orchestra, Doris Day Vocal
He'll Have to Cross the Atlantic—Les Brown and Orchestra
- 36829 On the Atchison, Topeka and the Santa Fe—Tommy Tucker Time, Vocal by Don Brown
Welcome Home—Tommy Tucker, The Three Two Timers Vocal
- 36830 I Fall in Love Too Easily—Frank Sinatra, Axel Stordahl Orchestra
The Charm of You—Frank Sinatra

DECCA

- Album A-393 Five Ten Inch Records: Songs of Devotion, Fred Waring Glee Club and Orchestra
- 18678 Ave Maria — Bach-Gounod, Jane Wilson, Soloist
Now the Day Is Over—Jane Wilson
- 18679 Holy, Holy, Holy—Jane Wilson
This Is My Father's World
- 18680 Nobody Knows the Trouble I've Seen—Gordon Goodman, Soloist
Sometimes I Feel Like a Motherless Child—Walter Scheff, Soloist

- 18681 Faith of Our Fathers
Blest Be the Tie That Binds
- 18682 Onward Christian Soldiers
Battle Hymn of the Republic—Gordon Berger, Soloist
- 18688 Please No Squeeza De Banana—The Jesters and Milt Herth Trio
Fuzzy Wuzzy—Milt Herth Trio
- 18692 When the Boys Come Home—from "Bloomer Girl," Russ Morgan and Orchestra
I Can't Believe It—Russ Morgan and Orchestra, Marjorie Lee Vocal
- 18693 If I Loved You—from "Carousel," Leo Reisman and Orch., Marshall Young Vocal
What's the Use of Wond'rin'—from "Carousel", Patti Clayton Vocal
- 23425 It's Only a Paper Moon—Ella Fitzgerald and the Delta Rhythm Boys
Cry You Out of My Heart—Ella Fitzgerald
- 23428 June Is Bustin' Out All Over—from "Carousel", Hildegard with Guy Lombardo Orchestra
This Was a Real Nice Clambake—from "Carousel", Hildegard with Guy Lombardo

JAMBOREE

- 902 Little White Lies—Don Byas and Quartet
Out of Nowhere—Don Byas and Quartet
- 903 Deep Purple—Don Byas and Quartet
Them There Eyes—Don Byas

MAJESTIC

- 7083 I'll Walk Alone — Louis Prima and orchestra
Robin Hood — Louis Prima and orchestra
- 7092 Twilight Time—The Three Suns
Shaga, Shuga, Shuffle—The Three Suns
- 7106 Angelina — Louis Prima and orchestra
Oh Marie—Louis Prima and orchestra
- 7124 Hitsum-Kitsum-Bumpity-Itsum — Louis Prima and orchestra
What's the Matter Marie? — Louis Prima and orchestra
- 7127 Just a Prayer Away—The Three Suns
Wooden Shoes — The Three Suns
- 7129 Laura—Jerry Wald and orchestra
Candy — Jerry Wald and orchestra

(Continued on page 40)



Meet the Royal Family
IN LONGIFE NEEDLES
FIDELITONE



Fidelitone MASTER

provides all these: (1) Floating point construction. (2) Horizontal and vertical shock absorption. (3) Permium metals tip (four times more costly than gold) assures maximum needle life. (4) Finest reproduction. (5) Increased kindness to records. (6) Filtered record-scratch. (7) Patented self-locking insertion design.



Fidelitone DELUXE

with the Permium Tip. Gives smooth, scratch-free reproductions... Months of satisfactory service... Floating point construction... Kind to records... Patented self-locking design. The best needle a dollar can buy.



Fidelitone FLOATING POINT

worth more than the price. Its floating point construction filters record scratch, and its precious-metals tip assures up to 1000 or more perfect plays with kindness to records.



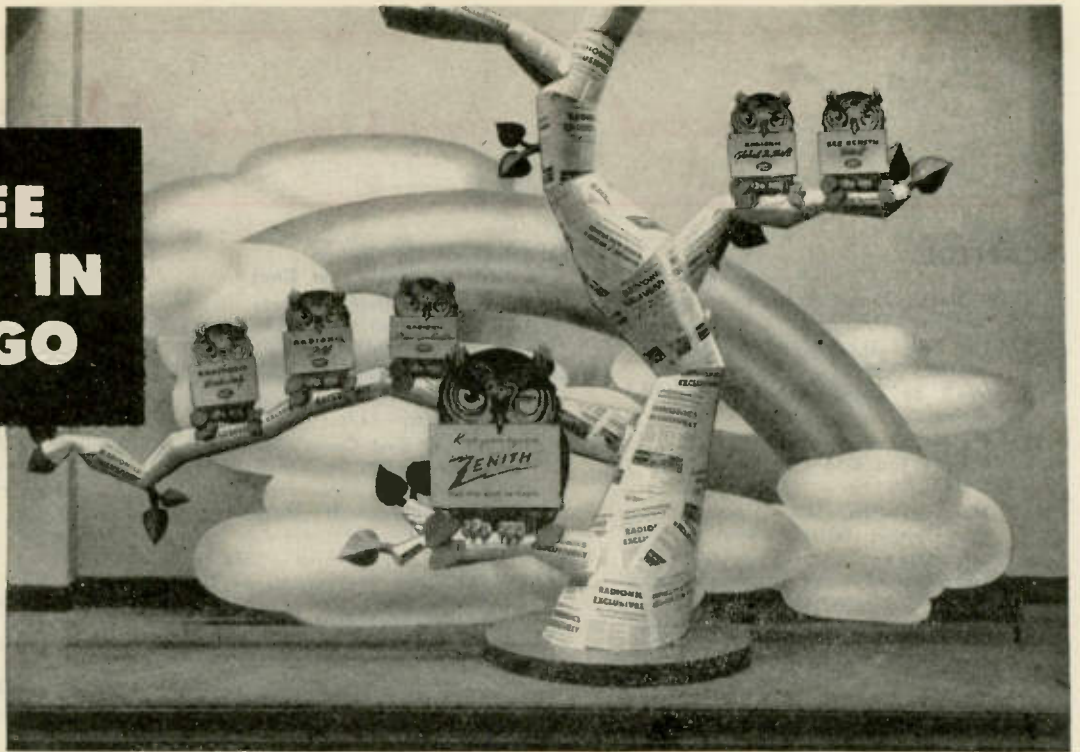
Fidelitone DE LUXE RECORDING STYLUS

a professional stylus of true Fidelitone quality for home recording. The platinum metals (Permium) tip is accurately shaped and precision-ground to scientific specifications. The finest stylus available for home recordings.



PERMO Incorporated
6415 Ravenswood Ave., Chicago 26
The original and world's largest manufacturer of longlife phonograph needles

A TREE GROWS IN CHICAGO



... and has been growing and growing for over a quarter century!

It's the "Radionics Exclusively" tree! And the wise owls are the radio dealers all over the country who are roosting in it! This tree grows the finest of home radio sets! You'll find no ranges, no refrigerators, washing machines or electric irons sprouting from its limbs.

"RADIONICS EXCLUSIVELY"

For this is the "Radionics Exclusively" tree... specializing in the fruits of the science of radio waves, only!

No wonder the "wise owls" of the radio business are latching onto a Zenith franchise! With one stroke of the pen, they cut themselves free from forced combinations of profit-eating "also ran" appliances.

Freedom of choice is an American heritage. It's the right of every retailer to choose the *best* of each from among the appliance lines at his disposal. And Zenith, by concentrating on Radionics Exclusively, takes its stand, shoulder to shoulder, with you

radio merchants of America. This is only one of the constructive policies that have brought Zenith through the years to its present position of supremacy.

As the time draws closer when Zenith Radios will be available, we reiterate this promise—Zenith will continue to concentrate on Radionics Exclusively—to bring you the finest "Advanced Engineering" line of Radionic Radios it is possible to produce!



WATCH ZENITH! Keep in touch with your Zenith Distributor. He has the last minute "dope" on factory developments.

ZENITH RADIO CORPORATION • CHICAGO 39, ILLINOIS

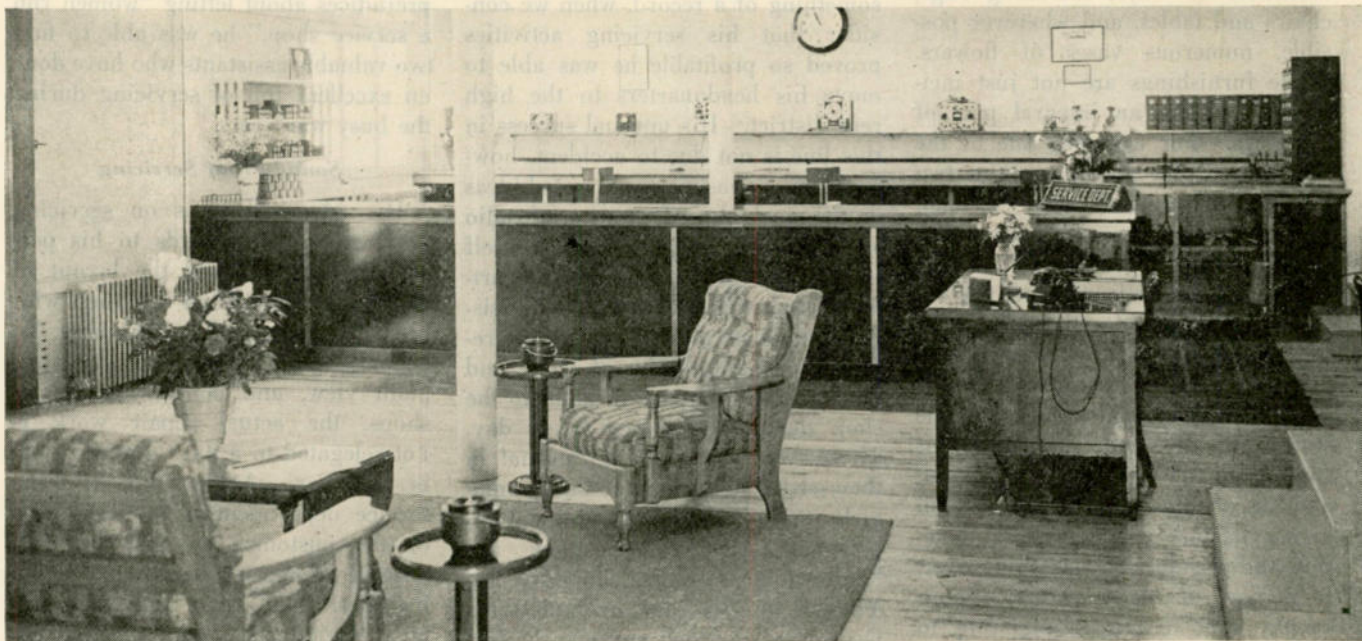
Keep Your Eye on

ZENITH
LONG DISTANCE RADIO

for the Best in Radio!

RADIONIC PRODUCTS EXCLUSIVELY—
WORLD'S LEADING MANUFACTURER

RADIO • FM • TELEVISION • RADAR • SHORT WAVE • RADIO • PHONOGRAPHS • HEARING AIDS



THE INTERIOR OF DE YOUNG'S NEW DEALER-SERVICE SHOP

How One Service Dealer Expanded During Wartime

Back in 1929 Ben DeYoung first came to Ithaca, New York, and set up his own radio repair shop in one of the low rent districts of the city. As he puts it, "he enjoyed a nice business for several years," and then with the ever-increasing expansion of radio he felt his side street establishment was no longer in keeping with the stature and importance of the industry he represents. He felt that radio gradually passed from the luxury class into the realm of actual necessities, and that his industry was soon to become second to none in public importance and recognition. In his own words, he feels "radio should have top-billing everywhere—it should have the best locations, and be sold and serviced only by experts." Accordingly, he moved to Ithaca's main street, and in making this move he streamlined his new store inside and out. Today, he is completely installed in his new location, and is doing a thriving business with the re-

pair and maintenance of radio sets. It is of particular significance that he was able to expand his shop during wartime, when many radio dealers are devoting all their energies to make even a small margin of profit. But Mr. DeYoung's belief in the future of radio, plus his established policy of giving all his customers efficient, honest and neat repair jobs,

have resulted in enough surplus capital to make today's expansion possible.

Main Street Radio

The new store fronts directly on Ithaca's main street, West State Street, and is easily three times as large as the average service store. Almost the entire front of the store is devoted to two large display windows, with a convenient entrance in the center. The store's interior is light and airy, and presents a sharp contrast to the dark, untidy service shops so many customers have been forced to deal with during the recent war years. The walls are painted a restful light green which harmonizes with the ivory ceilings. Both colors are well chosen to add to the pleasant, home-like atmosphere which the store very successfully creates. In the same way, the floors are varnished to insure long wear as well as an attractive surface. The home at-

EDITOR'S NOTE

Today most service-dealers are having a tough time making both ends meet due to the shortage of radio sets and tubes. Ben DeYoung of Ithaca, New York, however, has managed to make such a healthy profit from wartime servicing, he has moved to larger headquarters on Ithaca's main street. In this article he explains his modern approach to servicing which has kept his ledgers favorably balanced during the difficult war years.

(Continued on next page)

DE YOUNG

(Continued from previous page)

mosphere has been carried out in a multitude of ways, including rugs, chairs and tables, and wherever possible, numerous vases of flowers. These furnishings are not just incidental, but are an integral part of the store. For example, one of the spacious display rooms contains two maple chairs placed near a small table for magazines. Each chair has an ash tray placed next to it for the customers' convenience, and the entire room is built for the comfort of the customer. Instead of trying to crowd a few uncomfortable chairs into the least-attractive corner of the store, Mr. DeYoung has built his store from the customer's viewpoint, and has emerged with a roomy, well arranged store which invites relaxation and a chance to talk thing over. It is part of Mr. DeYoung's philosophy that customers planning to make such major purchases as console radios or television sets should not be hurried into a sale, and need ample time to look at each model and discuss its merits among themselves. When the time does come for the postwar retailing of these goods, he believes the unhurried atmosphere of his store will contribute materially to his volume of sales.

Service Pays

It is a source of considerable pride to Mr. DeYoung that his entire war-

time business has consisted of servicing radio sets. As he tell us, "I didn't have to carry a line of baby carriages, but made all my money from repair work." This is indeed something of a record, when we consider that his servicing activities proved so profitable he was able to move his headquarters to the high rent district. His unusual success in this line is not due to accident, however, and he has many advanced ideas on the much-abused question of radio servicing. To begin with, he himself is the head of the servicing department, and with the help of two assistants conducts the entire work of repairing the multitudes of worn and damaged sets that are brought to the shop during the course of a day. Those two assistants are unusual in themselves, since they are both young girls instead of the conventional repairman. Furthermore, they are "darn good workers," in Mr. DeYoung's opinion, and he finds them neater workers than any men he formerly employed. "They are quick to learn and soon become very handy with a soldering iron, and turn out as much work as any serviceman in the business," he adds. So enthusiastic is he about his two girl assistants he claims he wouldn't exchange them for any two repairmen who might come his way. This is Mr. DeYoung's answer to the wartime problem of finding reliable, trained personnel for his service department, when so many service shops have

been plagued with alleged mechanics who demand high wages and then quit after a few weeks of shoddy, inefficient work. Since he was progressive enough to ignore the old prejudices about letting "women run a service shop," he was able to find two valuable assistants who have done an excellent job of servicing during the busy war years.

Sound-Proof Servicing

His advanced ideas on servicing don't stop with regards to his personnel, however, and the layout of the department is in keeping with his progressive mode of thinking. To begin with, the department is in plain view, and contrary to many shops, the actual repair work is not relegated to a dark, untidy room in the rear. As he puts it. "The service department is in plain view of the customer so that he may observe whatever operations are being performed, and thus be sure of the highgrade servicing his set receives." As soon as time permits, he plans to add a finishing touch to his service center—he is going to have it enclosed in sound proof glass. Thus customers will be able to see the actual repair work in action, but the noise involved will not interfere with sales. This is one of Mr. DeYoung's favorite ideas, that sales and service should join hands to increase the volume of profit.

(Continued on page 26)



PICTURED ABOVE ARE THE SPACIOUS DISPLAY WINDOWS OF DE YOUNG'S NEW STORE IN ITHACA

SYMBOL

of freedom...



To men and women in every corner of the earth, radio has become a vital symbol of freedom; a promise of the brave new world of tomorrow.

Fada is proud of its achievements in radio over a period of many years. And — as quickly as Government restrictions are modified, Fada's great productive capacities will be diverted to making the finest in radio receivers available, once more, to civilians.

PLACE YOUR FAITH IN THE

FADA Radio

OF THE FUTURE

Famous Since Broadcasting Began!

Fada dealer franchises are available now. If your jobber has not told you about Fada's profit-building merchandising plans, we suggest that you contact him — or write to us directly.



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

DE YOUNG

(Continued from page 24)

Sales Tie-In

In order to make this idea work, he plans to tie-in each sale with a guarantee of excellent repair work when the occasion arises. In his own words, "There are a number of types of radio stores, most of them with poor service departments, and some without any service department. I believe that sales and service can be combined to an advantage . . . and we can give the customer a guarantee that whatever he purchases at DeYoung's will be properly serviced." Chances are this will prove a very salient selling point in the post-war era, for thousands of customers have learned the value of a good repair job. They are no longer willing to buy any model on faith that it will continue to operate indefinitely, and will demand some assurance that they can have it repaired when necessary. Mr. DeYoung's modern service department will provide a ready answer for all such inquiries.

Naturally, Mr. DeYoung has devoted some thought to the questions

of merchandising expensive items like television sets and FM console models. His ideas here are in keeping with his desire to make his store the most attractive and efficient radio center in town, and he plans to erect individual demonstrating rooms for all such merchandise. Keeping in mind his hope to make his store as inviting as possible, he plans to install a comfortable chair in each booth, and to make these booths as attractive as he can within the space limits.

Thus Mr. DeYoung is preparing to face the future with confidence that his store will be among the leaders in Ithaca's sales and service business. Since he has established the store's reputation for honest, efficient repair work during the troubled war years, he can expect many customers to return to the store that gave them a good servicing job when they are able to purchase new radios. Furthermore, by keeping his service department at the same high level once actual sales again begin to appear on the books, he can build almost unlimited good will. His store is bound to be one of tomorrow's leaders—and better still, it is showing a good margin of profit today.



SHOWN HERE IS A COMFORTABLE CORNER IN THE ATTRACTIVE DE YOUNG DISPLAY ROOMS

War Production Board Lifts Some Restrictions

Restrictions on the production and sale of parts required for the manufacture and repair of electronic equipment, including radio sets, were removed by the War Production Board July 24 as a major step in reconversion of the radio industry. In addition, restrictions were removed from the sale of electronic equipment when produced under WPB authorization, the agency announced.

This was effected by amendment to the WPB limitation order (L-265) controlling electronic equipment.

Although electronic equipment may now be assembled and sold under "spot" authorization, WPB said that the public need not expect any quantity of new sets in the near future, since manufacturers must first seek WPB permission and then obtain materials and component parts before they can assemble sets and release them to retailers.

There are no restrictions on either the production or sale of component parts for electronic equipment under the amended order just issued, WPB pointed out, adding that the only remaining limitations on quantities that may be purchased are those on inventories in Priorities Regulation 1.

Manufacturers who wish to assemble the more common types of end equipment must have an authorization from WPB. The types of equipment that are still restricted are listed in Schedule A of the order as manual of automatic phonographs, record players, home recorders and phonograph amplifiers; amusement devices of the types usually coin- or token-operated; radio transmitters or receivers, including amplitude modulation, frequency modulation, facsimile and television; public address systems and equipment including inter-communication systems and test equipment.

Since the amended order contains no restrictions on the production or sale of component parts, the consumer's and supplier's certifications previously required have been deleted, and are not required in the sale of component parts. However, a new clarification is included that may be used, although not required, in buying parts from a manufacturer. If any distributor, dealer or person purchasing repair parts from a producer certifies that he will use or resell them for repair only, the order may be treated as though having an AA-3 rating, except that manufacturers do not make delivery on such orders in the same sequence in which they are received. A manufacturer must distribute his available supply of repair parts to his various customers so as to obtain a wide and equitable distribution, WPB said.

Direction 1 to the order has been amended to agree with the principles of the basic order.



Wanted

RADIO DISTRIBUTORS

Sign up NOW!

Automatic is now ready to sign distributors to an exclusive franchise. If you qualify, we will give you exclusive territory in which to handle both the Automatic and Tom Thumb lines.

With twenty-five years of successful manufacturing experience on which to draw—plus enlarged research and experimental laboratories—with new skills and manufacturing methods developed by the urgency of war—Automatic Radio will deliver to you better-than-ever Automatic and Tom Thumb Radios soon!

Write or wire for details today. Act now!!!



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



Association Activities Report

This feature is designed to bring you last minute reports from service-dealer associations all over the country. Be sure to send a complete account of your association to our Association Editor for our next issue.

Journal Editor Addresses Brooklyn Association

Almost one hundred radio dealers and servicemen from the Brooklyn, New York, area, attended a special meeting on July 25, at Temple Hall, Brooklyn. This organizational and membership meeting was under the direction of Chairman of the Board Mr. Irving Horowitz, of the Brooklyn Radio and Electronic Dealers' & Servicemen's Association.

After calling the meeting to order, the Association Counsel, Mr. Charles Sarret, spoke briefly on the organization's aims and ideals, and concluded with a discussion of the group's membership drive. After brief talks by two local WPB officials, the featured speaker of the evening, Mr. Mal Parks, Editor Radio Television Journal, addressed the group.

Mr. Parks pointed out that during the past two years he had been privileged to assist in the formation of twenty-one local radio service dealer associations. He briefly outlined some of the problems which will face radio servicemen, among them being that of the returned government-trained radio technician who may upset the price structure of the industry and thus make it impossible for servicemen to make a profit.

Mr. Parks then analyzed the place which television would hold in the postwar radio servicing picture, and while he admitted that television had a tremendous potential for increased sales, he pointed out that television would bring in its train problems that would have a direct bearing on the postwar future of the average radio service technician. For one thing, he showed that there will be many technical difficulties connected with the proper installation and maintenance of television receivers. He offered to wager that not one per cent of the assembled guests had the necessary technical knowledge to solve the problems connected with even a simple television installation. He added that it is only through the dissemination of such information by an association, plus informative lectures by engineers and manufacturers' executives, that the technician can hope to bring his knowledge of television to a satisfactory level.

Mr. Parks then touched briefly on the controversy which has developed concerning licensing, and stated categorically that some form of licensing would be necessary to protect the future of the servicing industry. He pointed out that an association can control its members only so long as

there is enough work to keep everyone in business. However, when competition gets keen, some members always charge a lower price for their services than the standard recommended by the association, and then serious trouble begins. Mr. Parks said it was his considered opinion that licensing would enable today's servicemen to control the conditions under which newcomers would enter the field in the postwar period.

At the conclusion of his talk, he pointed out that Radio Television Journal was sincerely interested in the growth and progress of the association, and as a token of its interest, Mr. Alex Kolbe, publisher Radio Television Journal, presented a \$50 check to Mr. Horowitz. Mr. Horowitz then thanked Mr. Parks and Mr. Kolbe for all they had done for the association.

After Mr. Parks had finished speaking, the Hon. James A. Blanchfield spoke on the subject of licensing radio servicemen, and recommended that licensing be accompanied with bonding and a system of fingerprinting.

After Judge Blanchfield had concluded, there was a further discussion on licensing and the meeting adjourned.

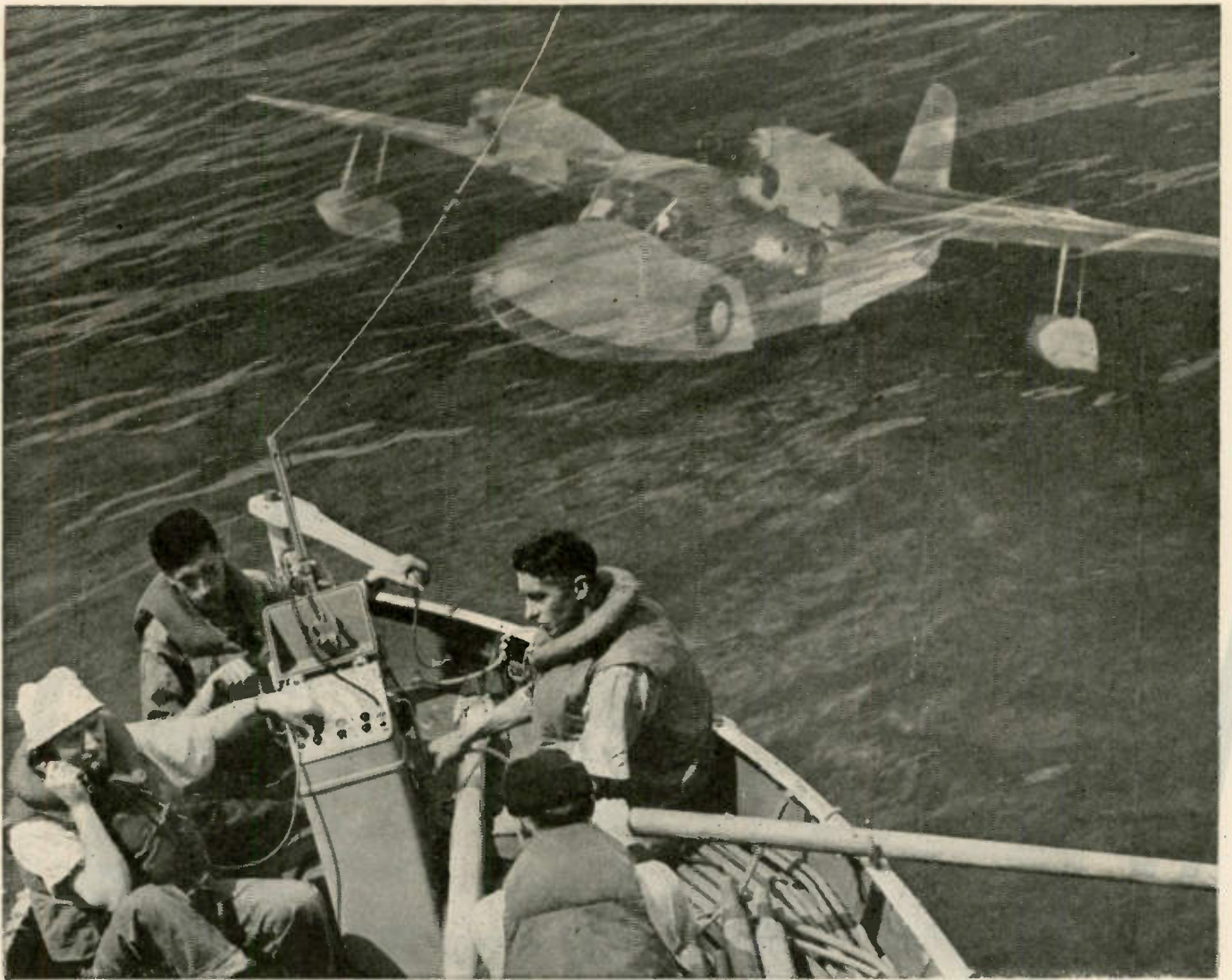
(Continued on page 32)



Officers of the Brooklyn Association, left to right: ALEX SARETT, Council for Association; PERCY DOLSON, Member of the Board; ZACHERY KRAITZ, Member of the Board; BENJAMIN SOSKEL, Member of the Board, and (seated) IRVING HOROWITZ, Chairman of the Board.



ALEX KOLBE, (center) Publisher of Radio Television Journal, presents a \$50.00 check to IRVING HOROWITZ, Chairman of the Board, Brooklyn Radio & Electronic Dealers & Servicemens' Association, while Radio Television Journal Editor, MAL PARKS, looks on.



With the new RCA lifeboat radio, shipwrecks need no longer take a terrible toll of lives.

A two-way radiophone—for lifeboats!

Here's when a telephone comes in rather handy . . . when you can "get your party" and hear "We'll be there to get you in a couple of hours!"

With the new RCA compact lifeboat radio, that's exactly what happens. A kite, or a balloon, takes the antenna up 300 feet.

Turn the power-generating cranks and out goes an SOS—along with a direction-finder beam so shore stations can figure your exact location.

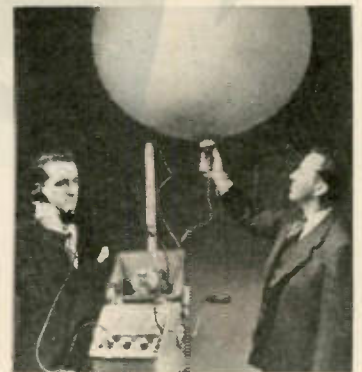
But even more amazing, shipwrecked mariners can talk with the men on their way to the rescue. They can "pick up" ships,

airplanes, and that wonderful place called "land"—even if it's 1000 miles away!

Endless research, such as went into developing this lifeboat radio, goes into all RCA products.

And when you buy an RCA Victor radio, or television set or Victrola, you enjoy a unique pride of ownership in knowing that you possess one of the finest instruments of its kind that science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20. • *Listen to The RCA Show, Sundays, 4:30 P.M., E. W. T., over the NBC Network.*



Joseph McDonald and Donald Kolb (holding balloon) are the Radiomarine engineers who developed this lifeboat radio. Here is the balloon that is inflated with helium and carries the antenna as high as 300 feet into the air.



RADIO CORPORATION of AMERICA



BENDIX RADIO ADDS NATIONWIDE POSTER SHOWINGS TO ONE OF THE BIGGEST NATIONAL ADVERTISING CAMPAIGNS IN THE INDUSTRY

BUILD BEST WITH BENDIX . . . FOR

ANOTHER REASON WHY QUALITY DEALERS ACCLAIM BENDIX RADIO

*The franchise
with a future!*

Because Bendix Radio believes that actions speak louder than words, it is forging ahead on all fronts with one of the biggest advertising and merchandising programs in the history of radio. As an *added feature* of the Bendix million and quarter dollar program, the Bendix message will appear on the streets, highways and byways of America in a nationwide poster campaign. This is the kind of backing you want in the months and years

ahead. This is the kind of backing you *must have* when competition gets keen. And Bendix Radio dealers will have it today and *tomorrow* because Bendix sights are fixed on the years ahead. Get the whole Bendix Radio story. Like everything else about this world-famous organization *it's big, sound, exciting*. Write direct to Bendix Radio Division, Bendix Aviation Corporation, Baltimore 4, Maryland.

Listen to "MEN OF VISION" Sundays 7 P.M. E.W.T. CBS



Bendix
THE REAL VOICE OF
Radio



PRESTIGE . . . PROFITS . . . PERMANENCE!

Associations

(Continued from page 28)

California Association Formed To Protect Servicemen

Due to the recent mushrooming of dishonest, fly-by-night servicemen in all parts of the country, the legitimate repair men of Southern California have banded together to form the Radio and Electronic Service Association, Inc. The group is composed of all honest, established servicemen in the vicinity, and headquarters at 1914 Vermont Avenue, Los Angeles.

It is a non-profit group, meeting once a month, and each meeting is dedicated to ways and means of protecting the honest serviceman's reputation. Every member shop displays the association's official insignia, which gives the customer assurance his radio will receive honest servicing. If the customer has any complaint, he reports the shop in question to the association and the matter is taken up by the Complaints Committee.

Here are a few of the avowed goals of the association:

1. To give the public confidence in every member shop.
2. To eliminate radio tinkerers and backyard mechanics, as well as dishonest operators.
3. To give each radio man a voice in postwar radio and parts distribution.
4. To eliminate free service calls and regulate prices and wages to

maintain a higher standard of living.

5. To teach the public that the radio serviceman is a highly trained technician, worthy of their respect.

In line with these goals, Max S. Karp, Acting President of the Association, has written a bill for licensing radio servicemen in California. This bill, known as Bill 1426, failed to pass the state assembly, but Mr. Karp hopes to see it enforced some time in the future. In brief, the bill provides for the licensing of all those who do radio or television servicing work. Repairmen could obtain such a license only after passing an examination drawn up by a Board of Examiners of Radio Servicemen. Any applicant must furnish proof of two years' apprenticeship before he is eligible to take the examination, which is composed of oral and written tests plus an actual demonstration of repairing a damaged set. The fee for a license would be \$10.00, with a yearly renewal fee of \$5.00. The bill also provides for revocation of licenses for the following offenses: Habitual drunkenness or the use of narcotics, conviction of a crime involving moral turpitude, adjudication of insanity, fraud in obtaining a license or fraud in servicing operations.

Other officers of the association besides Mr. Karp include: S. J. Cooper, of Music City, Hollywood, Secretary; Bill Williams, owner of Bill's Radio, Los Angeles, Treasurer, and Jerry Costigan, owner of Jerry's chain radio shops, Chairman of the Board of Directors.

Phoenix Radio Electronics Club Adopts Apprenticeship Standards

At a regular meeting of the Phoenix Radio-Electronics Club, held at Sky Harbor the night of June 15th, it was almost unanimously voted to approve the apprenticeship standards for the radio service industry as submitted by the apprenticeship committee. Speakers of the evening were John T. Douthit of the War Man Power Commission, Benj. F. Payton of the U. S. Employment Service, and R. L. Vulver, chairman of the Apprenticeship Committee.

Milwaukee Association Meets To Revive Dues and Activities

The Executive Committee of the Wisconsin Radio Refrigeration & Appliance Association, Milwaukee, Wis., held a meeting in that city on June 20 to plan a revival of association activities for the postwar period. When the merchandise drought hit the industry, this association discontinued the collection of association dues, but kept the organization operating on a skeleton basis during the war emergency.

With the promise of merchandise for appliance dealers by fall, the committee was asked to authorize an active revival of the association on July 1. This association includes in its membership both wholesale distributors and retail dealers and each group has a committee already in existence to handle postwar problems.

OFFICERS OF THE CALIFORNIA ASSOCIATION



(Left to Right): J. COSTIGAN, Chairman of the Board; S. J. COOPER, Secretary; M. S. KARP, Acting President; W. WILLIAMS, Treasurer.

REMEMBER!

\$50.00

IN PRIZE MONEY FOR
ALL ASSOCIATIONS

★ ★ ★

Radio Television Journal is offering \$50.00 as prize money for every association that enters our annual membership contest. For further information see page 56 of the July issue, or write to the Association Activities Dept.

Radio Television Journal

1270 Sixth Avenue, New York, N. Y.

HORN TYPE LOUD SPEAKERS

WHAT ABOUT *Horn* LOUD SPEAKERS?

25¢

Jensen
Technical
Monograph



What effect do horn formula, flare and length have on low frequency "cut-off?" In the most commonly used frequencies which horn is most directional — one with large or one with small mouth? What are the advantages of the reflex type horn? How is a 500-watt "bull horn" constructed? What are the advantages of the new Hypex,* originated by JENSEN, over the exponential type horn?

"HORN TYPE LOUD SPEAKERS"—JENSEN Monograph No.5,— the latest number in the JENSEN Monograph series and now available, discusses simply and clearly these and many other questions pertinent to the study of electroacoustics. By means of photographs, diagrams and graphs it reviews the principles, performance characteristics and applications of horn type loud speakers and illustrates modern reproducers employing horns.

Get your copy of this or any others of the series today from your JENSEN jobber or dealer or from the JENSEN Technical Service Department. Price each 25c.

Specialists in Design and Manufacture of Fine Acoustic Equipment

FREE to men in the Armed Services, and to Technical Schools, Colleges and Libraries.



Jensen

Jensen RADIO MANUFACTURING COMPANY

6623 South Laramie Avenue, Chicago 38, Ill.

Send me the Monographs checked:

- (1) "Loud Speaker Frequency-Response Measurements"
- (2) "Impedance Matching and Power Distribution."
- (3) "Frequency Range in Music Reproduction."
- (4) "The Effective Reproduction of Speech."
- (5) "Horn Type Loud Speakers."

Send 25c
for each
book ordered.

Name _____

Address _____

City _____

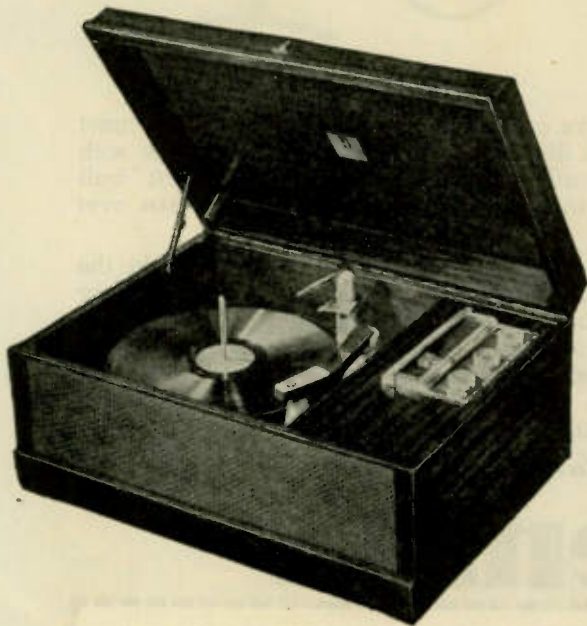
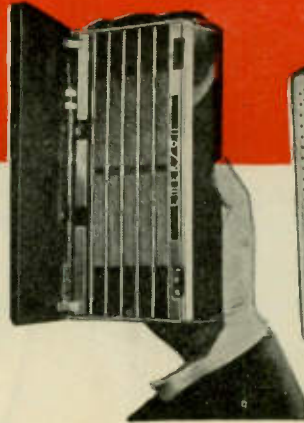
Zone _____

State _____

*Trade Mark Registered; U. S. Patent No. 2,338,262



Head Start for



Booking Orders NOW For the Forerunners of America's No.1 Small Radio

The drive begins! The first step in a great dealer-consumer campaign to reaffirm Emerson's LEADERSHIP in Small Radio—to hasten the delivery of goods when the "GO" signal is given.

With amazing new designs—new cabinet materials—new performance features—models for every purpose and every purse—the new Emerson line will be in all ways sensational.

Price and discount policies will be liberal. National and cooperative advertising and sales promotion will focus public interest on Emerson FRANCHISED Dealers and lead logically to post-war prosperity.

*Only a Few Franchises Open.
Call Emerson Distributor Today*



Emerson Radio and Television

EMERSON RADIO AND PHONOGRAPH CORPORATION, NEW YORK 11, N. Y.

Emerson Franchised Dealers!

**COMING...TO THE MILLIONS
WAITING FOR EMERSON RADIOS**

New Miracles of Engineering

ORDER NOW
for Early Delivery

**THE NEW POST-WAR
Emerson Radio**

**Come In
ORDER
NOW**

*Miracle
Sets of
Tomorrow!*

WORLD'S LARGEST MAKER OF SMALL RADIO

Emerson Radio and Television

EMERSON RADIO AND PHONOGRAPH CORPORATION, NEW YORK 11, N. Y.

MIRACLE RADIOS OF TOMORROW!

Emerson Radio and Television

By the **WORLD'S LARGEST MAKER OF SMALL RADIO**

Compact Radios... Phonoradios... Portable Radios... Pocket Radios

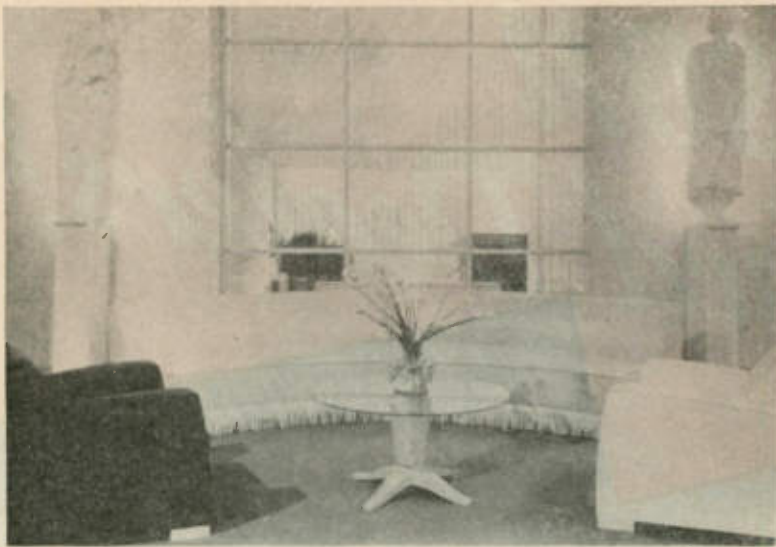
Backed by the Biggest Campaign in Emerson History

All of America is awaiting this NEWS—and all of America will get it in big doses—continuously from now on. In leading magazines, newspapers, billboards and other media. Ask for copy of big broadside which tells the entire story.

Emerson Radio and Television



EMERSON RADIO AND PHONOGRAPH CORPORATION, NEW YORK 11, N. Y.



LUXURIOUS STORES SUCH AS THIS IN MEXICO CITY CAN BE BUILT THROUGH CAREFUL PLANNING. (Photo Courtesy RCA.)

Tomorrow's Radio Store . . .

PLANNED FOR ACTION

Expansion in the radio-television-electronic field is almost inevitable after the war, with the multitudes of wartime inventions and applications discovered on the field of battle. The attendant stepped-up activity in the radio trade itself will result in two very beneficial trends in the industry: new stores will be opened in all our major cities and established dealers will expand their selling activities. Starting a new business or expanding a present location is not a casual, over-night operation, however, and each requires planning and meticulous attention to detail. Otherwise, the plague of over-expansion can easily overtake the trade and healthy competition will be replaced by price wars and bargain-basement tactics. In order to prevent such a catastrophe in the reconversion period, and to give every dealer a blueprint which is applicable either to starting a new store or expanding operations, we are presenting five steps essential to planning for the future. These points are flexible enough to apply to large or small stores alike and form a handy guide for any dealer.

The Committee for Economic Development has developed these and other points after a period of care-

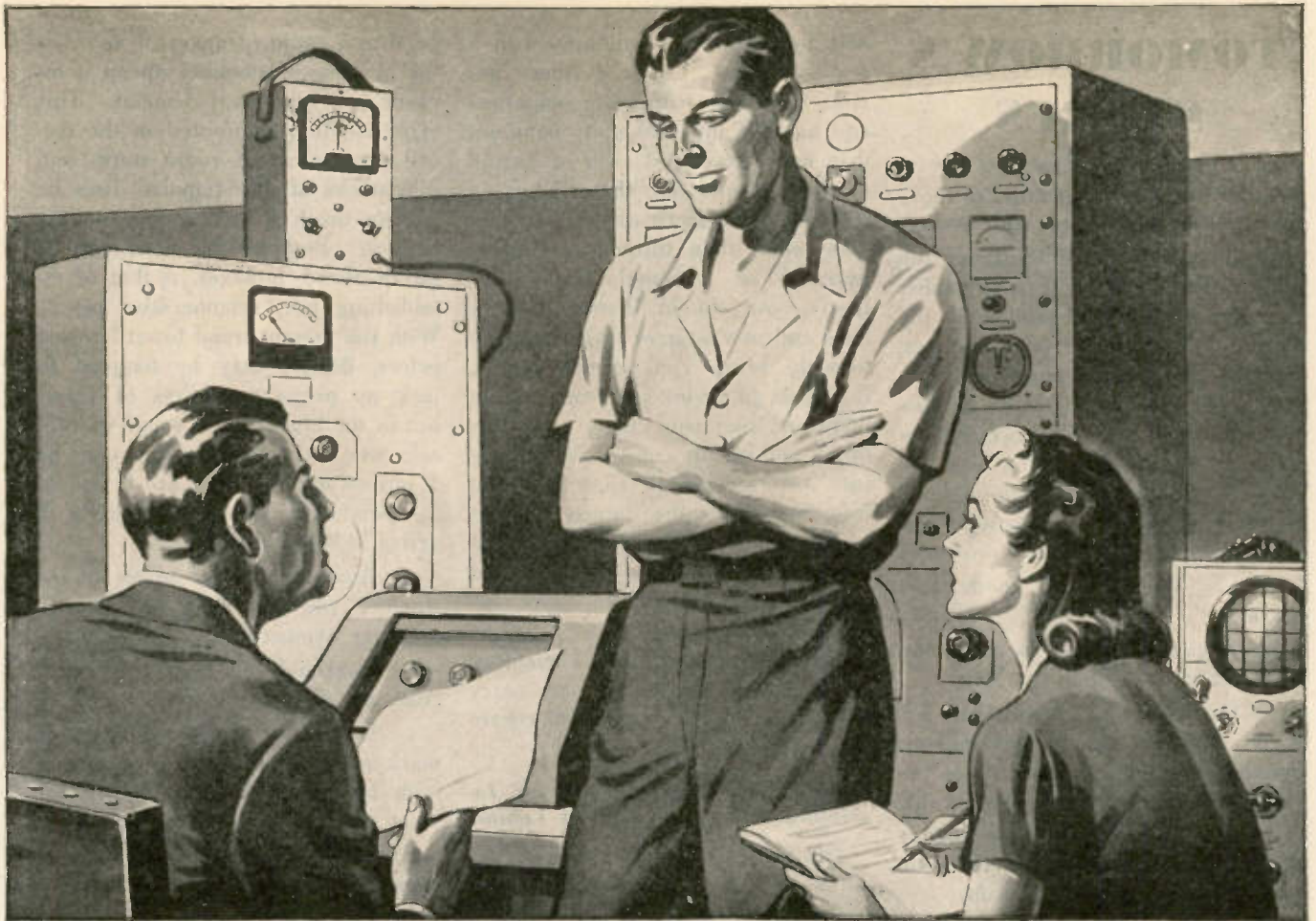
ful research into the many factors entering into retailing. They sincerely believe that retailing in all its forms is now a mature enough American industry to warrant careful planning and accurate blueprinting, and consequently they hope to guide every dealer into successful business operations.

Step 1: Making a Plan for Estimated Sales

First of all, the committee members believe that every phase of retailing will experience a considerable period of reconversion in the post-war era and that changes will be felt by every dealer. New kinds of stores are now being formulated and they will eventually mature as vigorous 1947 models. In order to include your store in this group of forward-looking dealers, you must plan ahead now, much as you would plan for Christmas or seasonal sales. A program made now, based on estimated sales volume and covering every activity of the store, can be utilized whenever it is needed. In order to insure the full effectiveness of such a plan, one man must be placed in absolute charge and this man must be the head of the business. He cannot conduct all the operations called for in the plan single handed and consequently needs a committee

of hand-picked men and women to aid him, but he must assume the full responsibility of an executive. Once his position is established, he can call upon a few of his employees to aid him. Thus planning can often spring up from below as well as being passed down from above, and the store that gives recognition to its own best people will in turn make the best people want to work there. Of itself, the plan should always be kept as simple as possible and should start from a familiar premise. Instead of asking the vague question, "How can we modernize?" the provocative point, "How can we sell more radios?" should be used as a starting place. Once ideas have been developed, either to increase the scope of sales or to insure a successful sales record for a new store, the next step is to assign each working member of the committee a definite role of action. With each member of your force sure of his responsibilities, there will be no overlapping of authority or petty jealousies. The plan will then unfold itself unhampered by disagreements and time-wasting discussions, and both management and salesmen will be able to operate to the best of their abilities.

(Continued on page 38)



Yes...the "Lab" work is *Complete!*

OUR post-war plans, policies and perfected line of Eastern sound equipment have long ago passed the stage of draft-board design and laboratory tests! We're "in the groove"—ready to go! Based on our many years of experience, the new Eastern equipment incorporates the many

wartime techniques which we have been building into *quality* units for Uncle Sam.

For details and information please fill out and mail the Coupon today. Eastern Amplifier Corporation, 794 East 140th Street, New York 54, New York.

EASTERN AMPLIFIERS

This is Your Ticket

for complete information on our post-war line and the details of our proposition.

EASTERN AMPLIFIER CORPORATION, Dept. 3-B
794 East 140th St., New York 54, N. Y.

We are JOBBERS, DEALERS, A SERVICE ORGANIZATION, SOUND SPECIALISTS. We're definitely interested in your post-war line, your policy, your proposition. Mail us complete information, without obligation.

COMPANY NAME

ADDRESS

CITYZONE.....STATE.....

INDIVIDUALTITLE.....

TOMORROW'S STORES

(Continued from page 36)

Step 2: Deciding What Lines to Carry and Improving Relations with Sources

In this phase of building for the future, it is always best to remember that dependable merchandise is the basis of satisfactory trade. At times, inferior goods may show a better profit, but they do not build a business or establish lasting customer relations. In deciding what lines to stock in the future, it is advisable to review your present merchandise and make a check list for your own use:

- a) List the lines of goods now carried.
- b) Decide which goods bring the most profit and which the least.
- c) Decide on a proportion between longer profit, slow-moving merchandise and traffic items to reach a planned average gross profit.
- d) Consider pushing some longer-profit items as a feature of your store to insure making a profit.

This same type of procedure should next be carried through in regard to your relations with your sources. For example, list sources from which goods are now purchased and then analyze your situation. Are you buying from too many sources? Too few? Would it be more profit-

able to have closer relations with a few sources? Check further into your relations with your suppliers and unearth any causes of complaint that have developed over a period of time. Make sure that all buying is done on the merit of the merchandise rather than through prejudice, hear-say or personal friendships. Lastly, you should investigate new lines and new sources which may ultimately bring you greater profits. It is best to review all your present literature on hand from manufacturers and set up a program to make sure you receive all such pertinent information in the future. Later, when shortages are relieved, cut down duplicate stocks and close out lower quality goods. In short, approach your entire stock with the critical eye of your most meticulous customer and make sure you carry the most profitable, durable merchandise in the field.

Step 3: Adopting Methods for Increasing Sales to a Planned Volume

The initial step here is to figure out a workable sales goal based on past sales records. Many dealers seem to pick an arbitrary figure for their salesmen to shoot at, regardless of the actual chances for success. Instead of providing an incentive, such a policy often irritates salesmen who realize the impossibility of the proposed task. Another serious draw-

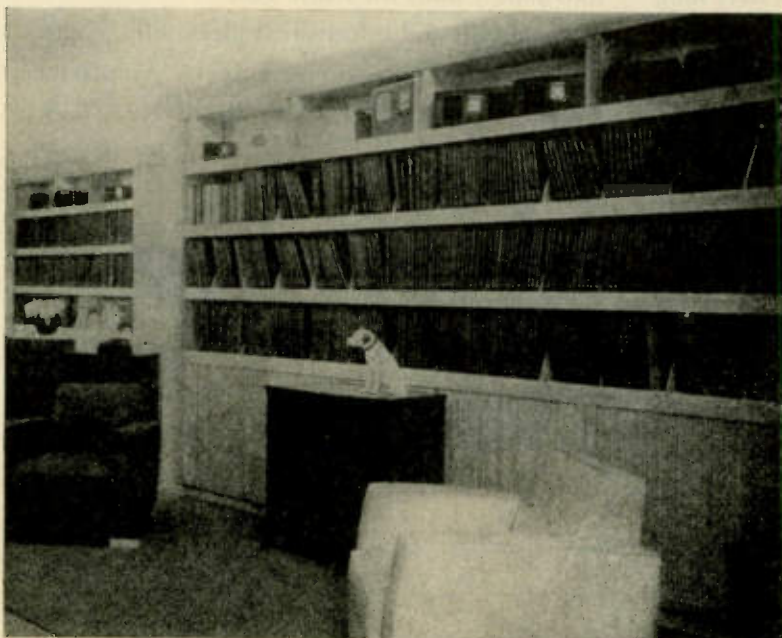
back to a rapid turnover of goods is the practice of stocking up on items never really in great demand. This error is often committed in the record department of radio stores and idle stocks of once-popular discs lie like so much wasted money on the shelves. Perhaps the most serious pitfall ahead, however, is that of establishing fair, remunerative prices. With the present trend toward raised prices, dealers may be tempted to jack up prices regardless of value, but in the higher price range of console sets and television this may be a serious error. Here are a few of the points the committee suggests to arrive at a fair price:

- a) Analyze all your prices to see whether you can meet present and post-war competition.
- b) Overhaul all your overhead costs for all possible reductions.
- c) Decide whether customary mark-up makes the store's prices too high to appeal to the majority of your customers.
- d) Set mark-up according to your lines and turnover, not store-wide.

In order to meet your competition, it is a good idea to initiate methods of reaching new customers now. In this line you can train your sales personnel to make friends with more and more people in the neighborhood and thus direct a natural flow of traffic to your doors. In the same way try to give your store a definite personality through individualized advertising, which is carried through in newspaper ads, window display and occasional posters within the store. This can also be brought into your direct mail advertising which should be checked regularly to insure its effectiveness. Lastly, direct telephone appeals can be utilized to a considerable extent after the war and, if handled with a light touch, can often be very useful.

Step 4: Deciding What Changes Are Needed in the Store Itself

When a new store opens or a modernized store appears in an old location, people expect something different and exciting and through advance publicity and circulars a considerable interest can be built up. The grand opening should not be a disappointment and the best way to



CAREFUL PLACEMENT OF FURNITURE PLUS A RESTFUL ATMOSPHERE HELP SPUR SALES. (Photo Courtesy RCA.)

60,000,000 chances for profit

Why RCA Metal Tubes Give You a Chance to Get the Largest Share of a Backlog Market for 60,000,000 Renewal Tubes

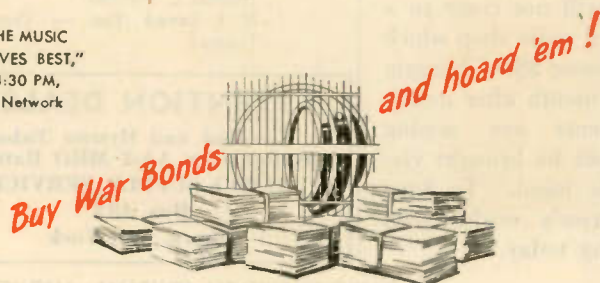
AUTHORITIES estimate that there is a backlog of demand for 60,000,000 tubes needed as renewals for civilian radio sets. This tremendous market *already exists*—it awaits only the release of the necessary tubes.

Of the 60,000,000, metal tubes will represent a very substantial share.

Since RCA is by far the largest producer of metal tubes—RCA has made more than 150,000,000 metal tubes since 1935—the public, as well as the industry, has known and accepted RCA metal tubes as standard for a decade.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

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



After the war, Preferred-Type RCA metal tubes will offer

- ★ Stock-saving advantages of the RCA Preferred-Type Program.
- ★ High performance assured by the greatest experience in producing metal types.
- ★ Easier servicing.

Thus, when you go after your share of the 60,000,000 market, keep this in mind: If your metal tubes are *RCA*, they're already sold—they'll move through your stock automatically, and they're sure to satisfy your customers.



62-6636-95

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

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

TOMORROW'S STORES

(Continued from page 38)

insure a successful beginning is to direct all the elements of a store toward *selling goods*. Many dealers now plan many of their store's features toward the vital task of selling, but few realize all elements can perform this function. Here are a few of the guide posts every retail store should possess:

- a) Make all your merchandise accessible. Let the customer try the new radio or television set himself; he will get the added thrill of operating a new invention.
- b) Lay out your store so customers follow a definite route leading to a maximum number of sales.
- c) Group related merchandise. Record players sell records, records sell needles and record brushes, etc.
- d) Departmentize your store for greater sales efficiency.
- e) Keep your store clean and attractive.
- f) Light can sell merchandise; examine your store for dark spots and give your most expensive items the best lighted corners.
- g) Have simple, eye-catching displays which are often changed. Many people pass a store twice a day on their way to and from work and the same display can actually become irritating.
- h) If possible, re-design the front of your store along modern, fluid lines. If your budget will not permit this much outlay, at least give the front a coat of paint and make sure your signs are attractive and well lighted.

Step 5: Organizing, Compensating and Training Personnel

In the final analysis, a store is made up of people and these people are more important than a building or merchandise. Selection and training of the right people can be more important than any other phase of planning for the future, since they can assure your success as a retail dealer. In order to insure contented, interested sales personnel, it is best to consider some form of the

many incentive plans now in common practice. Once you have a core of well trained salesmen, you can lay your plans for adding new members to the staff. More and better selling will be needed as new items connected with television come into your stores and a good salesman is always a good investment.

Selling is usually most remunerative when you cater to the customer's wants, rather than following any prescribed sales talk. Customers expect three main things from a salesperson:

- a) The customer expects *interest* and a courteous reception from the salesperson.
- b) The customer expects *deference*, which means an honest respect for his wishes and judgment. It is always better to guide the course of a sale rather than trying to dominate it completely and thereby forcing a purchase.
- c) The customer expects *knowledge* of the location of merchandise, their price, assets, durability, etc.

By following these three guiding rules, salesmen can soon reach the status of good, steady producers, without resorting to high-pressure methods. If some of your forces need an outside stimulus from time to time, build up a sales manual with the help of your entire force. Collect and file information about radios, television sets, new electronic devices, etc., which your salespeople can memorize as a convenient sales aid. In the same way, train all your sales personnel to make only true statements about the merchandise and thus build up the confidence of your customers.

By carrying through these ideas in the various phases of retailing, a successful sales volume can often be guaranteed. Radio retailing is assuming the proportions of big business day by day and, in order to keep up with the times, accurate planning and designing are almost mandatory. Success will not come to a slovenly, haphazard radio shop which idly displays the same \$9.95 bargain set in its window month after month—new developments are arising every day and must be brought vividly to the public mind. To keep pace with tomorrow's world, start your store planning today.

Record Releases

(Continued from page 21)

- 7130 The More I See You—Jerry Wald and orchestra
He's Home for a Little While—Jerry Wald and orchestra
- 7132 Sweetheart of All My Dreams—The Three Suns
Don't Apologize — The Three Suns
- 7133 Dream — The Three Suns
It's Dawn Again — The Three Suns
- 7134 Bell Bottom Trousers — Louis Prima and orchestra
Caldonia — Louis Prima and orchestra.
- 7135 I Was Here When You Left Me — Louis Prima and orchestra
Please No Squeeze Da Banana — Louis Prima and Orchestra
- 7136 Up Jumped Love—The Three Suns
Out of This World—The Three Suns
- 7137 Clarinet High Jinks—Jerry Wald and Orchestra
A Friend of Yours—Jerry Wald and Orchestra
- 7138 Can't You Read Between the Lines—Jerry Wald and Orchestra
Clarinet Boogie Blues—Jerry Wald and Orchestra
- 7139 I'm in a Romantic Mood—The Three Suns
I Hope to Die If I Told a Lie—The Three Suns
- 7140 There! I've Said It Again—Louis Prima and Orchestra
- 7141 I Don't Want to Be Loved—Louis Prima
Brooklyn Bridge—Louis Prima
- 7142 Flower Dance—The Three Suns
Busy Holiday—The Three Suns
- 7143 What Would Annie Say?—The Three Suns
Midnight Time—The Three Suns
- 7144 You Won't Be Satisfied—Louis Prima
There's a Broken Heart for Every Light on Broadway—Louis Prima

VICTOR BLUEBIRD

- 20-1694 A Hundred Years From Now — Carson Robison and orchestra
There's No More Feudin' in the Mountains — Carson Robison and orchestra
- 34-0730 Five Feet Four — Jazz Gillus
Go Back to the County — Jazz Gillus
- 34-0731 Detroit Blues—Tampa Red
Sure Enough I Do—Tampa Red

VICTOR RED SEAL

- M-1004 Prelude, Chorale and Fugue — Rubinstein
- M-1006 Death and Transfiguration — Stokowski and the New York City Symphony
- 10-1173 Cradle Song — Blanche Thembom
Virgin's Slumber Song — Blanche Thembom
- 10-1174 June Is Bustin' Out All Over — Thomas L. Thomas
If I Loved You — Thomas L. Thomas

ATTENTION DEALERS

Ken-Rad and Hytron Tubes
Available on AA-2 MRO Ratings
RADIO SUPPLY SERVICE
Box 482
Ithaca, New York

LATE NEWS FLASHES

Henry Hutchins Announced As New President of John Meck Sales Corp.

Mr. Henry Hutchins has been elected president of John Meck Industries Sales Corporation, which has its offices at 35 East Wacker Drive, Chicago, Ill. National sales of Meck radios will be handled from there under the direction of Mr. Hutchins.

Mr. Hutchins has just resigned from the National Union Radio Corporation, where for more than fifteen years he headed the sales of that company. The National Union Radio Corporation has taken a leading part in developing the importance and growth of the radio parts jobber and the radio service dealer.

CLARION OFFICIALS DISCUSS FALL PRODUCTION



Seated at the desk are John Holmes, President of Warwick, listening to an explanation by Jack Morgan, Chief of the Clarion Design Staff. Standing back of them (from left to right) are Fred L. Holmes, Secretary; Gordon G. Brittan, Vice-President; Earl E. Sprout, Clarion's Advertising Counsel; Reau Kemp, General Sales Manager; E. W. Fiebler, Plant Superintendent, and Howard A. Gates, Director of Engineering.

Moore and Hacknyos Appointed G. E. Electronics Reps

C. E. Moore has been appointed a representative of the General Electric Company's Electronics Department in the West Central District, with headquarters in Kansas City, according to A. A. Brandt, department general sales manager. Mr. Moore will report to R. J. Meigs, West Central District electronics manager.

N. W. Hacknyos has also been appointed a representative of the G. E. Electronics Department, and will operate in the Atlantic District with headquarters at Philadelphia. He will report to T. B. Jacocks, electronics district manager.

Emerson Radio Launches "Head Start" Campaign Toward Postwar Sales

Company Launches First Definite Product-and-Policy Campaign

With a program entitled "Head Start Toward Civilian Radio Business," Emerson Radio and Phonograph Corporation has launched the radio industry's first definite product-and-policy campaign with specific models, approximate descriptions and prices and equitable merchandise allocations to the trade. This announcement was made at enthusiastic distributor meetings in New York and Chi-

cago on July 9-10 and July 16-17, respectively.

While contingent upon the release of materials and manpower and Government rulings with regard to price and discount structures, the program set forth was to all intents and purposes a head start toward the resumption of normal manufacturing and selling. The dramatic product and promotion exhibits portrayed actual new radio mod-

els and a galaxy of advertising and sales promotion plans and materials.

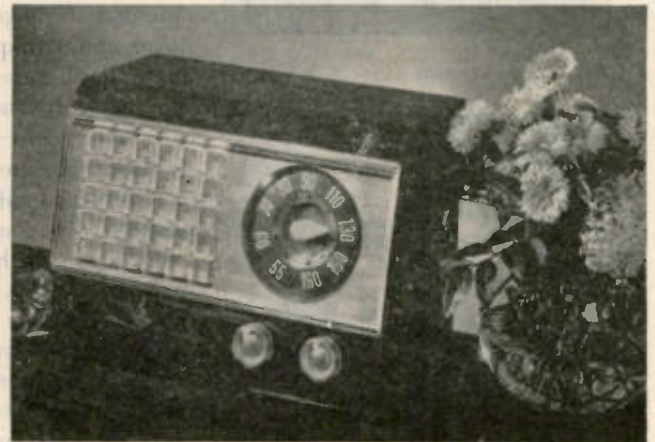
Mr. Ben Abrams, president of Emerson Radio, presented the first four new basic models which the company is planning to manufacture in huge quantity as rapidly as facilities and materials are released for that purpose. While making it entirely clear that there is to be no let up of Emerson's war production, Mr. Abrams stated

that the head-start program is in every way consistent with the Government's policy and desire to bring about an orderly and rapid transition from wartime to peacetime functions within the radio industry.

The forerunner Emerson radio models include a compact set to retail in the neighborhood of \$25.00, a portable set at \$35.00, a phonoradio at \$85.00 and a pocket receiver at \$25.00.



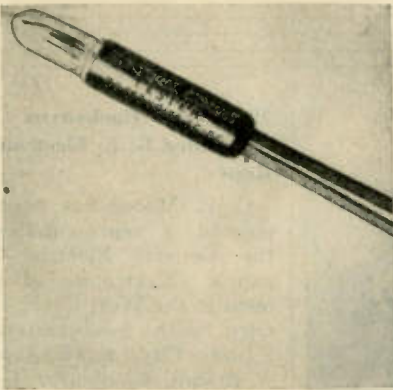
EMERSON PHONORADIO MODEL 506



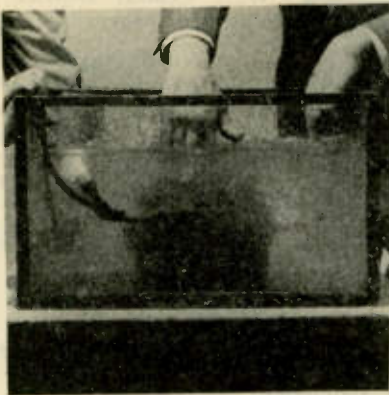
NEW EMERSON MODEL 502

NEW PRODUCTS NEWS

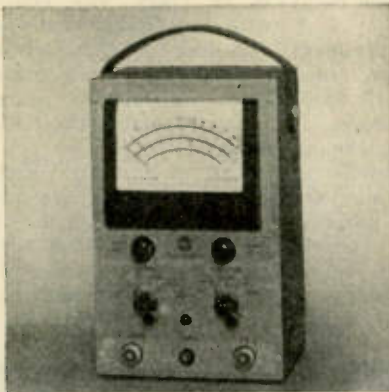
NUMBER 1



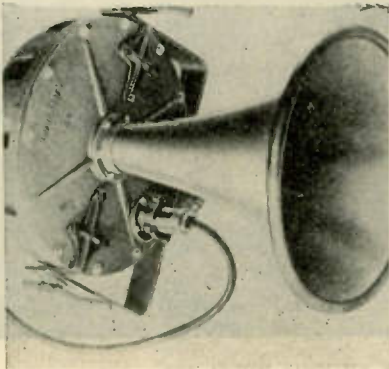
NUMBER 2



NUMBER 3



NUMBER 4



In order to keep the thousands of service dealers who read Radio Television Journal up to date on the numerous new products appearing on the market today, we are inaugurating this feature. For further information on these new products, just write to Radio Television Journal, 1270 Sixth Avenue, New York, N. Y. Be sure to give the key number of the item you are interested in.

1. New Circuit Tester

A new All-Purpose Circuit Tester for all who have to do with electricity, has been made available. It is convenient vestpocket type, and indicates voltages from 90 DC, and 60 AC, to 500 volts AC or DC. A General Electric neon lamp on the top glows in varying intensities indicating circuit conditions. No glow indicates a dead line. The lamp lights on currents as low as one micro-ampere.

2. Waterproofing Liquid

A waterproofing liquid for electric motors, ignition systems, batteries, internal-combustion motors, wiring and numerous other devices subject to corrosion or affected by water or moisture, has just been released for civilian use. The liquid insulation product has been widely used by the armed forces of waterproofing ignitions and preventing battery corrosion.

3. Announce New Tester

A new piece of test equipment, the Voltohmyst, which is one compact unit provides the means for measuring 4-c or a-c voltage, resistance, audio level, and FM discriminator balance, has been announced to the trade.

The new Voltohmyst combines a 6-range d-c voltmeter, an ohmmeter reading from .1 ohm to 1000 megohms, a 6-range a-c voltmeter, a linear audio frequency voltmeter, an audio level meter, and an FM discriminator balance indicator.

4. Long Range Speaker

This new loud speaker is a high powered directional loudspeaker for long range speech projection through high noise levels. Range is approximately one mile over open country and two miles over water. Primarily designed for speech reproduction, it has a frequency range of 300 to 5000 cycles per second and handles 150 watts of audio power.

5. Lightweight Resistors

An improved line of non-inductive resistors specifically designed for use where light weight and compact size are important has just been announced. These components function under adverse atmospheric conditions and may be subjected to heavy overload without premature breakdown. Accuracy is retained throughout the life of the unit.

6. Tube Extractor

This new modified version of the standard tube extractor has rubber covered gripping surfaces, and the prongs open wide enough to fit all tube sizes. Special design of the extractor reduces breakage of thin-walled tubes to a minimum, to say nothing of the savings in fewer burnt fingers, and a great deal of time.

7. Facsimile Unit

This newly refined facsimile unit, designed for postwar was engineered to transmit and receive simultaneously either by radio or over ordinary telephone lines. This unit is surprisingly small and compact. Its dimensions are 15 inches in width, 9 inches in depth and 14 inches in height. Complete with its power supply, the instrument weighs approximately 25 pounds.

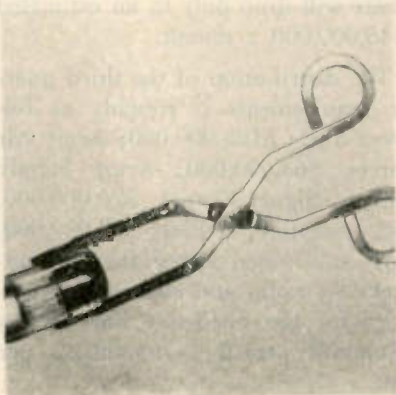
8. Lock-In Electron Tubes

Featuring sturdy mechanical construction to withstand vibration, shock and rough service in aircraft and radio and electronic control, these lock-in tubes provide many electrical advantages for high and ultra high frequency applications. Tube bases of all metal design provide shock-proof positioning of the tube in its socket. Solid socket pins, which provide excellent mechanical and electrical contacts with socket parts, are welded directly to the tube elements.

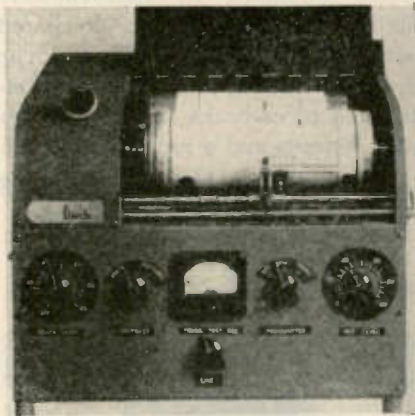
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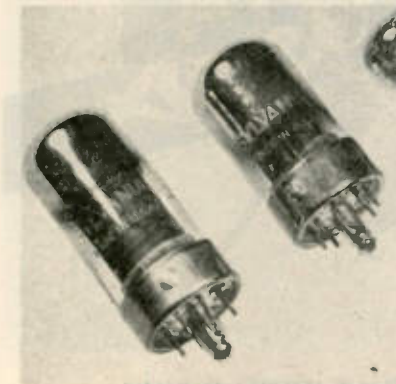
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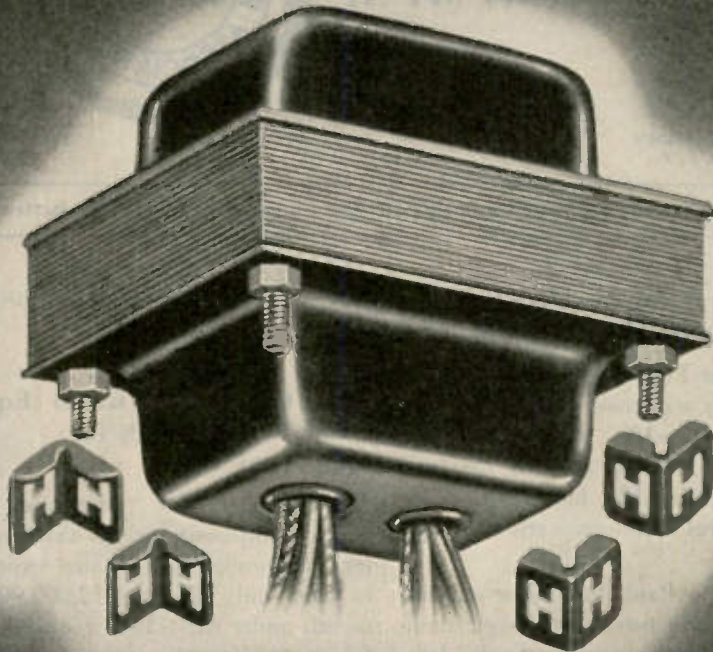
NUMBER 7



NUMBER 8



*More adaptable...
than any other!*



STANCOR UNI-DAPT

(UNIVERSALLY-ADAPTABLE)
REG. U. S. PAT. OFF. PNDG.

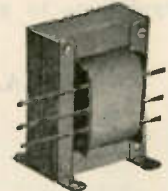
POWER TRANSFORMERS



TYPE C



TYPE G



TYPE N

The Stancor Uni-dapt Power Transformer line—"universally adaptable"—will serve more than 80% of all radio transformer replacement requirements. Four auxiliary mounting brackets facilitate adaptation to a variety of mounting positions for ready interchangeability. Heavy insulated leads are tinned for easy soldering. Electrostatic shielding minimizes line interference. Proper selection of core and coil design with Stancor quality impregnation insure long, trouble-free life.

Stancor manufactures a complete line of transformers. Inquiries are invited from radio servicemen, amateurs and electronic engineers.

STANDARD TRANSFORMER CORPORATION
1500 N. HALSTED STREET • CHICAGO 27, ILLINOIS



R. M. A.



NEWS

BOND CEDDES
Exec. V. P.

R. C. COSGROVE
President

R.M.A. News is published monthly for the purpose of developing better understanding between Mfrs. and Dealers.

New FM Receivers Expected To Cover 88-108 Mc. Band

Post-war FM radio receivers in all probability will cover the entire band from 88 to 108 mc., instead of merely 92-106 mc. recently assigned to commercial FM broadcasting by the Federal Communications Commission.

Chairman Paul Porter has advised radio manufacturers to design their FM receivers to incorporate the 106-108 mc. assigned to facsimile, indicating that the FM band will be extended to cover this frequency when facsimile ultimately moves up to the 400 mc. region. Educational FM was given 88-92 mc.

Meanwhile, the RMA Engineering Department will begin work on new standards to cover FM, and the FCC will hold conferences with industry representatives this month on standards and regulations to govern the

new services when they become operative.

War Orders for Radio Equipment Remain High for One-Front War

War orders for radio and electronic equipment for the third quarter, beginning July 1, are expected to run only about \$12,000,000 a month under early 1945 requirements for a two-front war, according to information given RMA.

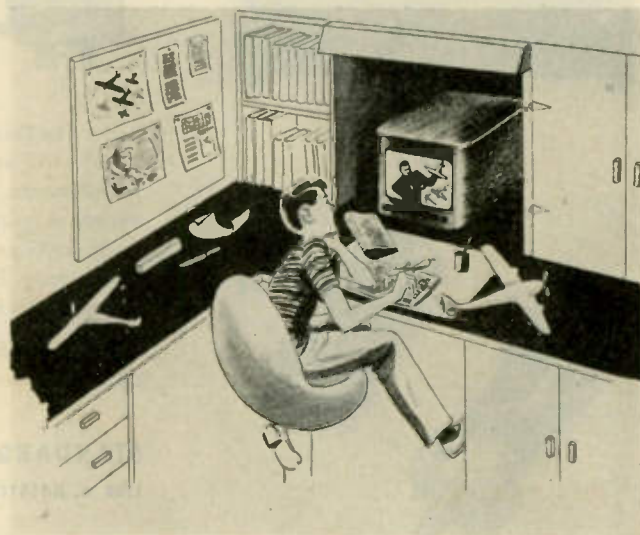
The anticipated monthly average of requirements for military and rated civilian radio and electronic end equipment during the third quarter is \$195,000,000, as against a monthly delivery rate for the first five months of 1945 of about \$207,500,000. The monthly average of war orders for the fourth quarter is expected to be about \$180,000,000. By the first quarter of 1946

military and rated civilian requirements will drop only to an estimated \$145,000,000 a month.

The distribution of the third quarter requirements is roughly as follows: Navy, \$103,000,000; Army Air Forces, \$63,000,000; Army Supply Forces (Signal Corps), \$26,000,000, and essential civilian, \$3,000,000. AAF spokesmen stated that its cutbacks on radio and electronic equipment for the one-front war over a six-month period is about 32 per cent.

Radio and electronic deliveries to the military services on prime contracts amounted to approximately \$201,000,000 in May, as compared with \$207,400,000 in April. The drop in deliveries in May was attributed to cutbacks in Signal Corps requirements and a reduction in military orders late last fall preceding the German advance in December.

R.M.A. LAUNCHES PROMOTIONAL CAMPAIGN FOR DEALERS



TWO OF THE ATTRACTIVE PHOTOS NOW DISTRIBUTED BY RMA TO STIMULATE PUBLIC INTEREST IN RADIO

To Save Life

RAYTHEON TUBES ARE USED IN NEW ELECTRONIC STETHOSCOPE

The conventional "acoustic stethoscope," used by doctors since the horse-and-buggy days, now gives way to a revolutionary electronic stethoscope called the "Stethetron."

Human lives are saved by making diagnosis easier and more accurate with the "Stethetron" made by The Maico Company, Inc. Of particular interest to you is that miniature Raytheon High Fidelity Tubes are used in this remarkable device because of their complete dependability and precision performance.

This is just one more example of the superiority of Raytheon Tubes—the line that you should feature to give your customers the best possible service.

Feature Raytheon Tubes now—for greater profits—and watch for the Raytheon merchandising program designed especially for established radio service dealers who want to lead the field in postwar volume in their communities.

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

Raytheon Manufacturing Company

RADIO RECEIVING TUBE DIVISION

NEWTON, MASSACHUSETTS • LOS ANGELES • NEW YORK • CHICAGO • ATLANTA



ALL FOUR DIVISIONS HAVE
BEEN AWARDED ARMY-NAVY
"E" WITH STARS

*Devoted to Research
and the Manufacture of Tubes for the New Era of Electronics*

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

Get Down To Earth

... For Future Planning

By Fred Merish

Business Management Editor

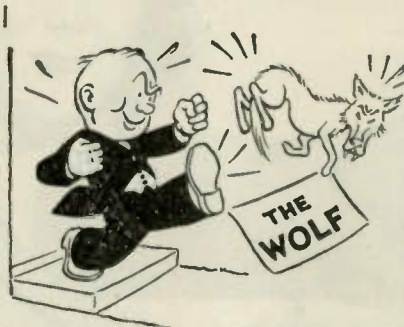
A nation can't fight a war without men, equipment and a medium of exchange, this trinity fused into a solid front with some sort of over-all plan of action. The radio dealer's postwar position is similar, so now is the time to plan your mode of operation after the war. Each dealer must "roll his own," there is no pattern to follow, he must analyze his own position and then draft a program based upon an intelligent appraisal of essential factors peculiar to his business. It may be only a rough draft but the time and effort spent along these lines will not be wasted because it will bring into bold relief the many problems that are etched into the picture and which are apt to by-pass the mind.

The radio dealer's postwar problems are many and here are some of the things he must consider in planning postwar operation.

Danger Points

What has the war done to your resources? Is your working capital ratio better or worse than before the war? How does your financial standing compare with that of the prewar days? Has your net worth increased or decreased? Has your merchandising and servicing equipment any trade-in value or is it practically junk? What will it cost you for deferred repairs to business buildings and equipment? Many dealers have been stymied on repairs because they could not get materials or help during the war or substandard repairs had to be made because the usual grade of repair work was unobtainable. Many temporary repairs have been made during the war which will have to be re-done in the postwar period. Will such repair

work set you back substantially, affecting your investment in postwar modernization, expansion and promotion? If you figure on expansion, how many additional men will you need, how much will the expansion cost you? What volume must you get to pay the over-all cost of doing business and net a profit on the enlarged operation? How much must you appropriate for advertising, either to rebuild prestige lost through discontinued advertising during the war or to get enough vol-



REMEMBER THE LAST DEPRESSION? IT WON'T HAPPEN HERE IF YOU LAY PRACTICAL PLANS TODAY

ume to promote sales with maximum profit in the postwar period?

What were your business costs before the war? What have they been during the war? Why the differential? Less help, discontinued advertising, and a seller's market have tended to cut costs for many dealers, although this reduction has been offset by the inability to get resale goods to keep volume up where the overhead ratio was in the safety zone. Despite this resourceful dealers in all fields have been able to checkmate losses by stocking "foreign" lines and services, and consequently have earned more profit during the war than before—but these are in

the category of war profits. When postwar normalcy returns, when the seller's market becomes a buyer's market again, when war factories and the armed forces turn back their workers to civilian production and soldiers enter the business fields, when restrictions are removed or eased, competition will put every dealer on his mettle and he will have to prove up or go down. Some dealers we talked to are banking on inflation or big war savings as a postwar business-getter. There will be ample funds to buy but there is no assurance that prices will remain skyhigh for an extended period, bringing wide margins to the dealer. Apparently this is what some dealers hope to beget through inflated prices, because our productive capacity has been stepped up more than 60 per cent during the war. They should remember that if our industrialists go full blast in the postwar period, spilling their products into purely competitive markets, these industrialists can turn out at peak capacity more goods in a year than the population can consume, and this is not likely to keep prices up in the clouds for any lengthy period after war's end.

Your Questionnaire

Where has high taxation left you on pocket-profit? Are you in a war zone? If so, has this increased your volume over prewar days? If so, what steps must you take to replace this business when the war workers go home? If you are handling "foreign lines," will you retain them after the war or kiss them good-bye?

Will you add new services and additional lines of merchandise after the war? If so, how much additional capacity and how much additional promotional effort will be required and the estimated cost? What will war's end do to your salable merchandise? Many items have been made with substitute materials and as soon as the genuine are again available, the public will scorn the ersatz items and want the real stuff. In this regard, what is your inventory position likely to be at war's end? The bigger the inventory, the bigger the write-down for inventory obsolescence. What about the write-off on equipment? If you have taken enough depreciation during the past to absorb original cost in a period of time that coincides with actual wear, tear and obsolescence, you are safe. If wear, tear and obsolescence take your toll before the assets are written off on your books, you stand to lose the difference and this is a sock at net worth, weakening your financial condition, making it just that more difficult to get credit accommodations in the postwar period.

Money Problems

How much capital will you need to swing your postwar business program? How much will you have in the kitty for this investment? If you haven't enough money to finance your postwar program at war's end, can you get credit accommodations? If your financial statement shows up badly, you may have a hard time getting accommodations and it is poor business to wait until you decide to invest to find that out. Will you need additional working capital to finance postwar operation? Will your own funds, as indicated by the current ratio on your balance sheet, do the trick? Working capital is not investment capital. The former supplies the funds to pay current bills, payroll, taxes, etc., the latter is taken from surplus cash you have set aside to modernize or enlarge. If surplus funds are unavailable in your own organization, you may get the money through a loan or credit providing your balance sheet rates the accommodation. Remember that expansion or, increased promotional activity in the postwar period will "up" the demand

for working capital over prewar and wartime operation, the increase depending upon your postwar activities and hopes. If you expect to expand, say 25 per cent, or to go heavier on postwar promotion by 25 per cent, your need for working capital will increase 25 per cent and you must see to it that your business supplies it.

Need Credit?

If you need outside funds or credit after the war to cover your postwar plans, start looking for it now. If your financial statement shows up badly, if there are "bugs" anywhere in operation, you may have a hard time getting outside accommodations in the postwar period. Now is the time to make a study of your position, and if you need funds for modernization in the postwar period as indicated by a detailed study of your problems and the formulation of a plan, then contact your banker and talk over the matter before the last shot is fired. Even if you finance your postwar activities otherwise, the banker can help you with valuable counsel. Many business men make a mistake in waiting until they need funds before they go looking for them. Sometimes it is impossible to anticipate burdensome demands on the wallet, and the business man can be excused in such cases if he fails to plan in advance, but postwar monetary and credit requirements do not fit into this picture. The need and certainty of postwar betterment and promotion are known in advance, and much can be done now to prepare the way.

In this article, we have mentioned only a relatively few of the problems that will beset the radio retailer in the postwar period. Never before has the business man been confronted with so formidable a task. The problems one had to consider before the war to get by were kindergarten compared to the higher education one needs from now on to plan his work and make his plan profitable. The dealer must become a better student of business management to graduate into the profit class after the war. Buying and selling goods and services are not the all of business, they are only the barter phases. You can buy right

and sell at a good margin, yet lose money because you manage badly, you lack a plan, you have too limited a knowledge of causes and effects in business operation and of the requisites essential to good overall management. Before the war, some dealers did get by with limited knowledge and application of good business principles, but greater complexities await you than ever before and you must broaden your horizon. Every business is different. No one can solve your problems for you. That is your job but first you must know what these problems are and then plan to meet them with solutions that square with good business management. The most difficult period will be bridging the transition from war to peace. After the postwar period has been under way a few years, the cauldron will change from a turbulent bubble to a more peaceful simmer, and then you may be able to handle your business affairs with fewer headaches but until then—plan to keep the pot from boiling over.

Too many dealers we have talked to in the past few months are being "needled" by the reassuring picture on our war fronts, and they see in the offing a postwar period free of restrictions where they can buy and sell as of old. But the end of the war and the removal of restrictions will bring in Gremlins even worse than those that we know today. "Fore-warned is fore-armed." Complacency about war in peacetime cost us plenty in blood, sweat and tears. A similar attitude toward postwar problems will get the same result in the postwar period and build profits for only one guy—the family physician.

• **Ted McElroy**
World's Largest Manufacturer of
Wireless Telegraphic Apparatus
COMPLETE CENTRAL OFFICE EQUIPMENT
McElroy Manufacturing Corp.
82 Brookline Avenue • Boston, Massachusetts

HOW TO SERVICE RECEIVERS WITH LITTLE TEST EQUIPMENT

By John Bowles

Obtaining test equipment presents quite a problem yet. Factory built units are hard to get. Homemade outfits work very well but they require critical materials. However, there is nothing to be alarmed about, because there is a method of testing that requires very little equipment.

The following article tells how to service receivers in a minimum of time and at a very low cost. The methods used are not the most ideal. But they are especially valuable to servicemen who have been forced to abandon some of their test instruments because of failure to get repair parts. They may also be of value to the new comers to radio servicing who find difficulty in getting the wanted equipment.

This system of tracing has proven very successful. With a little practice and experience the trouble can be quickly found and repaired. The customer will go on his way rejoicing and the serviceman will be financially able to have all of the test equipment he has so long wanted when it is again available.

Signal Tracing

When signal tracing is mentioned

one thinks of signal generators, oscillagraphs, and various other instruments. But very satisfactory results may be obtained by using only the moistened finger to do the tracing.

The chassis should be turned up with the receiver turned on. The volume control should be set at maximum. Touching the moistened finger tip to various parts of the circuit produces a definite click in the

speaker. After a little practice, the kind of click will indicate the working condition of the circuit. Any click at all tells that the circuit is functioning between the point touched and the speaker. Be extremely careful in touching the live parts of the circuit. The other hand nor any other part of the body should not be in contact with the chassis.

In tracing the signal the best routine is to start at the output end of the receiver and trace progressively back through the various stages, ending at the antenna. Before trying to trace the signal the power supply voltage should be checked. If the voltage is normal the trouble lies in some other stage. Voltage higher than normal indicates that the load on the power supply has been reduced, sometimes due to an open plate circuit of the power amplifier tube. A lower than normal voltage is usually caused by a shorted by-pass condenser, shorted filter condenser, or poor rectifying tube. If the power supply is working properly the next step is to start the signal tracing in the last audio stage.

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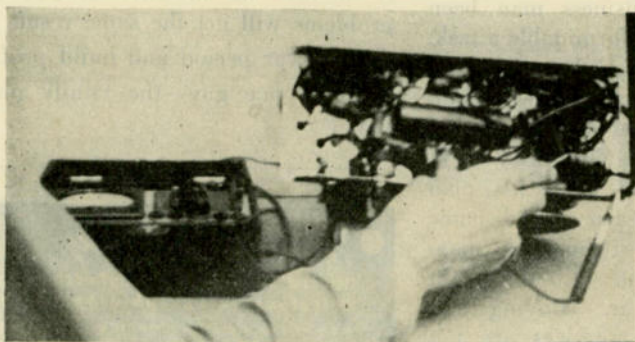
EDITOR'S NOTE

Since your Editors feel that the servicing of radios, FM and television in the postwar period will entail an increasing amount of technical knowledge, we are bringing you extra material monthly on the various phases of servicing.

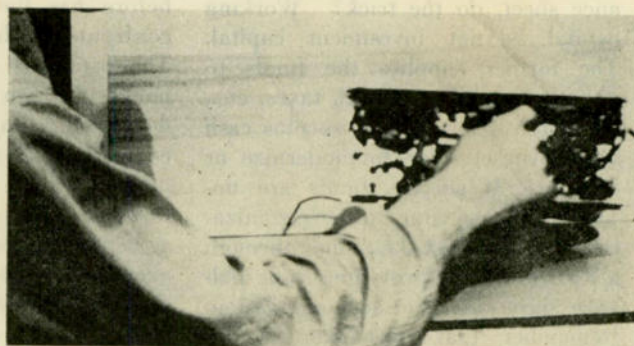
This month's article by John Bowles gives the necessary "know-how" for economical, swift repairs of receivers. Based on practical experience rather than text book theories, his article will prove of immense aid to every serviceman today.

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(Continued on page 50)



TO TEST A CONDENSER IT IS BEST TO UNSOLDER ONE TERMINAL. AN OHMMETER WILL SHOW IF IT IS SHORTED



THE MOISTENED FINGER MAY BE USED TO TRACE THE SIGNAL THROUGH A SET

**AFTER THE WAR—
MORE THAN BEFORE!**
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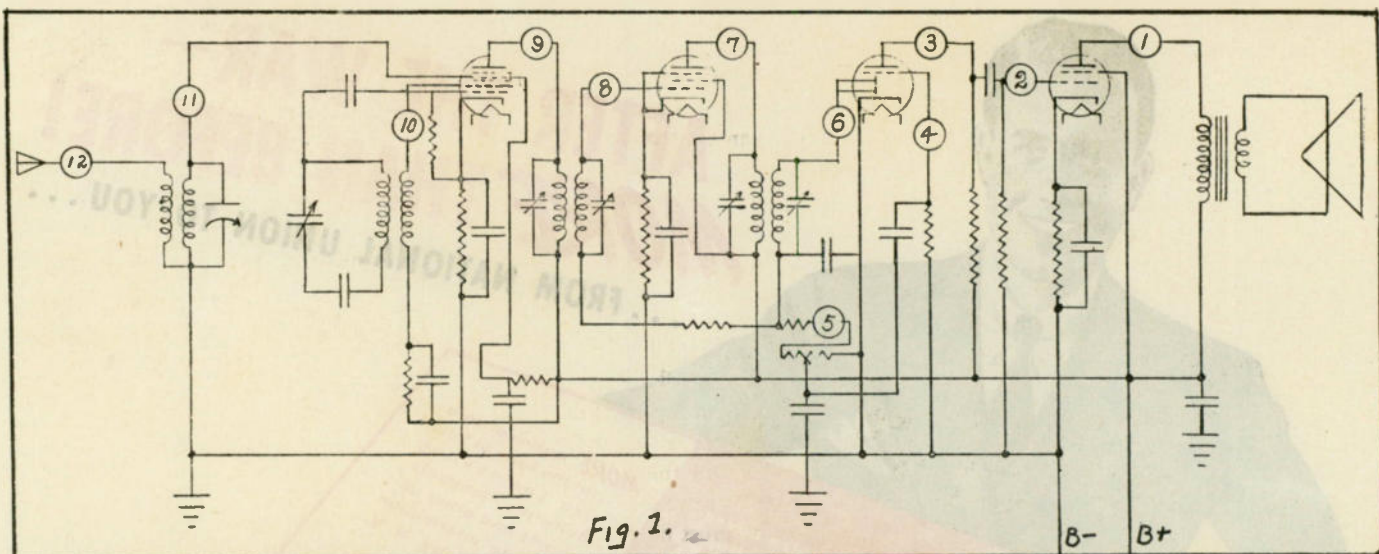


Fig. 1. In tracing the signal it is best to start at the output of the receiver and trace progressively back to the antenna. Numbers in the circuit show the points touched.

BOWLES

(Continued from page 48)

Audio Testing

When the moistened finger tip is put to the plate of the power amplifier tube a loud click should be heard. If no click comes from the speaker it is necessary to check the output transformer and voice coil. If it is a dynamic speaker the field coil should be checked. The continuity of these parts can be checked with an ohmmeter or a neon light in series with the power line. A distorted click would probably indicate a defective plate by-pass condenser. This condenser may be checked by substitution or by a method to be suggested later in this article.

Assuming the signal comes through clearly, the next point to be touched is the control grid of the power amplifier tube. If no click is heard the tube should be tested or replaced. A

distorted click may indicate an open grid resistor, shorted or open cathode condenser, or the grid or cathode resistor may have changed value. These resistors may be checked with an ohmmeter. The proper value of the resistor can usually be determined by the color code. If the trouble is not in the resistors, the condensers should then be checked.

If the signal is clearly heard the plate circuit of the next audio stage should be touched. No click at this point might be the result of an open plate resistor, or an open blocking or coupling condenser between the plate and the grid of the last tube. The next point that should be touched is the grid of the first audio tube, point 4 in Fig. 1. No response here means a bad tube.

Second Detector

Touching the circuit at the point marked 5 in Fig. 1 gives a check on the coupling condenser, the volume control, and the grid resistor of the triode section of the tube. The diode section is checked by touching the two diodes at the tube prongs, point

6, Fig. 1. If no signal is heard or distortion is evident, a thorough check of all components should be made. An ohmmeter may be used for finding the values of the resistors in the network. Extreme care should be taken to obtain correct values because a change in value can cause much trouble. If the coupling condenser is suspected, one of the proper value should be substituted or it should be tested as suggested under the topic Condenser Testing. Whenever all circuit components have been tested and none found at fault the tube should be replaced.

I. F. Testing

When the second detector and automatic volume control stage is known to be operating correctly the next test should be from the plate of the last i-f tube. This checks the second i-f transformer. If it is not operating a continuity test of both the primary and the secondary should reveal the trouble. The most common fault of an i-f transformer is an open primary. Sometimes the

Fig. 2. Ripple may be measured by an A-C voltmeter by using a condenser in series.

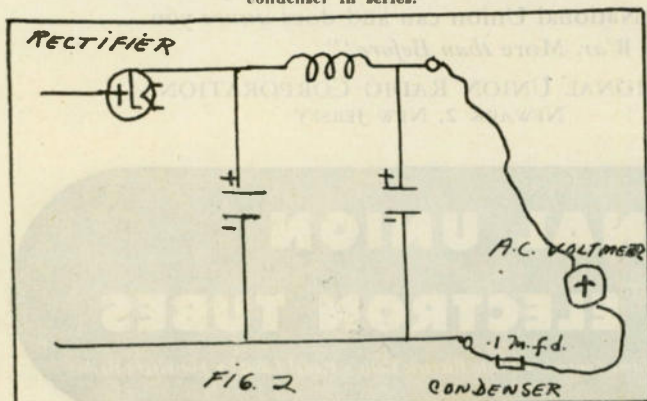
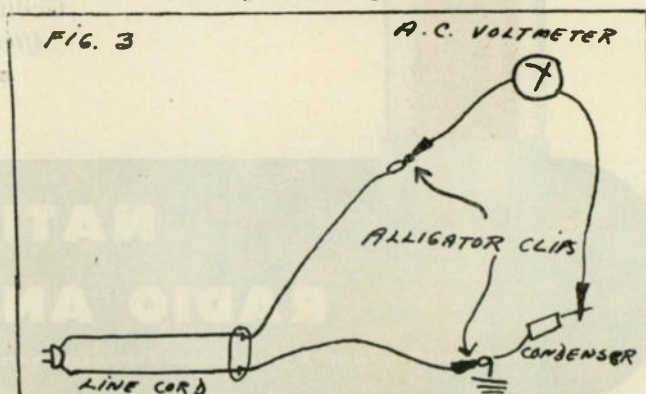


Fig. 3. A capacitor may be checked for loss of capacity by measuring an A-C voltage across it.



trimmers become shorted. To test for a short, one end should be unsoldered from the coil. A reading on an ohmmeter indicates a short. No reading is the correct indication.

The next point that the signal should be traced from is marked 8 in Fig. 1. This is the control grid of the tube. A loud clear click will be heard if the tube, grid resistor, cathode resistor and cathode by-pass condenser are all working.

By touching the plate prong of the pentagrid-converter tube a check is made on the operating condition of the first i-f transformer. If it is inoperative it may be tested as suggested for the last i-f transformer. If no trouble is found at this point the oscillator should be tested next.

Oscillator

The oscillator circuit is functioning properly if a click is heard when the moistened finger is touched to the oscillator anode and another click when the finger is removed. Two distinct clicks must be heard. Otherwise the circuit components should be checked. If the oscillator circuit is dead and yet the parts test all right it might be best to replace the tube even though a test shows it good. A tube will not always oscillate even though all its characteristics seem normal.

R. F. Stage

The r-f stage control grid should be touched to give a check on the tube. If the set is operative to this point, the next test should be made at the antenna post. This gives a check on the r-f transformer. A loud clear click from this point shows that the entire set is working perfectly. If the set is working the customer's antenna is to be suspected. Try the set on another antenna.

Noise and Hum

To determine whether the noise originates within the set itself or whether it is picked up from some outside source, the antenna lead should be connected firmly to the chassis. If this eliminates the noise the set is not at fault.

Noise originating from a bad tube may be located by gently tapping each tube. When the faulty one is struck the noise will increase. If the noise is not produced by a tube, the by-pass condensers should be tested. This is done by moving them

slightly with an orange stick. When an offending one is touched increased noise will result. Resistors may be tested in the same manner. I-f transformers, radio frequency coils, chokes, output transformers will, in most cases, reveal their fault if moved slightly. If mounted rigidly they may be tapped.

Hum due to a.c. ripple in the plate supply may be found with an a.c. voltmeter and a small paper condenser. A .1 mfd. condenser is suitable. However, the value is not critical. It is necessary to set the voltmeter on a low scale—preferably 15 volts. The condenser must be in series with the voltmeter. A reading may be taken of the rectifier output. Refer to Fig. 2. Any reading on the meter other than the mere shaking of the hand indicates ripple which is producing hum. Bad hum may be read as high as 8 to 10 volts. Ripple can usually be cleared up by installing new filter condensers.

Breakdown Test

The breakdown test is invaluable in solving the problem of intermittent operation. Nothing is more difficult to find than an intermittent which cuts out only occasionally. Usually when the set is touched to make a test, it goes back into operation. It is then impossible to find the part that is failing. Many unprofitable hours can be spent looking for the trouble. Sometimes an intermittent is persistent which makes it somewhat easier to locate. But, the fastest and most efficient method of finding the defective part is to apply an over voltage. This voltage is higher than the working voltage of the set.

This flash voltage when applied across the coils, condensers, resistors and tube elements will in practically every case break down the offending unit and reveal the cause of the trouble. While the voltage used is great enough to cause a faulty unit to open up or short out, it is not sufficient to cause normal parts to fail. The loss of good parts due to this excessive voltage is so small that it is negligible.

It is not necessary to construct any test equipment. The over voltage may be obtained from the receiver power supply. Leads to probe the parts are not needed. All that is

(Continued on page 64)

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STRUCTURE AND FUNCTION

of the

TELEVISION RECEIVER

By Joseph Oxenhorn

Technical Editor

In general, the function of the television receiver is to recreate the sound and picture input from the transmitting end. In a sense, then, this must be a reversal of the steps taken to transmit the video and audio signals. We will therefore expect to find provisions for demodulation of both video and audio signals; blanking; synchronization and scanning.

The voltage received at the antenna must be applied to produce demodulation, amplified and applied to the loudspeaker (of the audio circuit) and to the picture tube (kinescope) in the video circuit. The overall design of the receiver is such as to include two receivers. The present designs use the superheterodyne principle. Hence, a television receiver incorporates two superheterodyne circuits, with two separate intermediate frequencies (i. f.). The various controls must be such as to offer quick

and accurate effects. Some of the controls are for both audio and video; others are for either one of the circuits, but not for the other. In addition, because of the delicate adjustments required to initiate the operation of a television receiver upon installation, several adjusting controls are also provided. These are usually located within the cabinet and are for the serviceman only. Their function and structure will be discussed in a future article when the installation of the receiver will be described.

The Antenna Circuit

The antenna is of the double dipole type (Figure 2), usually with reflectors to eliminate "ghost" images. The antenna is provided with a lead-in wire of the twisted pair type. It is a tuned antenna, resonant with the frequency of the channel which is to be received. Present day sets can

pick up from two to five of the seven channels upon which video is now transmitted. The less expensive sets usually operate for one or two of the channels. The circuit illustrated in the accompanying schematic is tuned to four channels.

I. F. Circuits

The antenna is coupled either to an r. f. amplifying stage, or, more usually, to a mixer. Note here that a converter is not used, but a mixer with a separate oscillator. The local oscillator, which makes use of a triode, is of the Hartley or Colpitts design. The high frequency used to heterodyne with the incoming frequencies is created in this circuit. The frequency of this local oscillator is set to exceed the video carrier frequency by 12.75 megacycles; it exceeds the audio carrier frequency by 8.25 megacycles. In other words, the local oscillator is so set as to beat at a frequency which is equal to the sum of the incoming frequency plus 12.75 megacycles, for the video and 8.25 megacycles for the audio. In last month's article we noted that the width of the standard television channel is 6 megacycles. Therefore, the antenna and the i. f. circuits must have a flat band pass of 6 megacycles. After the signal has entered the mixer stage, we have two frequencies formed, each of which goes into a separate i. f. circuit. This is made possible so that the audio frequency will pass on to its own amplifying stages and loudspeaker and the video frequency will likewise pass on to its amplifying stages and thence to the picture tube. Each of these circuits is so tuned so that it completely rejects the other frequency.

(Continued on page 54)

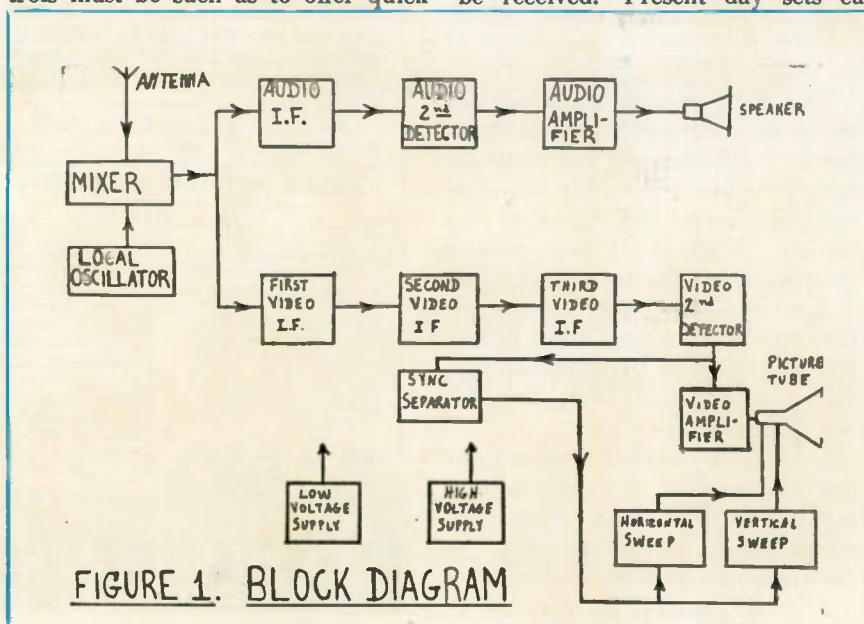
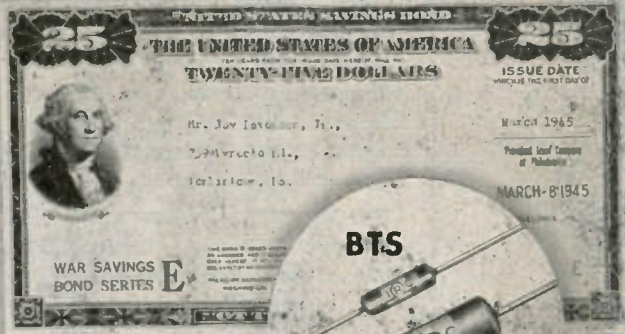
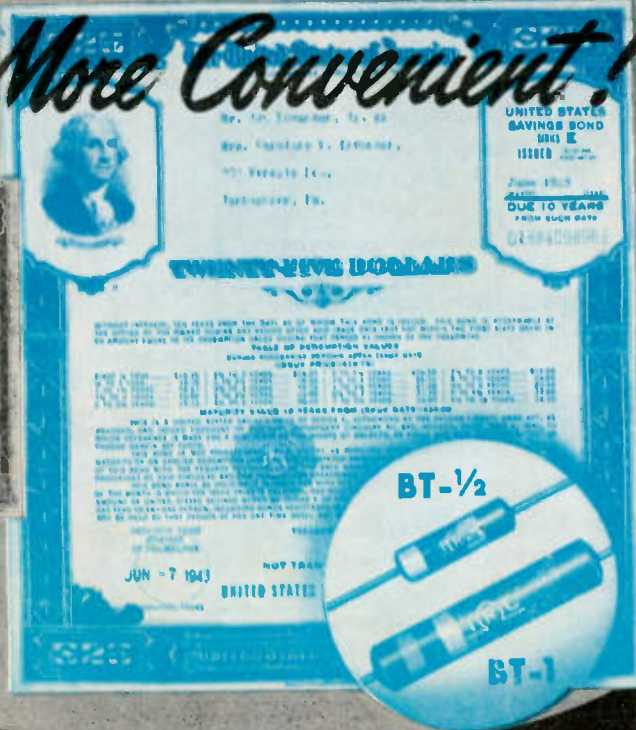
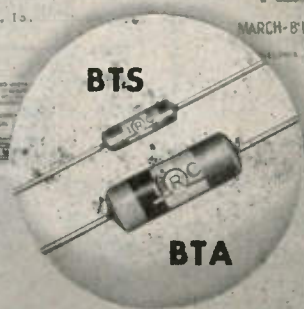


FIGURE 1. BLOCK DIAGRAM

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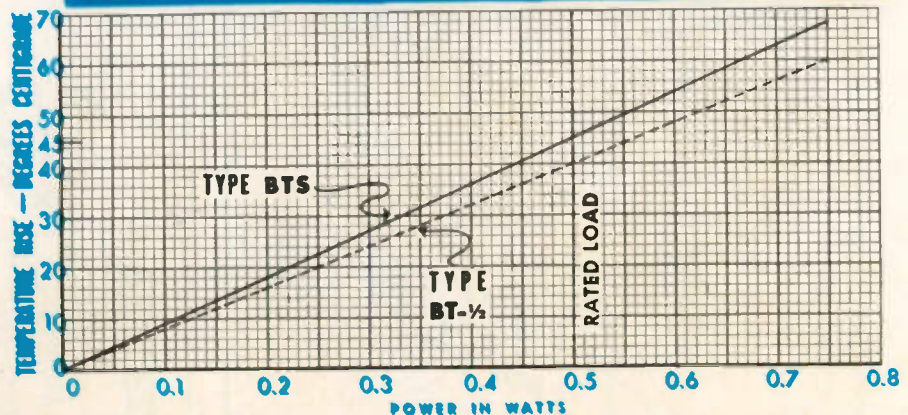
Wattage ratings are based on the ability of a resistor to dissipate heat efficiently. The universal method of determining the rating is by measuring, under load, the resistor's temperature rise at 40°C. ambient. IRC's BTS and BTA, 1/2-watt and 1-watt resistors are very efficient in heat dissipation because of their exclusive Metallized design plus the greater heat conductivity of the new copper leads, thinner insulating walls, and new molding methods which create greater density in the molded materials. Consequently, even though much smaller in size than the former types BT-1/2 and BT-1, they fully qualify as 1/2 and 1-watt units in all respects.

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Chart shows how closely the new, smaller BTS parallels the heat-dissipating characteristics of the BT-1/2 Resistor, long considered the quality standard of the industry. Likewise, the BTA curve closely approximates that of the BT-1.

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Oxenhorn

(Continued from page 53)

I. F. Amplifying Circuits

From here on, the signal is amplified in one or more i. f. amplifying stages. The audio i. f. amplifying is usually performed in one i. f. stage. The video amplification is accomplished in three or four stages of amplification. Undesired side frequencies are suppressed.

Figures 3 and 4 indicate the chassis layout.

Second Detector Circuits

The audio signal is applied to a second detector, a conventional diode arrangement with a. v. c. The audio component is removed and sent on to the audio amplifying stage and finally to the loudspeaker. The video second detector is also of the diode type, and here the video signal is demodulated.

Sync Separator and Sweep Circuits

The detected video signal is now separated into two parts. The sync pulses are passed on to the sync separator which clips the upper portion of the pulses from the composite demodulated video signal. A triode with a high negative bias is used for this purpose. Only the impulses will cause plate current in this tube to flow. Following this the next stage is the separation of the vertical from the horizontal pulses and this is accomplished in the sweep circuits.

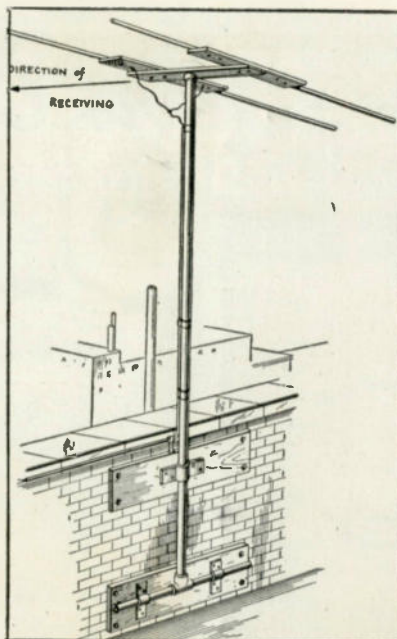


FIGURE 2. ANTENNA INSTALLATION

The remainder of the video signal is fed into a video amplifier, and then to the control grid of the picture tube.

The Picture Tube

The picture tube is a funnel shaped glass tube which incorporates an electron gun shooting a stream of electrons at a luminescent screen, located at the broad end of the tube. The screens are coated with chemicals called phosphors. These are compounds such as zinc silicate, zinc sulphide or cadmium tungstate. The usual type of screen is the black and white type, although green-yellow screens are also used.

The stream of electrons causes a spot of light to appear on the luminescent screen. The synchronizing signals discussed above cause the stream of electrons to move across the screen following the interlaced pattern which we described in our discussion of the television transmission technique. The process of successively re-creating the picture elements, line by line, produces the effect of the picture. The brightness is regulated by the applied voltage inherent in the video signal. This, you will recall, is but the duplicate of the picture element.

A magnetic deflection circuit is located in the neck of the tube. This is magnetically controlled. The auxiliary circuits required for this tube are a high voltage power supply for the first anode and second anode and sync separator and sweep circuits.

In operation, horizontal sawtooth voltages are applied to the horizontal deflection plates. These voltages regulate the motion of the beam from left to right and back to the left again. Vertical sawtooth voltages are applied to the vertical deflection plates to control the beam's motion from top to bottom and back to the top again. The video and blanking signals are applied to the control grid. The control grid reaches a cut-off point as a result of the blanking signal and the screen blacks out for that period. At other times, the signal illuminates the screen

(Continued on page 64)

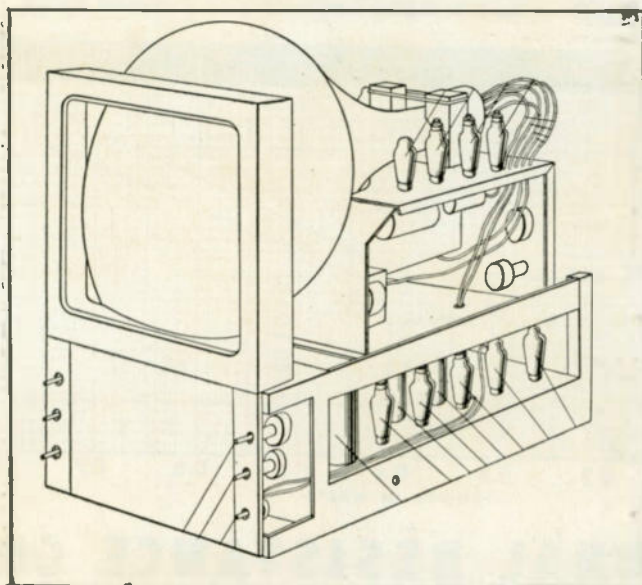


FIGURE 3. CHASSIS LAYOUT

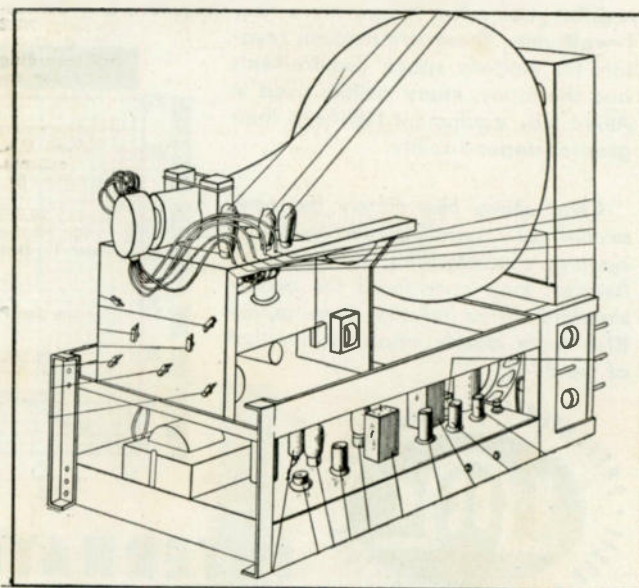


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FOR SALE — 3 ROA-24A's 2 RCA-45's, 3 Duro-Dy-224's, 1 Duro-Dy-227's, 1 ROA 27's. M. Goodhart, 22 Atlas Ave., Malverne, L. I. N. Y.

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Sprague will gladly run your own ad free of charge in the first available issue of one of the six radio magazines in which The Trading Post appears. WRITE CAREFULLY or print, held it to 40 words OR LESS, and confine it to radio subjects. Sprague, of course, reserves the right to rewrite ads as necessary, or to reject those which do not fit in with the spirit of this service.

HARRY KALKER, Sales Manager.

Dept. RJ-85

Jobbing Sales Organisation for Products of Sprague Electric Company

SPRAGUE PRODUCTS CO., North Adams, Mass.



SPRAGUE CONDENSERS KOOLOHM RESISTORS

TM. REGISTERED U. S. PATENT OFFICE

Obviously, Sprague cannot assume any responsibility, or guarantee goods, services, etc., which might be exchanged through the above advertisements

NEWS ABOUT DISTRIBUTORS

The Bright Company Appointed by Stewart-Warner

The Bright Distributing Company of Knoxville, Tenn., has been appointed distributor for postwar Stewart-Warner home radios, it was announced by the Stewart-Warner Corporation June 7. The territory covered for Stewart-Warner will include the eastern part of Tennessee.



H. C. BRIGHT

H. C. Bright, owner of the Bright Distributing Company, resigned from the Congoleum-Nairn Corporation in February, 1944, to establish his own company. In addition to contacting the home furnishings and appliance field in the territory he will now cover for Stewart-Warner, he directed salesmen of wholesalers and developed merchandise plans during his eleven years with Congoleum-Nairn.

Central Ohio S-W Distributor Named

Appointment of William's Wholesale Distributors of Newark, Ohio, as distributors of Stewart-Warner home radios in 23 central Ohio counties was announced by the radio division of Stewart-Warner Corporation July 23. Owned and managed by William S. Moore, William's Wholesale Distributors will serve dealers in the Newark and Columbus territory. Mr. Moore has announced that other major appliances, in addition to radios, will be distributed by his company.

Crosley Distributor In Mexico City

Appointment of the Cia. Mexicana Electro-Mercantil, S. A., as distributor for The Crosley Corporation in Mexico City has just been announced by J. W. DeLind, Jr., director of exports of The Crosley Corporation.

The company will distribute Crosley electrical household appliances in the Federal District of Mexico and the states of Michoacan, Guanaajuato, Queretaro, Hidalgo, Vera Cruz (excepting small area immediately adjacent to Tampico), Pueblo, Tlaxcala, Mexico State, Morelos, Guerrero, Oaxaca, Tabasco, Chiapas, Campeche, Yucatan and Quintana Roo.

Salvador Ugarte, one of the officers of the company is a leading banker in Mexico City, being president of the Banco de Comercio, S. A., as well as president of the Pan-American Bankers' League.

Julio Lacaud heads the company as president. Mr. Lacaud is well known in Mexico City as an investment banker, as is also Carlos Trouyet. Other directors include such well-known figures as Sidney Mason, general manager of the Colgate-Palmolive-Peet Co.; Ernesto Espinosa Porsot, executive vice-president of Banco de Comercio, S. A., and Thomas B. Saunders, general manager of General Motors Acceptance Corporation of Mexico.

New Fada Distributor In Texas and Mexico

J. M. Marks, president of Fada Radio and Electric Co., Inc., of Long Island City, announces the appointment of Momsen-Dunnegan-Ryan Company of El Paso, Texas, for the territory comprising the State of Arizona and the entire Republic of Mexico.

This firm is one of the first jobbers and distributors of the Southwest and under the direction of its officials—C. F. Dunnegan, president; Gus Momsen, vice-president, and J. Fred Ryan, secretary and general manager—it has grown to be one of the largest and most successful in this territory.

They have served this territory for more than thirty years, introducing a number of appliance lines to the trade through their appliance department under the direction of Mr. Glen S. Dulin, manager. They cover the territory intensively through both general line and specialty men and reach the complete mercantile field.

They will, of course, distribute Fada Radios exclusively in both of these territories; the distribution for Arizona being handled through their branch at Phoenix, while the Republic of Mexico will be handled from their main office in El Paso.

ADMIRAL APPOINTS R. U. LYNCH, INC., RHODE ISLAND DISTRIBUTOR



PICTURED LEFT TO RIGHT—W. C. Johnson, Manager Field Activities, Admiral Corporation; Benjamin E. DeGroot, President and General Manager, R. U. Lynch, Inc., and Sidney H. Rogovin, Admiral's Eastern Sales Manager.

ONLY MECK HAS THE COURAGE TO KEEP TELLING THIS STORY TO YOUR CUSTOMERS

Buy Your New Radio
from Your Radio Dealer



EVERY MECK ADVERTISING
DOLLAR sells the Public
on the
Independent Radio Dealer

Meck advertising in leading national magazines keeps telling one big important story—

Month after month these ads are seen by millions of sure prospects for the first postwar radios. Meck helps the independent dealer keep the radio set business.

The Meck Preferential Dealer Plan means—DELIVERIES—SALES—CO-OPERATION. See your MECK distributor today for full details—or write us.

John Meck



MECK RADIOS

JOHN MECK INDUSTRIES, Inc., PLYMOUTH, INDIANA

TABLE MODELS • PORTABLES • AM-FM • TELEVISION • CONSOLE COMBINATIONS • PHONOGRAPHS

**Clarion Appoints
Southern Distributors**

Clarion Radio distribution contracts with three well-known firms operating in the Southeast area have been consummated recently, according to Reau Kemp, general sales manager of the Warwick Manufacturing Corporation. The firms are L. W. Driscoll, Inc., Charlotte, N. C.; Pugh Furniture Company, 1320 Wilson St., Charleston, W. Va., and the May Hardware Company, 1054 31st St., N. W., Washington, D. C. All of these firms have been prominently identified with the home appliance

and wholesale furnishings field for many years.

The Driscoll organization has been assigned 57 counties in North Carolina and five in South Carolina.

The Pugh Company, operating in the West Virginia territory, was established in 1917 as wholesalers of household and office furniture and floor coverings.

The May Hardware Company was established in 1874 and has specialized in recent years as distributors for American Steel Kitchens and Estate Heatrola Products.

**Padgett Company of Dallas
New S-C Distributor**



HAL PADGETT

Announcement was made recently by Clifford J. Hunt, manager of radio sales for the Stromberg-Carlson Company, that the Padgett Distributing Company, with headquarters in Dallas, Texas, has been appointed distributors for the company's post-war radio, FM and television line. Mr. Hunt revealed the firm's territory as comprising 88 counties in Texas adjacent to the Dallas-Fort Worth area and 4 parishes in Louisiana surrounding the important Shreveport trading area.

The Padgett Distributing Company maintains offices, showrooms and warehouses at 409 Bullington Street, Dallas, and specializes in the distribution of the Stromberg-Carlson line. Hal W. Padgett heads the Texas firm.

**New Representatives Appointed
By Newcomb Audio Products Co.**

The Newcomb Audio Products Company of Los Angeles announces the appointment of four new eastern representatives:

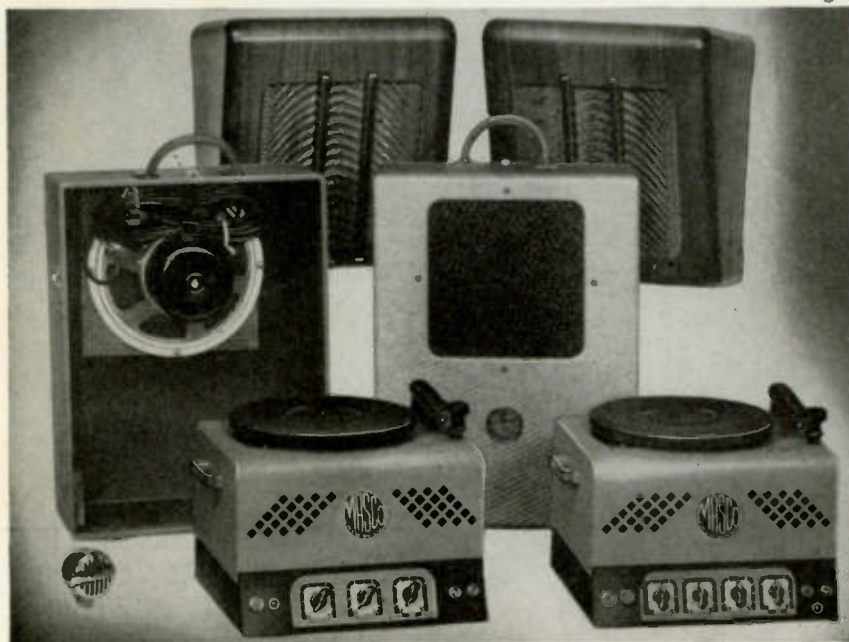
C. E. Anderson, 231 Rockefeller Bldg, Cleveland, O.

Harry Halinton, 612 N. Michigan Avenue, Chicago, Ill.

H. M. Linter & Son, 50 Warren Street, New York City.

Richard A. Hyde, 4253 Quitman Street, Denver, Colo.

The Newcomb Company has been widely known in the West, for more than seven years, as manufacturers of quality amplifiers and complete sound systems.



MASCO De Luxe Phono-Top P. A. Equipment

**Combining P.A. and Recorded Music
with Complete Portability
117 Volt AC Operation**

Immediate Delivery on Proper Priority

MAS-17P is a 17-watt complete portable system consisting of the following: Model MA-17P phono-top amplifier, with tubes, mounted in carrying case, an Astatic JT-30 Microphone with 20 ft. cable with connector, two heavy duty 10" PM Speakers, each with 25 ft. cable plus plugs. **124.00** list

MAS-25P is a 25-watt complete portable system consisting of: The Model MA-25P phono-top amplifier with tubes, mounted in carrying case, an Astatic JT-30 Microphone with 20 ft. cable with connector, two heavy duty 12" PM Speakers, each with 25 ft. cables with plugs. **143.50** list

**Ask Your Jobber for Full Details of This and
Other Masco Sound Equipment**

Write for Catalog 44-C

FEATURES

- Rubber Mounted Motor and Pickup
- Tangent Arm Crystal Pickup
- Noiseless Self-Starting Motor
- Plug-in-Phono-Top
- Plays 10" and 12" Records
- Self Contained Phono-Top Unit
- Custom Made

MARK SIMPSON MANUFACTURING CO.

MANUFACTURERS OF

Masco Sound Systems and Accessories

186-194 WEST FOURTH STREET :: NEW YORK 14, N. Y.

Telephone CHelsea 2-7112-3-4



Detroit Firm Named Michigan Distributor by Bendix Radio

The appointment of the Peninsular Distributing Company, Detroit, as distributor for the forthcoming Bendix radio line of AM and FM radios and radio-phonograph combinations in Michigan was announced July 17 by Leonard C. Truesdell,



J. H. RYALL

general sales manager for radio and television, radio division of Bendix Aviation Corporation.

The newly formed distributing organization, headed by three of Michigan's outstanding merchandising executives, plans to conduct an extensive merchandising program in connection with the forthcoming Bendix radio line.

President of the Michigan company is J. H. Ryall, former sales manager of the Frigidaire Division of General Motors in Michigan and a veteran of twenty years' experience in merchandising.

Ray M. Whyte, vice-president, is also president of one of the largest automotive dealer organizations in the country and owner of the Ray M. Whyte Company, manufacturers of metal and plastic products.

Sentinel Announces New Distributors

E. G. May, sales manager of Sentinel Radio Corporation, announces the following new distributors for Sentinel Radios:

Northwest Supply Co., Great Falls, Mont.; North Coast Electric, 171 Jackson St., Seattle, Wash.; North Coast Electric, 625 N. W. Everett Ave., Portland, Ore.; The Biggs-Kurtz Hardware Co., Grand Junc-

tion, Colo.; Smith-Faus Drug Co., 29 West 8th South St., Salt Lake City 10, Utah; The Pennsylvania Sales Co., 417 State St., Erie, Pa.; Davis Bros., Inc., P. O. Box 5010 Terminal Annex, Denver, Col.; Interstate Radio & Supply Co., 1639 Tremont Pl., Denver, Col.; Northwest Radio Supply Co., 717 S. W. Ankeny St., Portland, Ore. Gilbert Brothers, Inc., 814 S. W. Second Ave., Portland, Ore. Missoula Drug Co., Missoula, Mont.; Billmeyer's, Pocatello, Idaho; Afton-Lemp Electric Co., 415 South Ninth St., Boise, Idaho. and Interstate Distributing Co., 1901-13 South Main St., South Bend, Ind.

Florida Company Adds S-C Line

Southeastern Florida is the latest territory to be included in the future radio marketing plans of the Stromberg-Carlson Company. Clifford J. Hunt, manager of radio sales for the fifty-one-year-old Rochester, N. Y., communications firm, announced recently that the company had appointed the Domestic Refrigeration Company of Miami area distributor for the company's line of radio, FM and television receivers.

The Florida firm, which also distributes Frigidaire products, is headed by F. H. McDonald, president. Opening in 1921, the distributing organization has enjoyed an enviable reputation for sound merchandising throughout the region since its founding.

The firm's offices are located at 134 N. W. Third Avenue in Miami, Fla.

Hoffman Radio Corp Appoints Two

Hoffman Radio Corp., Los Angeles, has appointed two new distributors. Radio Products Sales Co., operated by Walter Nettles, 1237 Sixteenth St., Denver, will handle New Mexico, Colorado, Eastern Wyoming to Eastern Montana.

Radio Supply Co., operated by Harold Jones at 45 East Fourth St., South, Salt Lake City, will cover Utah, Southern Idaho and Western Wyoming to Laramie.

R. J. McNeely, Hoffman sales manager, recently covered these areas.

Caygill to Represent Lear In Western States, Hawaii



BERT. CAYGILL

Bert Caygill, who has spent a great many years in the radio field, has been appointed Lear factory representative in Southern California, southern Nevada, Arizona and Hawaii, according to an announcement by Nate Hast, home radio merchandise manager of Lear, Inc.

Mr. Caygill will have his home office at 409 East Second Street, Los Angeles. He assumes his duties immediately.

Galvin Appoints Overseas Industries, Inc.

Overseas Industries, Inc., has been appointed by the Galvin Manufacturing Corporation to act as export sales department for the Motorola radio. Overseas Industries will handle Motorola sales in all parts of the world outside the United States and will co-operate with Galvin in taking their expanding merchandising campaign to foreign countries. Overseas Industries is headed by C. M. Wynne, who is director of export sales. The firm is located at 431 S. Dearborn St., Chicago 5, Ill.; cable address, MOTOL, Chicago.

Motorola also announces that Goldner Bros., well-known wholesale distributors of Motorola radios for the home and car, have changed their name to Goldner Distributing Co. They also changed their location from 1223 North Broad Street to 46-50 North Fifth Street, Philadelphia, Pa. The executives and personnel of the firm will remain the same with Samuel Goldner as active head.

Travel with Trav-Ler

When you hear "Rhapsody in Blue", you think of Paul Whiteman. Likewise, Trav-Ler radios will be associated with reception that's a rhapsody of sound... so natural and full-ranged, that **listening is like traveling** from home to studio. Designed for **looking**, too, will be Trav-Ler's postwar models in AM and FM radios... all priced with an eye to volume business. Future-minded dealers are invited to write.

TRAV-LER KARENOLA RADIO & TELEVISION CORPORATION

General Offices: 571 W. Jackson Blvd., Chicago 6, Illinois
Factories in Orleans and Bedford, Indiana



TRAV-LER
RADIO
KARENOLA
RECORD PLAYERS

Paul Whiteman,
"Radio Hall of Fame",
Blue Network



NATIONAL
COVERAGE
FROM
COAST TO COAST

RADIO Television JOURNAL

NEWS

LAST MINUTE NEWS
ABOUT
PEOPLE
YOU KNOW
IN THE INDUSTRY

Volume 9, Number 2

AUGUST, 1945

25c per copy

Sprague Offers Pulse Service Capacitor Nomograph

A pulse service capacitor Nomograph prepared in convenient form by the engineering department of the Sprague Electric Company, North Adams, Mass., and offered by them free of charge, will prove decidedly helpful to engineers and others involved in pulse service capacitor applications. Although the Nomograph is primarily designed for determining the volt-amperes through a capacitor used in rectangular pulse service, it first—as an intermediate step—finds the DC (unit pulse) energy content which, in some cases, may be sufficient. In writing for the Nomograph, ask for Sprague Technical Bulletin No. 11.

G.E. Announces Change of Address

The specialty division of the General Electric Company's electronics department has been moved from the G. E. plants at Bridgeport, Conn., and Schenectady to G. E.'s Wolf Street plant in Syracuse, N. Y., where it will be located until the construction of the department's new headquarters plant—Electronics Park—at Syracuse.

New IRC Display Merchandiser Now Available



IRC COUNTER DISPLAY

IRC distributors throughout the country are now featuring Type DS controls, most popular of the new IRC Century line of volume controls, in an attractive, convenient counter display merchandiser. Sixteen of the most frequently called for Type DS volume controls are displayed in a manner which simplifies selection of needed controls by servicemen.

The Type DS controls displayed in the merchandiser are part of the new Century line just announced by International Resistance Company.

Civilians Starting to Benefit From War Inventions



HANDIE-TALKIE IN USE

The Federal Communications Commission has assigned a band of 460-470 megacycles for civilian use for handie-talkie and walkie-talkie use.

Ruth Jones of Chicago demonstrates the new portable handie-talkie set, which is being made for civilian use by the John Meck Industries, Inc., Plymouth, Ind. This is ideal for farm use, for ship-to-shore communication with small boats, for manufacturing operations, parking lots and traffic control.

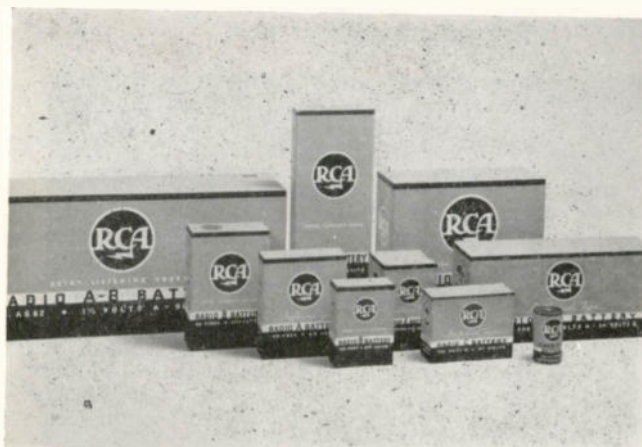
Olympic Radio Launches Retail Program With Factual Brochure

The Olympic Radio line, manufactured by Hamilton Radio Corporation, 510 Sixth Avenue, New York, N. Y., this month starts its direct bid for dealer favor with an unusually factual brochure entitled "A Man Has To Think Twice."

It specifies in detail the reasons why Olympic is uniquely endowed for post-war success. Among the points covered are the company's 10-year leadership in manufacture of radios for exacting export demands, requiring exceptional selectivity, sensitivity and construction.

Exclusive feature of the line, which will include a full range of fully competitive radios, is Tru-Base. "In Olympic's Tru-Base system (patent applied for)," the brochure states, "new electronic principles recover within the electrical circuit the rich bass tones heretofore 'lost' in all but the large, costly consoles. . . . Tru-Base will be available in modestly-priced, brilliantly-styled Olympic table sets and radio-phonograph combinations."

NEW LINE OF BATTERIES BY RCA



RCA added dry batteries to its famous line of radio tubes in July, it has been announced by L. W. Toegarden, General Manager of RCA Victor's Tube Division, Radio Corporation of America. The batteries are attractively packaged in red and black cartons that lend themselves to window and counter display. Featuring the RCA monogram, the package design carries out the family resemblance to other RCA products on dealers' shelves, enabling dealers to get full advantage of customers' previous experience with the high quality of RCA products.

SONORA DEALER CONFERENCE IN ST. LOUIS



Left to right: Bob Middleton, Sonora Sales Promotion Manager; Irv Auspitz from Sonora's Advertising Agency; Ed Harris, Sonora Sales Manager; Joseph Carl, President of Sonora; Monte Randall, Chairman; Charles Gaffney, General Sales Manager of Appliance Distributor Company; Ed Fallo, President of Appliance Distributor; Pat Cusick, Appliance's Illinois Territory Manager.

Garod Receives Army-Navy "E"

Garod Radio Corporation of 70 Washington Street, Brooklyn 1, N. Y., received their Army-Navy "E" at a presentation held on June 29th at the St. George Hotel in Brooklyn, N. Y.

The award was presented to this company by Army and Navy heroes with unusual war records. Participating in the ceremony were **Lt. Walter Z. Granecki**, representing the Secretary of War; **Capt. Charles Otto Triebel**, representing the Secretary of the Navy; **Lt. Commander William J. Warburton**, master of ceremonies. Lt. Granecki, twice a German prisoner of war, managed to escape both times and join Italian underground and partisan groups until he made contact with United States Army troops. His story appeared in three installments in July issues of the **Saturday Evening Post**. Capt. Triebel, as submarine commander in Asiatic waters, has to his credit the sinking of many thousands of tons of enemy shipping and other daring exploits. He is the holder of five citations for gallantry and bravery in action against the enemy. Lt. Commander Warburton, a combat flier and test pilot in World War I, is now an operational and intelligence liaison officer.

During the presentation ceremony, congratulatory telegrams from Gov. Thomas E. Dewey and Secretary of the Navy James V. Forrestal were read to the assembled audience.

GAROD RECEIVES ARMY-NAVY "E"



Left to Right: Capt. Chas. Triebel, USN; Lt. Walter Granecki; Max Berkenfeld, Representing Labor, and Max Weintraub, President, Representing Management of Garod.

J. B. Elliott Appointed General Manager RCA Victor's Home Instruments Division



J. B. ELLIOTT

Joseph B. Elliott, who has been active in the radio-phonograph sales field for 17 years, has been appointed general manager of the RCA Victor home instruments division, it was announced by Frank M. Folsom, executive vice-president of the Radio Corporation of America, in charge of the RCA Victor division.

In this capacity, Mr. Elliott will direct all activities connected with the design, engineering, production, distribution and sales of RCA Victor radios, television home receivers and Victrola phonographs.

Mr. Elliott returns to the RCA Victor organization from Schick, Inc., where he was vice-president in charge of sales and advertising. Prior to the war, he was sales manager of RCA Victor's radio, phonograph and television department which was recent-

ly included in the newly organized home instruments division.

Mr. Elliott joined RCA Victor in 1935 as a record sales representative in the Chicago territory. A year later he was appointed district manager for the New England area. In 1939 he was brought to the company's headquarters in Camden, N. J., as assistant field sales manager and a year later became sales manager of the radio, phonograph and television department.

New Sentinel Radios to Feature Woman Appeal

When the new, post-war Sentinel radios are produced, the features women like most in a radio will be built into Sentinel's complete line, according to a statement recently issued by the Sentinel Radio Corporation, Evanston, Illinois.

Sentinel recognized the fact that a woman's buying influence will be stronger than ever in the post-war radio market and has acted accordingly. Sentinel has consulted with Miss Amy Freeman, noted women's stylist, lecturer and interior consultant.

Working in conjunction with Sentinel's skilled and long experienced engineering designers and production experts, Miss Freeman has studied and analyzed the new Sentinel radios from the women's viewpoint. Color, cabinet design, materials, size and shape were carefully considered from both the home-making and housekeeping angles.

Belmont Operates Chicago DFC Plant

Although in operation only since April 1, the Chicago plant for the disposal of surplus military electronic equipment, managed by the Belmont Radio Corporation for the Defense Supplies Corporation, is already distributing a vast quantity of radio units and parts through the trade. Large shipments of obsolete, surplus or salvaged electronic and radio material are being received from Signal Corps or Navy depots or as a result of manufacturers' contract terminations.

Redistribution is through recognized trade channels. At the present time mimeographed price lists of parts and equipment available for sale are being sent at approximately ten-day intervals to 800 manufacturers and 1,800 jobbers.

Lear Stock Issue to Finance Company's Expansion Plans

Lear, Incorporated's postwar expansion plans which include an extension of its present activities in the electro-mechanical actuating mechanism field and aircraft radio, in addition to its entry into the home radio and wire recording fields, will be financed to some extent by funds acquired through an issue of stock which has been offered by a banking group headed by Kobbe, Gearhart & Company, Incorporated. 450,000 common shares, 50 per cent par value, at \$5.00, have been offered.

This is the first public offering of stock in the Lear corporation, which is now in its 15th year.

NEW CAPITOL DISPLAY PIECE



Another new display item has been made available to dealers by Capitol Records, Incorporated. This trim, two color card is designed to fulfill a multiple service, its initial function being that of making the individual record selection easily identifiable to the customer. Each card with the title and artist printed clearly for quick reading, is die cut to fit securely on the back of any standard packing box holding 25 records.

Victor Plans 4-Album Tie-In With "Rhapsody In Blue"

The most extensive record merchandise tie-in with a film has been scheduled by RCA Victor with the release of four Gershwin albums—three of them in the widely popular Showpiece series—to hit the mass market concurrent with the release by Warner Brothers of its feature film "Rhapsody in Blue."

The film version of Gershwin's life, which has been hailed by those who have seen the movie as one of the top musical films of all time, is due for an all-out promotion, results of which are to be felt in a mounting presentation of all-Gershwin music programs over the air and in concert. An allied promotion campaign between Victor and Warner Brothers to capitalize on this increasing interest in Gershwin music and to cover all angles of consumer interests will concentrate on the three new Victor Showpiece albums and the Indianapolis Symphony album of music from "Porgy and Bess."

Heading the Showpiece list and bearing the same title as the film is the "Rhapsody in

Blue" played by the Boston "Pops" Orchestra with Sanroma as piano soloist. A second Showpiece features Dinah Shore in "Gershwin Show Tunes." The third Showpiece stars trumpeter Maestro Charlie Spivak in Selections from "Porgy and Bess." The Indianapolis Symphony Orchestra's recording of "Porgy and Bess"—a Red Seal Album—features effective orchestrations by Robert Russell Bennett.

Each Showpiece is attractively packaged and presents the music in setting of photos, illustrations and written material. Victor's first Showpiece, Iturbi's recordings of "Music To Remember," has been reported a complete sell-out, attesting to its merchandising success.

The merchandise will be plugged on RCA Victor's afternoon radio program, which is broadcast over the NBC coast-to-coast network and will be featured on Victor's "Music You Want" disc programs which are carried by 52 local stations throughout the country.

Lt. Col. Geo. T. Brownell Appointed Majestic Engineer

Lt. Col. George T. Brownell has been appointed chief engineer of Majestic Radio and Television Corporation, St. Charles, Ill., E. A. Tracey, president of the corporation, announced recently.

"The addition of Col. Brownell to the staff of Dudley E. Foster, vice-president in charge of engineering, is another indication of Majestic's determination to maintain an engineering staff second to none in the industry," Mr. Tracey said.

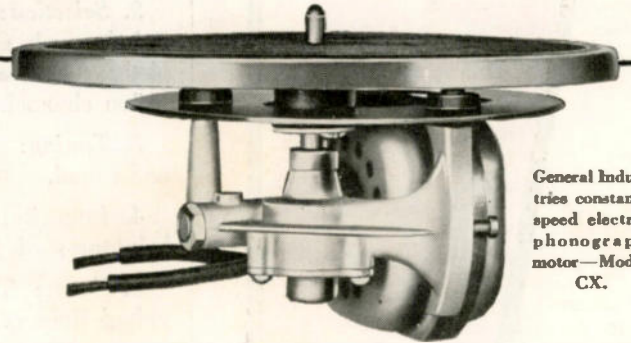
After several months of combat duty as signal officer of the Eleventh Armored Division in France and Belgium, Col. Brownell has reverted to inactive status. Before going overseas, he was in charge of the Radio Electronics Division of the Armored School, Ft. Knox, Kentucky.

Prior to entering the service in 1940, Col. Brownell owned and operated the Electro-Safety Company, manufacturers of electronic and electrical devices.



DUDLEY FOSTER, Vice-President of Majestic, with LT. COL. BROWNELL.

ALWAYS GETS A HAND!



General Industries constant-speed electric phonograph motor—Model CX.

Users and the trade have always given hearty applause to General Industries phonograph mechanisms. Owners like the fine fidelity of every note or syllable—and sales and service departments are strong for their reliability and freedom from maintenance troubles.

You'll get this same old-time satisfaction from our Smooth Power turntable motors, recording assemblies and record-changer-recorder combinations when we return to civilian production. As always, General Industries equipment will earn your approval.



THE GENERAL INDUSTRIES COMPANY
DEPT. M ELYRIA, OHIO



DESIGN COUNTS



COMPARE a modern sewing machine with the old-time model shown here. The difference is an example of how careful attention to design brings about a high level of efficiency.

Realizing this, design is one of the most carefully considered factors in the production of antennas at THE WARD PRODUCTS CORPORATION. It is only through superior design that the benefits of experience and the finest production facilities can be best brought to the user.

For the finest antennas for all applications... for home and automobile use... look to WARD.

WARD Antennas

BUY WAR BONDS
 THE WARD PRODUCTS CORPORATION
 1523 EAST 45TH STREET, CLEVELAND 3, OHIO

Export Dept. C. O. BRANDES, Mgr.
 4900 Euclid Avenue
 Cleveland 3, Ohio

Canadian Office ATLAS RADIO CORP.
 550 King Street, W.
 Toronto 1, Ont., Can.

OXENHORN

(Continued from page 54)

in accordance with the impressed voltage of the signals.

Receiver Controls

Typical controls include:

1. *Contrast-On-Off*: This is an on-off switch for starting the operation of the set and is also the video volume control.
2. *Selection*: This is a selector switch, each section of which completes the circuit for a given television channel.
3. *Tuning*: This tunes both sight and sound.
4. *Intensity*: This controls the brightness of the picture.
5. *Focus*: This sharpens the individual lines of the pattern.
6. *Volumes* This controls audio volume and its effects are independent of any in the video circuits.

BOWLES

(Continued from page 51)

necessary if the set is a small a.c.—d.c. is to unsolder the plate lead to the power output tube and turn the set on. With most of the load removed from the rectifier, the voltage will rise to a peak which is sufficient to break down faulty or weak parts. If the power tube is suspected of causing the trouble it may be reconnected and the plates of all of the other tubes disconnected. This increases the voltage on the elements of the power tube for a test.

If a straight a.c. set is being tested the procedure is much easier. All of the tubes, except the rectifier, should be removed. To check the condensers, resistors, coils, wiring, etc., for shorts, the set should be turned on for one minute, then off. As a check on each tube it should be placed in the set, the set turned on for one minute, and then turned off. The flash voltage is left on for only one minute because if left on

for too great a time it might break down the filter condensers. This precaution is not necessary if the set has a good voltage divider or bleeder. When most of the load is removed from the rectified circuit it not only increases the d.c. voltage, but also increases the voltage on the filaments. The tubes get hotter than normal. Internal shorts and weak filaments will break down.

In making the breakdown test the chassis should be turned up so as to observe any evidence of failure. Condensers upon shorting will in most cases produce smoke. The wax in the ends of the condenser may also get soft and runny due to heat produced by leakage current. Trouble in coils, resistors, loose joints, etc., may show a spark or small puff of smoke. Often sizzling may be heard from a faulty part. Whenever the trouble cannot be observed, it is necessary to replace all of the tubes and try the set. If it is now "dead" or weak in evidence there was a breakdown, the stage containing the faulty part may be located by a signal tracing method already described.

Testing Condensers

To test a paper condenser it is best to unsolder one terminal. This avoids a false indication from the network circuit of which the condenser is a part. An ohmmeter across a condenser is the best test for a short. Deflection of the meter indicates a short. No deflection, no short.

The condenser may be checked for loss of capacity by measuring an a.c. voltage through it. If a terminal has broken loose from the foil or the condenser has lost its capacity due to some other reason the a.c. voltage will not pass through it. All that is needed to make this test is an a.c. voltmeter, a line cord, and two alligator clips. The clips are fastened on the opposite end of the cord from the plug. Practically full line voltage should be read on the meter if the condenser is good.

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AUGUST

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ELECTRIC REACTANCE CORP. 18 Agency: Scheel Advertising Agency	RADIO SUPPLY & ENGINEERING CO., INC. 51 Agency: Karl G. Behr Advertising
ELECTRONIC LABORATORIES 68 Agency: Burton Browne Advertising	RADIO SUPPLY SERVICE 40 Agency: Direct
EMERSON RADIO & PHONOGRAPH CORP. 34-5 Agency: Grady & Wagner Company	RAYTHEON MANUFACTURING CO. 45 Agency: Burton Browne Advertising
FADA RADIO & ELECTRIC COMPANY 25 Agency: Sternfield-Godley, Inc.	RECORDISC CORPORATION 10 Agency: Shappe-Wilkes, Inc.
GENERAL INDUSTRIES COMPANY 63 Agency: Fuller & Smith & Ross, Inc.	SENTINEL RADIO CORPORATION 7 Agency: W. W. Garrison & Co.
HAMILTON RADIO CORPORATION 2 Agency: Sherman K. Ellis, Inc.	MARK SIMPSON MFG. CO. 58 Agency: Edward Hamburger Advertising
INTERNATIONAL RESISTANCE CORPORATION 53 Agency: Lavenson Bureau	SONORA RADIO & TELEVISION CORP. 67 Agency: Weiss & Geller
JENSEN RADIO MANUFACTURING 33 Agency: Burton Browne Adv.	SPARKS-WITHINGTON COMPANY 11 Agency: Brooke, Smith, French & Dorrance, Inc.
LEAR, INC. 19 Agency: Arthur Kudner, Inc.	SPRAGUE PRODUCTS COMPANY 55 Agency: Harry P. Bridge Co.
LITTLEFUSE, INC. 13 Agency: United States Adv. Corp.	STANDARD TRANSFORMER CO. 43 Agency: Burnet-Kuhn Adv. Co.
McELROY MFG. CORPORATION 47 Agency: Shappe-Wilkes, Inc.	TRAV-LER KARENOLA RADIO & TELEVISION CORP. 60 Agency: Jones Frankel Co.
JOHN MECK INDUSTRIES 57 Agency: Fensholt Company	WARD PRODUCTS CORP. 64 Agency: Burton Browne Adv.
MARION INSTRUMENT COMPANY 17 Agency: Sharpe-Wilkes, Inc.	WARWICK RADIO MFG. CO. 9 Agency: Agency Service Corp.
NATIONAL UNION RADIO CORP. 49 Agency: Hutchins Advertising Co.	ZENITH RADIO CORP. 22 Agency: Critchfield & Co.

Journal's End by MAL PARKS

Hello there again . . . thought I'd never get here this month what with all the changes taking place in the industry and down in Washington . . . things are moving so quickly we've just arranged to expand our Washington Bureau and we'll have the new address and line-up for you next month. . . .

. . . By the time you read this we'll know for sure whether **Lou Chatten** is going to go with North American Phillips Company . . . called Lou after learning of his resignation but he was reluctant to disclose his plans . . . don't know why everybody has to be so mysterious but that seems to be chronic with North American Phillips. . . .

. . . Over to a showing of the new Hamilton Radio postwar model and all I can say is that the public is going to see some swell new sets . . . had grand talk with sales manager **Jack Crossin**, who told me about their sixteen city trip in a specially chartered plane . . . wish I was going with them, but you know how it is . . . I'm getting so darned slow I just never seem to catch up on my work. . . .

. . . W.P.B.'s **John Creutz** asked me to tell you that L265 is **not** revoked . . . the sum of the whole thing is that L265 was amended drastically but there are still controls operating which you'll have to watch . . . understand from John that spot authorizations will be granted right after Labor Day to receiver manufacturers . . . but that doesn't mean we'll get sets right away . . . the manufacturers may have the authority to make receivers, but the problem will be finding materials, parts and manpower. . . .

. . . Went to Viewtone's party and showing of postwar models and had nice visit with President **Irving Kane** and Sales Manager **Charley Robbins** . . . if all the postwar models are as good as those I saw at Hamilton and Viewtone, then we're going to give the public something they never dreamed of . . . Irving's table model television set, retailing under \$100, created quite a stir and perhaps points the trend that we'll have in television prices.

. . . Wish I knew who first said . . . "A gentleman is a man who can disagree without being disagreeable" . . .

. . . If any you fellows know a couple of **good** radio engineers who'd like jobs with fine postwar prospects, and starting at eight to ten thousand a year, let me know. . . .

. . . Over to Toots Shor's with agencyman **Jesse Wilkes** and had some of their lamb stew in wine topped off with that lemon meringue pie that is six inches high . . . who was it said, "fate cannot harm me, for I have dined today"? . . . anyway, I got more of Jess's good ideas and you'll see some of them bear fruit in the October issue. . . .

. . . Why doesn't someone tell me these things? . . . here I.R.C.'s **Bob Baggs** became proud papa to new baby girl on June 7th. . . . Named her Jeanne and if she's half as nice as her charming mother she'll be doing well . . . I'm still trying to take advantage of that weekend I promised to spend with the Baggs way last August . . . and time sure does fly, alright. . . .

. . . Congratulations are in order for G.E.'s **L. E. Pettit**, who takes over important post of advertising and sales co-ordinator in Art Brandt's electronics department. . . .

. . . Nice talk with good friend and agencyman **Harry Deines**, who invited us to Westinghouse's preview of their postwar television set next week . . . we'll bring you all the details just as soon as we can. . . .

. . . Interesting letter from Los Angeles R.E.T.A. President **Walter Graham** setting me to rights on latest happenings out there on the licensing front . . . mighty good to see so much Association activity and we're real glad that our own small efforts have helped the cause along . . . tough part of it all is that the fellows are making me **work** and I hate to establish a precedent like that . . . looks like I've got seven or eight speaking dates before Labor Day and that means no vacation again this year . . . oh, well, one thing about not taking a vacation . . . the boss doesn't have a chance to find out how well he can get long without you. . . .

. . . Well, fellows . . . I'm off to the Hambletonian on August 8th up there in Goshen, N. Y., and just wish you all could be with me . . . somebody told me C-D's **Octave Blake** has quite a stable of trotters and if so, he's my man . . . if you've never ridden in a little racing sulky behind one of those high-stepping pacers you just don't know what real thrills are . . . you can have your airplanes and racing cars . . . give me a ride behind a good trotting horse any day . . . so, now you know why I have to hurry off, much as I had to . . . it's going to be hot this month, so don't work too hard and take it a little easy, won't you . . . I'll be looking for you back here in our own little corner next month . . . until then, so long and take care of yourself. . . .



Sonora Brings in the Customers!

Your customers know Sonora — the name that has been famous for tone-engineering for more than 30 years.

Sonora's powerful national advertising is keeping the fame of that name alive, telling all America about SONORA tone quality, SONORA value.

Sonora advertising boldly challenges your customers to compare any SONORA — for tone — with any other radio in its price class.

This straight-from-the-shoulder adver-

tising, by inviting comparison, is sure to build store traffic for SONORA merchants. It's sure to build business, because *tone* makes the *sale*, and SONORA's "Clear as a Bell" tone will demonstrate to your customers new peaks of tone perfection!

Check with your Sonora distributor now. Get all the facts about the SONORA franchise. Sign up with SONORA . . . the line that brings in the customers! SONORA RADIO AND TELEVISION CORP. 325 N. Hoyne Ave., Chicago 12, Ill.



Sonora

Clear as a Bell

HOME ENTERTAINMENT AT ITS BEST

RADIOS • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS



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a Real
 STANDARDIZATION
 PLAN!
4 E-L VIBRATORS
 MEET 95% OF ALL
 AUTO-RADIO
 REPLACEMENT NEEDS

Think what this means! Only 4 models to stock for serving the 1122 auto-radio models which comprise 95% of the market. It means lower stock investment, faster turnover, no more dead wood in your inventory! It *guarantees* greater profits for distributors and dealers. F L streamlined standardization is the result of an extensive, careful analysis of auto-radio vibrator requirements.

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