

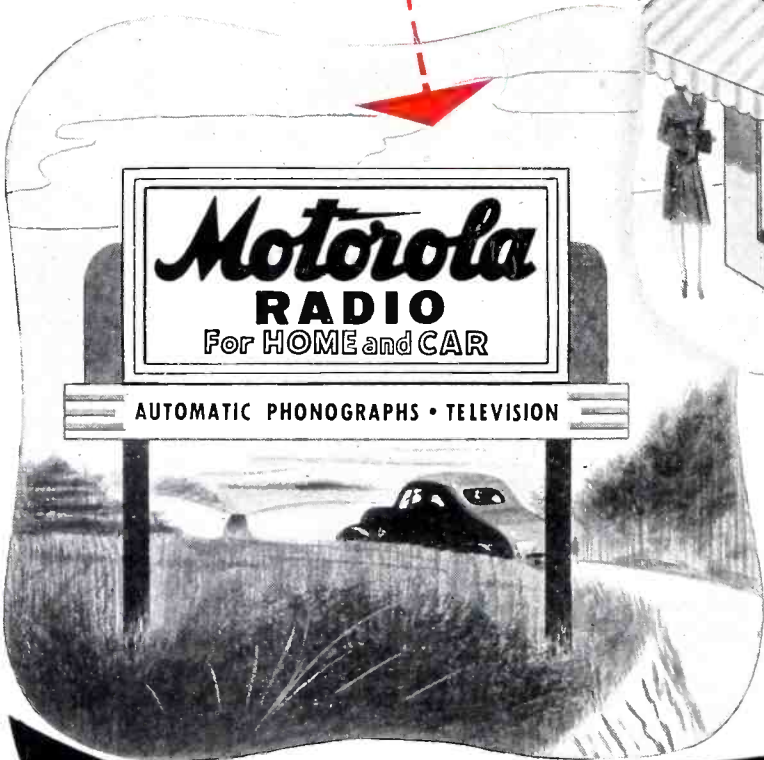
RADIO TELEVISION JOURNAL

July, 1945



Chester Bowles writes an exclusive article, "Price Control in the Reconversion Period." See page 21.

THE LARGEST OUTDOOR
SIGN PROGRAM IN THE
RADIO INDUSTRY!



**ON STORE FRONTS
AND HIGHWAYS**
Coast to Coast!

**ALL LINKED TO MOTOROLA'S ALL COVERAGE
NATIONAL MAGAZINE AND NEWSPAPER PROGRAM**

Motorola Radio

GALVIN MANUFACTURING CORPORATION • CHICAGO 51, ILLINOIS

F-M & A-M HOME RADIO • AUTO RADIO • AUTOMATIC PHONOGRAPHS • TELEVISION • F-M POLICE RADIO • RADAR • MILITARY RADIO

Philco is Proud of its "Service Record"



Proud as Philco is of its big wartime job of supplying radar and other electronic equipment to the Army and Navy . . . there is

another "service record" worthy of some special attention.

It's the job done by Philco distributors, dealers and servicemen in maintaining high standards of service on all Philco products.

They have done a great job . . . despite critical shortages of manpower . . . due to the urgent need of the armed forces for men with the training and experience which always characterized Philco servicemen.

While we pay tribute to the way Philco dealers have overcome so many difficulties . . . it might not be out of place to mention that their ability to maintain those standards of service was due in no small part to foresighted planning by the Philco Service Division.



NOW LET'S LOOK TO THE FUTURE!



All the record of accomplishment that has marked the maintenance of Philco Service through the war years will be eclipsed by the Greater Philco Service of the future!

That is not a forecast . . . or a bit of wishful thinking. At this very moment . . . this Greater Philco Service is a reality! It is not a dream of tomorrow . . . but an actuality *as of today!*

At Philco Service Division Headquarters in Philadelphia, "pilot plants" are already in full working operation . . . to serve as models for the service shops of Philco dealers. The Greater Philco Service Organization is away past the blueprint stage. It's at the service of Philco dealers and servicemen right now!

Philco Field Service Engineers are already travelling the country . . . building the greatest international service organization radio and refrigeration has ever known!

The post-war Philco Service Program will be miles ahead of any past performance. And best of all . . . **IT'S ON THE JOB RIGHT NOW!**

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Radios • Phonographs • FM • Television • Refrigerators • Freezer Chests • Air Conditioners

RADIO-TELEVISION JOURNAL, JULY, 1945



Washington Report

W.P.B. Amends Order L-265

Amendments to General Limitation Order L-265, which governs electronic equipment, were announced June 2 by the War Production Board.

In general, the amendments are in line with WPB's established policy of removing controls when they are no longer needed.

Chief among these is the elimination from the coverage of the order of certain items that do not make use of electronic components and which are not produced generally on facilities now being used for the production of electronic equipment. Among these are radio antennas, blank recording discs and spring-motor acoustic phonographs.

Cabinets also are removed from the order but these remain subject to the provisions of the furniture order, I-260a. Officials of the Radio and Radar Division explained, however, that the placing of a radio chassis in a cabinet still comes within the coverage of L-265, since this is considered a step in production and thus remains subject to the order's restrictions.

Also lifted are restrictions on the sale of electrical equipment that has been produced under WPB authorization for sale with motion picture equipment.

Officials of the Radio and Radar Division said that this does not al-

low the free sale of all suitable electronic equipment to motion picture theaters, but does permit the sale of electric equipment that has been authorized for production specifically as motion picture equipment by the WPB.

Some Electronic Cutbacks By Army Are Disclosed

An inkling of Army cutbacks in the electronics field was given by Howard Bruce, Director of Material, Army Service Forces, at a press conference in Washington, June 16. It is expected the War Production Board will make public a report on military cutbacks some time soon, giving breakdowns for various fields, but it could not be learned whether the closely guarded secret of Army cutbacks in the electronics field would be given.

Mr. Bruce revealed that Walkie-Talkie (SCR-300) set procurement had been cut back 75 per cent (comparing the schedule for December, 1945, with actual March, 1945, deliveries). Handie-Talkie (SCR-536) sets were cut back 68 per cent.

Procurement of field wire (W-110) was reduced by 46 per cent and assault wire (W-130) by 36 per cent. No other details were given.

W.P.B. Outlines Ways to Get Copper Wire for Radio Repair

Methods by which electricians, electrical contractors and certain

types of repair shops may obtain copper wire were outlined recently by the War Production Board.

The amounts of wire that may be purchased by electricians, electrical contractors and repairmen doing work on electrical appliances, refrigerators and commercial refrigeration and radios is explained in Controlled Materials Plan Regulation 9A. Where more wire is needed in a calendar quarter for the kinds of work permitted, WPB said, a repairman must fill out a CMP-4B application for the additional quantity needed.

Since only a limited amount of wire may be purchased under CMP-9A, an electrician or electrical contractor is advised to determine first if a business or activity for which he is to do a maintenance or repair job is listed in the schedules of CMP-5 or 5A. If so, it may be possible to use the customer's maintenance repair and operating supplies allotment symbol to purchase the wire needed, as described in paragraph (g-1) of CMP-5 and (h) (2) to CMP-5A.

Reports from the field, WPB said, indicate that some confusion appears to exist as to what constitutes maintenance and repair. Wiring of new homes, buildings and garages, and most wiring extensions or additions are classified as "construction" and are not maintenance or repair work, and the wire necessary cannot be obtained under CMP-9A.



telling the world

whoever you are . . . whatever you do . . .
YOU NEED hallicrafters EQUIPMENT

HALLICRAFTERS herewith stakes out a claim to a special part of the radio market: high frequency communications receivers and transmitters that will find a new, wide acceptance in many fields.

**BUY A WAR
BOND TODAY!**

Hallicrafters advertising and promotional programs have proclaimed widely ". . . whoever you are . . . whatever you do . . . you need Hallicrafters equipment." In the field of radio distribution you will find an ever widening demand for Hallicrafters—known to millions as "the radio man's radio."



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RADIO TELEVISION JOURNAL

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MAL PARKS

Editor

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 JOSEPH M. OXENHORN.....*Technical Editor*
 B. F. HOLLEY.....*Washington Editor*
 JIMMY KENT.....*Merchandising Editor*
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 ROBERT E. DITTON.....*Art Editor*
 BETTY BORIN.....*Circulation Manager*

ALEX H. KOLBE

Publisher



This Month's Cover . . .

This month's cover shows Chester Bowles, Administrator of the OPA, whose article on "Price Control in the Reconversion Period" begins on page 21.

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Number
1

WHERE THE CONSUMER'S

RADIO DOLLAR

WILL BE SPENT

5% WILL BUY FROM X TYPE STORES

25% WILL BUY FROM THE "RADIO DEALER"

6% WILL BUY FROM Y TYPE STORES

64% OF YOUR CUSTOMERS DON'T KNOW WHERE THEY'LL BUY THEIR NEW RADIO SET



Here's Why

MECK NATIONAL ADVERTISING SELLS THE PUBLIC ON THE DEALER

You, Mr. Independent Dealer, have the "edge" on the huge radio market that naturally belongs to you.

But the "undecided" 64% of the buyers in your community could easily change their buying habits—and shift the volume elsewhere.

The only manufacturer who is actively fighting this battle for the Independent Dealer—is Meck. It will pay you to tie in with this program. Ask about the Meck Preferential Dealer Plan.

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John Meck



MECK RADIOS

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

Association Activities Report

We inaugurate this special feature to bring you news of the many service-dealer associations throughout the country. Secretaries of all associations are invited to send in their news to our Associations Editor.

JOURNAL EDITOR ADDRESSES BALTIMORE R. S. A.

Over one hundred and fifty leading radio service dealers gathered in Plumber's Hall, Baltimore, Maryland, on the evening of Thursday, May 24th, at 8:00 P. M., for a special membership meeting held by the Membership Committee and co-sponsored by Radio Television Journal.

The meeting was formerly opened by James B. Wong, President of the Radio Service Association of Baltimore, who welcomed the assembled guests and expressed his own keen personal satisfaction in the fact that virtually all the leading radio service dealers in the Baltimore area were represented at the meeting. He pointed out that it was just a little over a year since Radio Television Journal's Editor, Mal Parks, in cooperation with Mr. John Bagliani of the Radio Electric Service Company, co-sponsored the original meeting which laid the groundwork on which the present Association had been built. He detailed the work which had been done by the Board

of Trustees, which is comprised of Mr. William L. Smith, Royal Radio Company; Mr. Thomas H. Clark, Clark Radio, and Mr. W. L. Gladden, U. S. Signal Corps. He pointed out that the Association now has over one hundred paid members and that inquiries about membership are coming in all the time. Mr. Wong then turned the meeting over to Mr. William L. Smith, Chairman of the Program Committee, and a trustee of the Association.

Mr. Smith introduced Mr. Bert Taylor of the Dumont Company and mentioned that Mr. Taylor had also been one of the principal speakers at the original meeting which had been held in cooperation with Radio Television Journal in May of 1944. Mr. Taylor said it was his hope that he would be able to prove to the assembled members that television, of itself, held potentials for increased service business after the war.

He emphasized that television is not a "carry home and plug in" prod-

uct, but is a highly technical piece of equipment that requires careful installation and maintenance.

Mr. Taylor then concluded by showing the assembled guests drawings and photographs of projected postwar Dumont television receivers with many of the new features which have been developed. He showed how sets had been designed for ease of operation and also for ease of servicing when such servicing becomes necessary.

In concluding his talk, Mr. Taylor said he felt that one of the most important tasks which any association, such as the Baltimore group, could do for its members would be to aid in the dissemination of technical material which the companies are even now preparing for use in the postwar era.

Following Mr. Taylor's talk, President Jimmy Wong then introduced the next speaker by saying that, in all his long experience in the radio field, he knew no man who had done more to help radio service advancement than Mal Parks, Editor, Radio Television Journal. Mr. Parks then arose and thanked Mr. Wong and told the listening audience that, while he was highly flattered at the wonderful introduction, he felt that it put him under a handicap because, in the final analysis, it was only the untiring, unselfish and sincere efforts of the directors and officers of any association which could make it successful.

Mr. Parks then went on to review the postwar situation as it applies to radio servicing and said he felt that the average radio service man, and the industry itself, faced two



Grouped on the platform as Mal Parks makes a special point are left to right: James B. Wong, president of the association; Bert Taylor of Dumont Laboratories; Alex Kolbe, publisher of Radio Television Journal; Mal Parks, Editor of Radio Television Journal; and William L. Smith, trustee.

(Continued on page 53)

WATCH FOR THE Sentinel POSTWAR PLAN



SORRY... no details, yet! These will be released when Victory is nailed down. However, we can tell you that Sentinel will be ready for production the moment war demands relax. Designers, engineers, production men and sales experts have put their heads together to shape Sentinel's plans for the future.

To build and establish new markets for its army of dealers, Sentinel continues to advertise nationally... Radio on nationwide programs creating ready consumer acceptance for Sentinel Radios. Backed by quick deliveries, you, as a Sentinel dealer, will be assured of a sound, constructive plan for sure profit.

LISTEN . . .
to Sentinel's Nation-
Wide Radio Program

• JOHN W. VANDERCOOK
analyses the news every Satur-
day afternoon! 5:30 to 5:45
E.W.T. over NBC's complete
network. See local news-
papers for time and station.



Sentinel RADIO

QUALITY RADIO SINCE 1920

SENTINEL RADIO CORPORATION, 2020 Ridge Ave., Evanston, Ill.

Our Readers Write



Dear Mal:

Sincere congratulations on your "June RMA Convention-in-print" issue of the Journal. I was pleased especially over the large number of contributions from RMA officers and chairmen which you secured and, of course, particularly with the display of our Board photo, the RMA seal, and my own article. Editorially and typographically it was the finest issue in many months, if not years. Already I have received a number of complimentary remarks.

I will appreciate an extra personal copy when convenient.

With personal regards,

Cordially yours,

Bond Geddes,
Exec. Vice Pres., RMA.

Radio Manufacturers Assoc.,
1317 F Street, N. W.,
Washington, D. C.

* * * *The sincere praise which Bond Geddes, Executive Vice-President of the RMA, was kind enough to give your Radio Television Journal makes all of us here feel our hard work and research for the June Convention in Print issue were more than repaid. We, in turn, would like to take this opportunity to express our thanks to the many RMA executives who took time out from their multitudinous duties to write a review of their activities for the year. Without their willing cooperation our Convention issue would have lacked the special value of authentic reports, which we have always endeavored to bring our readers. We feel this issue was of particular value in reviewing the wartime record of the RMA and the entire industry, and we wish to thank Bond Geddes again for his enthusiastic reception of our efforts.*

* * *

Dear Mr. Parks:

Thank you for your letter of June 6th enclosing copy of the June Convention-in-Print Issue of RADIO TELEVISION JOURNAL. I appreciate

the recognition you gave to my letter commending the Radio Manufacturers' Association for its patriotic action in cancelling its annual convention. I am confident that your interesting special issue will compensate in good part for the lack of a convention meeting in these trying times.

J. M. Johnson,
Dir. Off. of Defense Trans.

Office of the Director,
ODT, Washington, D. C.

* * * *We feel we are speaking on behalf of the entire Radio Manufacturers' Association and the industry they represent, when we voice our sincere appreciation of Colonel Johnson's tribute to the radio field. In cancelling their annual convention this year in order to comply with the urgent request of the ODT, the RMA was performing a true act of patriotism, and any part your RADIO TELEVISION JOURNAL may have had in compensating for the loss of an annual meeting represents the least we can do as a tribute to the splendid war record of the radio industry. Radio manufacturers throughout the country have worked hard and long to convert all their facilities to the production of the weapons of war, and your Editors are proud to be of service wherever possible.*

* * *

Gentlemen:

In connection with the veterans' advisement program of this school, we have undertaken to investigate possibilities for the returning service man in various businesses.

The type of information we seek is found regularly in the columns of your trade paper. You will serve a patriotic end as well as familiarize many potential users with your publication by placing us on your complimentary mailing list.

Thanking you for your consideration.

Yours very truly,
J. Carl Brown.

Veterans' Counsellor and Professor of Business, University System of Georgia, 162 Luckie Street, N. W., Atlanta, Georgia.

* * * *It is significant of the growing respect in which your Radio Journal is held by men far removed from the industry that a man in the position of Mr. Brown should ask to receive copies of your magazine. Since we receive many such requests in the course of each month it imposes a real hardship on us to fill them while the paper shortage is so acute. However, we agree with Mr. Brown that it is "a patriotic end" and so, we usually accede to such requests.*

* * *

Dear Mal:

Just a few words to thank you kindly for the tremendous help and assistance you were to me on my recent visit to New York. You may be assured, that I appreciate it no end.

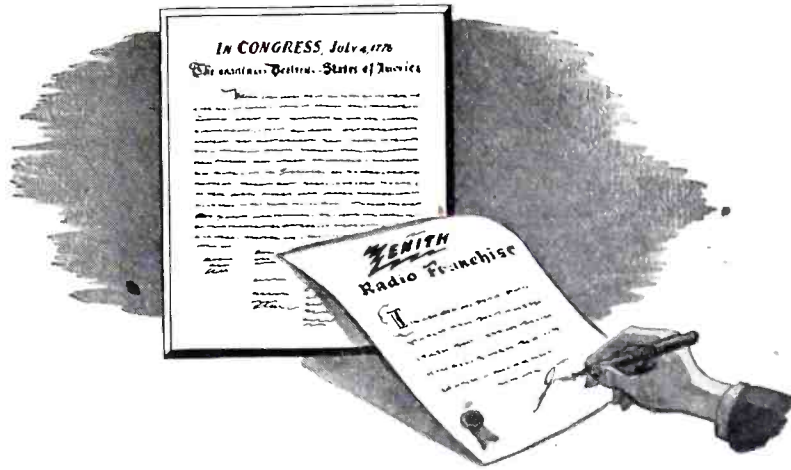
If you can give me any further information along the lines that we discussed, I would appreciate your dropping me a line now and then.

Cordially yours,

Byron W. Streep.
Streep Music Company,
920 Grand Avenue,
Kansas City 6, Mo.

* * * *We're never too busy to enjoy the time we spend in visiting with good friends and readers such as Byron Streep, and we feel it is part of the job we are trying to do for you to use whatever contacts we may have to help all our readers at any time. Whenever our efforts are successful, as in the case of Mr. Streep, it makes the few disappointing episodes we have more bearable. So, we do hope that you will make our office your New York headquarters any time you're in town, and that you'll drop us a line letting us know if we can be of service even if you can't be here personally. Remember, we are just as close to you as your nearest mailbox.*

The Radio Dealer's Declaration of Independence!



It's the famous Zenith franchise — a "declaration of independence" that gives you complete freedom to choose the top name in every appliance field. It is a franchise made possible by Zenith's sound, thirty-year policy of . . .

"RADIONICS EXCLUSIVELY"

Zenith concentrates its engineering genius upon the development of outstanding improvements in Radionics! And this concentration has resulted in world leadership for Zenith . . . in ever-increasing public demand for Zenith Radios . . . in faster profits for Zenith dealers.

Yes, when you sign the Zenith franchise, you sign the most valuable franchise in the radio industry. It entails positively *no* forced combinations of refrigerators, washing machines, ranges or other appliances.

So . . . why not get in touch with your Zenith

Distributor *today*? Find out whether he can qualify you for the "declaration of independence" that enables you to feature *the finest possible "Advanced Engineering" line of Zenith Radionic Radios* . . . along with *your choice of the finest products and best sellers in every appliance field.*



ZENITH RADIO CORPORATION, CHICAGO 39, ILL.

Keep Your Eye on Zenith

. . . and keep in touch with your Zenith Distributor. He is being kept informed on up-to-the-minute factory developments.

Keep Your Eye on **ZENITH** for the Best in Radio!

LONG DISTANCE RADIO

RADIONIC PRODUCTS EXCLUSIVELY—
WORLD'S LEADING MANUFACTURER

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

Record Releases of the Month

VICTOR RED SEAL

- M-996 Religious Songs — Jeanette MacDonald
 M-999 Porgy and Bess — Sevitzy and the Indianapolis Symphony
 SP-3 Rhapsody in Blue — Boston "Pops" orchestra, Arthur Fiedler, conductor
 DM-998 Piano Music of Debussy—Rubinstein
 DM-1001 A Vladimir Horowitz Program: Saint-Saens: Danse Macabre, Czerny: Variations on the Arai, "La Ricordanza", Tchaikowsky: Dumka
 SP-1 Daphnic and Chloe, Suite No. 2—The Boston Symphony orchestra, Serge Koussevitzky, conductor
 10-1171 Always—Grace Moore
 11-8807 You Are Love—Grace Moore
 11-8807 Prelude to Act I of Lohengrin, Wagner — Arturo Toscanini and the NBC Symphony orchestra
 11-8808 Theme from "Laura"—Raskin—Janssen Symphony of Los Angeles, Werner Janssen, conductor
 "Scherzo" from "Flesh and Fantasy," — Janssen Symphony.

VICTOR POPULAR

- 20-1672 A Tender Word Will Mend It—Four King Sisters
 Sweetheart Of All My Dreams
 20-1673 My Mother's Waltz—Wayne King and orchestra
 Remember When — Wayne King and orchestra
 20-1674 So-o-o In Love — Vaughn Monroe and orchestra
 All At Once—Vaughn Monroe and orchestra
 20-1675 Santa Lucia — Charlie Spivak and orchestra
 Can't You Read Between the Lines —Charlie Spivak and orchestra
 20-1676 I'm Gonna Love That Gal — Perry Como with orchestra
 If I Loved You—Perry Como
 20-1678 They Can't Take That Away From Me—Betty Jane Bonny
 While You're Away — Betty Jane Bonny
 20-J680 Her Heart Was Made of Stone—Sammy Kaye and orchestra
 Bottoms Up — Sammy Kaye and orchestra

CAPITOL

- 195 The Atchison, Topeka and Santa Fe—Johnny Mercer and the Pied Pipers with Paul Weston and orchestra
 Conversation While Dancing—Johnny Mercer and Jo Stafford with Paul Weston and orchestra
 202 Tampico—Stan Kenton and orchestra, vocal by June Christy and Glee Club
 Southern Scandal—Stan Kenton and orchestra
 203 A Kiss Goodnight—Freddie Slack and orchestra, vocal by Liza Morrow
 Gee Chi Love Song—Freddie Slack and orchestra
 204 Bell Bottom Trousers—Jerry Colonna with orchestra
 I Cried For You—Jerry Colonna and orchestra
 Album BD-10—Gershwin — Billy Butterfield and orchestra, vocals by Johnny Mercer, Sue Allen, Margaret Whiting and Tommy Taylor

COLUMBIA

- M-575 On A Note of Triumph—Norman Corwin's CBS V-E Day broadcast, Martin Gabel, narrator, original score by Bernard Herrman, and Lud Gluskin orchestra
 C-52 Eddie Duchin Plays the Music of George Gershwin
 M-MM-512 Concerto in F by Gershwin—Oscar Levant with the New York Philharmonic Orch. conducted by Andre Kostelanetz
 M-MM-572 Porgy and Bess — The Pittsburgh Symphony orchestra conducted by Fritz Reiner
 M-MM-559 Music of George Gershwin—Andre Kostelanetz and orchestra

DECCA

- 6109 You Can't Break the Chains of Love Jimmy Wakely and the Sunshine Girls
 Give Me Wings Like An Angel—Jimmy Wakely and the Sunshine Girls
 18683 Bell Bottom Trousers—Guy Lombardo and his Royal Canadians, Jimmy Brown vocal
 Oh! Brother—Guy Lombardo and his Royal Canadians, vocal by Jimmy Brown and the Lombardo Trio
 18684 Sentimental Journey — The Merry Macs
 Choo Choo Polka—The Merry Macs
 18685 Any Old Time—Charlie Barnet and orchestra, vocal by Phil Barton
 There's No You — Charlie Barnet and orchestra, vocal by Phil Barton
 23417 My Baby Said Yes—Bing Crosby and Louis Jordan and his Tympany Five
 Your Socks Don't Match — Bing Crosby with Louis Jordan
 23423 I'll Be Yours — Hildegard, Harry Sosnik orchestra
 Counting the Days — Hildegard vocal, Harry Sosnik and orchestra
 RADIO-TELEVISION JOURNAL, JULY, 1945



Meet the Royal Family
IN LONGLIFE NEEDLES
FIDELITONE



SEE PACKAGE BELOW
\$1.50

Fidelitone MASTER

provides all these: (1) Floating point construction, (2) Horizontal and vertical shock absorption, (3) Premium 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.



\$1.00

Fidelitone DELUXE

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



50c

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.



\$1.50

Fidelitone DE LUXE RECORDING STYLUS

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



1930 & 4 FAY DR.
 Each FIDELITONE MASTER comes packaged in a useful record sleeve.
PERMO Incorporated
 6415 Ravenswood Ave., Chicago 26
 The original and world's largest manufacturer of longlife phonograph needles

IT'S NEVER A MATTER OF LUCK—

with
SYLVANIA!

IT can never be a hit or miss proposition when it comes to radio tubes manufactured by Sylvania Electric.

Beginning with the *raw materials* that go to make Sylvania tubes, you'll find Sylvania chemical and metallurgical laboratories *testing every part*—experimenting to discover new and better materials—new alloys, new compounds for further improving Sylvania Radio Tubes.

Take, for example, the famous Sylvania Lock-In Tube—it is a tube so efficient, electrically, that it can handle high and ultra-high frequency circuits.

SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.



TAKE THE
"LOCK-IN" TUBE

- 1 It is "locked" to socket—solidly.
- 2 It has short, direct connections—lower inductance leads and fewer welded joints.
- 3 Metal "Lock-In" locating lug—also acts as shield between pins.
- 4 No top cap connection... overhead wires eliminated.

SYLVANIA ELECTRIC

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

Editorially Speaking

MAL PARKS

Editor

Alex H. Kolbe

Publisher

NOW that reconversion is more than just a word, and since we have been practically assured by high government officials of the possibility of getting some sets this fall, I would like to use this month's space to discuss your postwar relations with your suppliers.

TOO many times during the past few years I have heard talk about "black lists" which service dealers intended to apply against certain companies who, in the dealer's opinion, have not kept him sufficiently supplied.

NOW, I hold no brief for any company which has taken advantage of a wartime situation to neglect its regular customers. You and I won't have to worry about these companies because memories are long, and they will certainly reap the results of their unthinking policies.

WHAT I am concerned about is the possibility that the great majority of good manufacturers in the industry may suffer for the sins of the few. My entire experience during this war has been that virtually all the companies in the industry, whose names we know, have strained every effort to keep their customers supplied, while, at the same time, they took care of the tremendous demand from the armed forces.

THESE companies deserve your applause and not your censure. While it is only human nature for each of us to feel that perhaps we should have been treated a little more favorably, or perhaps a little more generously, the fact remains that in no other country on earth has the civilian economy received as much goods during the war as the United States. And when you consider that our radio manufacturers had to expand more than any other industry supplying the war effort, you begin to get an idea of the job they had to do to get as much material to you as they have.

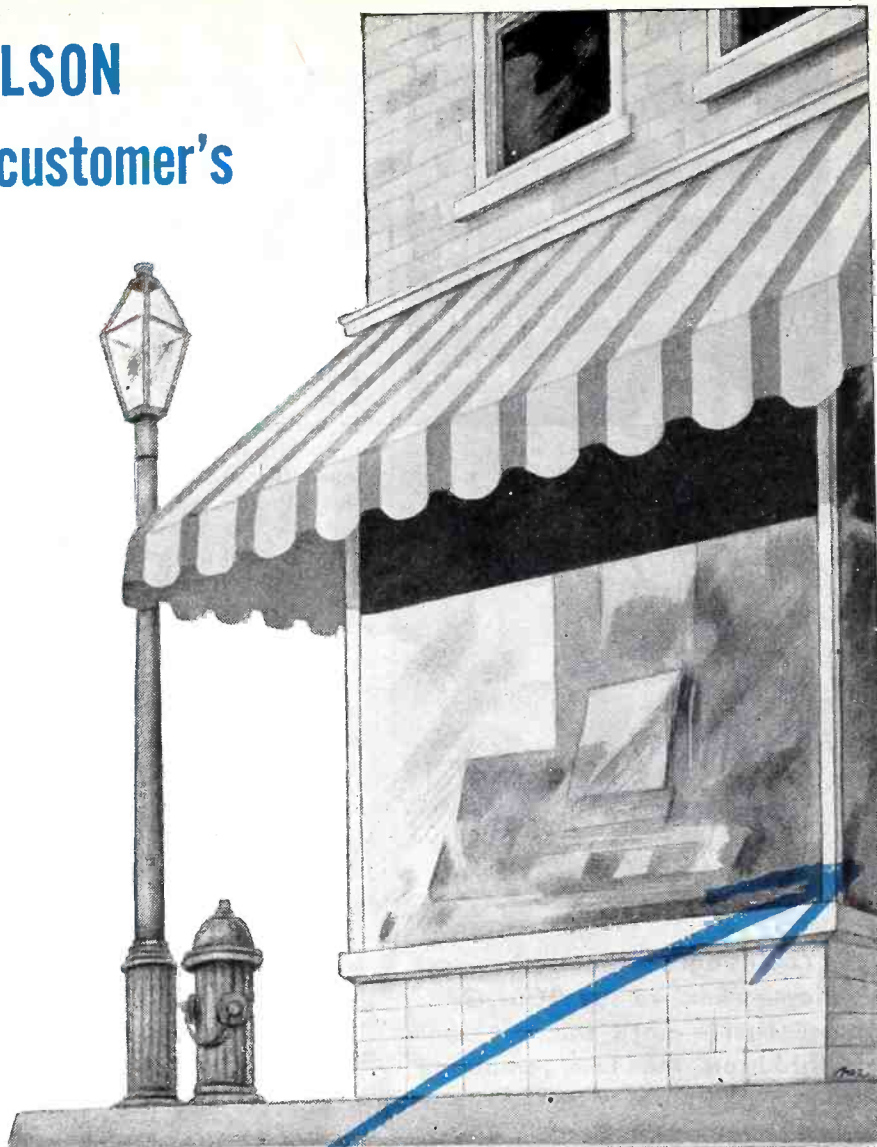
BEING businessmen, you and I both know that no company deliberately sets out to destroy its customer relations. You can be very sure that any good company in this industry feels worse than you do about the shortages of parts, the delays in shipment, and the mistakes and confusion which have resulted from incompetent and inefficient wartime help. These good companies will look to you for understanding and support and I believe they have a right to expect both.

THERE is one other factor about this which, to my mind, deserves comment. This is the fact that many salesmen calling on you in the interest of radio industry suppliers after the war will be returned servicemen. I think you are going to have a hard time complaining to these men about some little, fancied dereliction on the part of their company, when you recall these same men have used the company's wartime products on the battlefields of the world. These men know that some of these items have spelled the difference between death and disaster or life and victory.

MY own thought would be that once the war with Japan is ended and we can get down to business again, it would be better for all of us to figure on starting out on a fresh basis. Let's be guided in our postwar relations with our suppliers by their future conduct, and let their postwar attitude be the key to our actions.

Mal Parks

With **STROMBERG-CARLSON**
the Main Radio in your customer's
mind . . .



You'll want to make **STROMBERG-CARLSON**
the Main Radio Line in your showroom!

There's a tremendous pent-up demand for Stromberg-Carlson radios—fine musical instruments for the *main radio* in any home. This is currently being stimulated even farther by vigorous national advertising which carries this *main radio* message to your customers through some 475,000,000 impressions in thirteen leading magazines.

Make this profitable market your own, by becoming an authorized Stromberg-Carlson dealer under the very favorable Franchise Agreement now being offered. Get in touch with your local distributor for details, or write us at once. For Stromberg-Carlson is:

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

Become an Authorized Dealer now, and organize your postwar business around the Stromberg-Carlson *main radio*—a consistent profit maker, whether in an outstanding table model, console, or radio-phonograph combination.



STROMBERG-CARLSON • ROCHESTER 3, N. Y.
RADIOS, TELEVISION, TELEPHONES, AND SOUND EQUIPMENT

Our G.I.'s
are more important
than our G's, our I's,
our GL's-or anything
else!



• You'll agree that's the best policy—when we say "Our G.I.'s come first!"—until the last shot is fired on the last remaining front.

Of course we'd like to supply you with those metal-can electrolytics (Types G, I, GL, etc.) you prefer for your servicing and initial-equipment needs. However, so long as our armed forces require every metal-can electrolytic we can produce, we'll just have to keep supplying you with the cardboard types which will at least see us through on the home-radio front until total victory is achieved.

• See Our Jobber . . .

He can tell you what's available by way of wartime types. He'll have some metal-can electrolytics as and when certain types can be released for civilian use. Consult our jobber!

AEROVOX
CORPORATION
NEW BEDFORD, MASS., U. S. A.
In Canada: AEROVOX CANADA LTD., Hamilton, Ont.
EXPORT: 100 Varick St., N. Y., Cable 'ARLAB'

25 Years Ago in The Journal

Interesting Items Culled from the July, 1920 Issue of the JOURNAL

One dealer writes to H. E. Speare that he has a great many calls to repair broken springs in the Fall and asks what causes this, and what can be done to prevent it. Mr. Speare opines that it must be because people leave the machines wound up during the Summer, and thereby make it impossible for the oil to flow into the spring and prevent rust. Answer: Simply let the thing run down.

Editor Glad Henderson went violently on record against the increasing number of dealers who are handling the stencil machines, saying that stencils are made of very lively rubber, and when the final tabulations are in most dealers will find that the rebound is so great that most of the profits are also bounced away. He also took notice of a new manufacturer in the field who estimated his probable first year's production at 100,000 machines, and predicted that if total production hit even half of that they would be wizards.

An analysis of that portion of the stock market that has to do with this industry during the last month discloses that there has been a distinct downward trend noticeable in prices. Although further examination reveals that there was considerable action in the market, and that many of the larger companies were increasing their capital stock. Among these was the Brunswick outfit, who jumped from twelve million to fifty-six million dollars.

Some of the complexities of the Chinese market (yes, there was one!) was explained by Fred J. Hinton, here in the country from Shanghai to visit the Victor plant. He explained that many of the records had to be made in five translations as there were that number of dialects that made up the major market. Another peculiar tendency among the Chinese is that fact that they would only use loud needles, apparently under the delusion that the quality of the product was measured in direct ratio to the noise produced. While the population of China is four times that of the United States their purchasing power is extremely low,

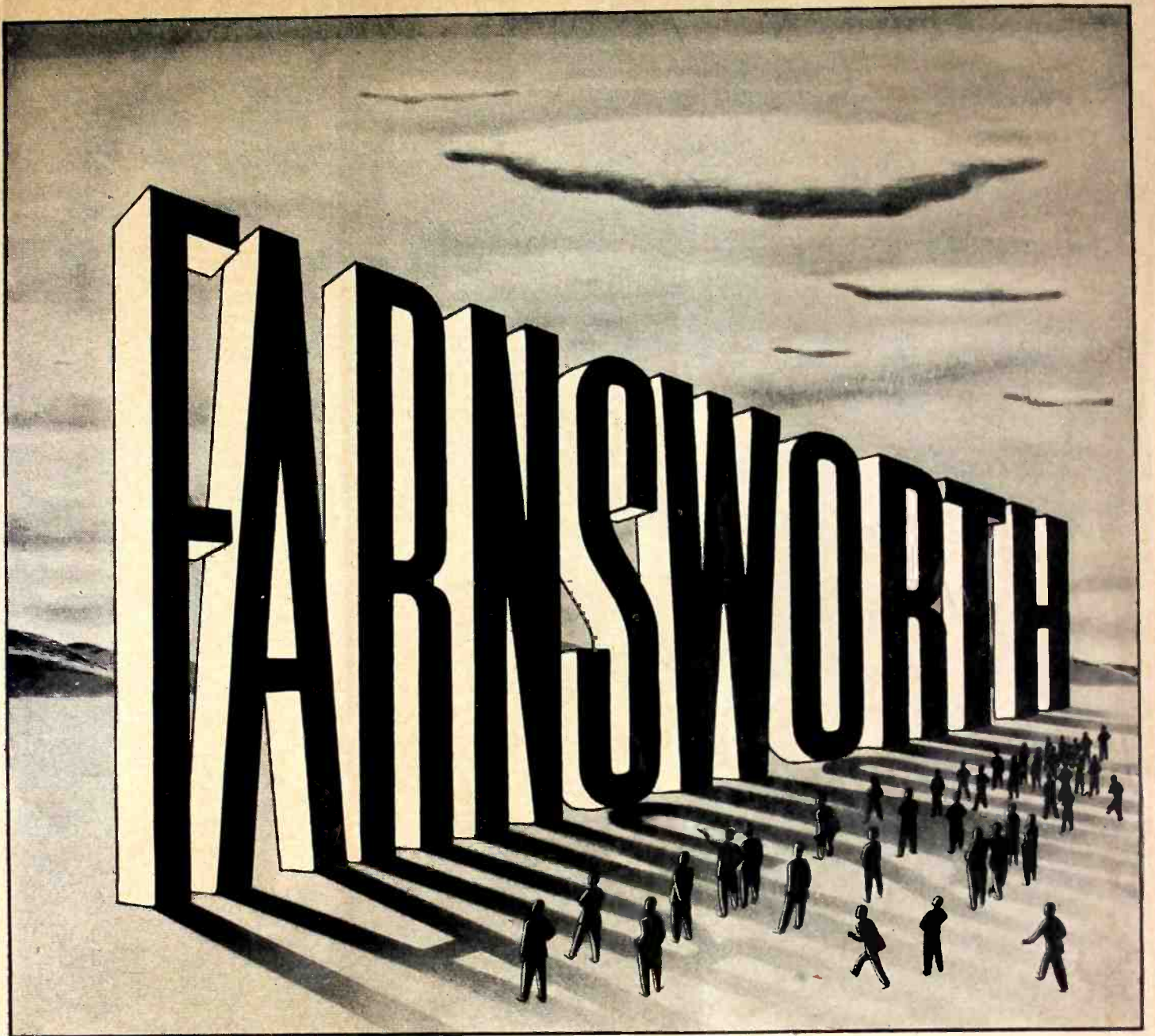
and so sales to the natives are limited. However, in some of the larger cities like Shanghai there are very large foreign colonies, and there the business is conducted along the same lines as it is in New York City.

Due to the tangled conditions of the freight lines and the current stevedore strike it was impossible to move goods either by sea or land this month, and this in the face of great numbers of dealers howling for merchandise. The only company that came up with a solution to this problem was the Eastern Talking Machine Co., who conceived the brilliant notion of making up a huge joint shipment and transporting it by barge. When they were unable to get stevedores to load the "Olive" at Camden, the workers at the Victor plant were requisitioned, and the barge finally loaded. After a slow and uneventful trip the "Olive" docked at Boston, and was met by an enthusiastic group of dealers who were more than happy to pay the slight extra bonus the company charged for the privilege of even getting the merchandise. This was the largest single shipment that had ever been made from the Victor plant, as well as the first time in the history of the phonograph business that machines had been transported in this manner.

The first woman to ever take a course in phonograph mechanics was Sylvia Sinding, manager of the phonograph department in a store in Elizabeth, N. J. She was entered in the Edison Laboratories this month, and thus marked another milestone in the progress of female emancipation, and this in spite of the dire predictions of the former male occupants of this phase of the industry.

"The period of transition in which we now find ourselves," writes Mr. Walz, of Cohen & Hughes in Baltimore, "is not one to cause any undue alarm. The causes are natural, and at

(Continued on page 43)



RECOGNIZED FOR QUALITY

When merchandise is available once more, the public will look for quality.

“Farnsworth”—more than ever—is what people will want to buy! For they know that the name “Farnsworth” stands for top-quality radios in distinctive cabinets—superb tonal reproduction—proven record changers. They know, too, of Farnsworth’s long leadership in the field of modern electronic television.

They know because we’ve been reminding them . . . in colorful, full-page advertisements in the country’s

leading magazines . . . consistent informative messages designed to give Farnsworth new esteem in the public eye.

During the war, Farnsworth has created new facilities, gained new skills, achieved new techniques . . . which will win for Farnsworth an even greater standing in the post-war world.

Why don’t *you* plan now to sell people what they want to buy—Farnsworth! The Farnsworth Selected Dealer Franchise has many profit-winning advantages. Ask your Farnsworth distributor or write today.

FARNSWORTH *Television · Radio · Phonographs*

Farnsworth Television & Radio Corporation, Ft. Wayne 1, Ind. • Farnsworth Radio and Television Transmitters and Receivers, Aircraft Radio Equipment, Farnsworth Television Tubes, the Farnsworth Phonograph-Radio, the Capehart, the Capehart-Panamuse
RADIO-TELEVISION JOURNAL, JULY, 1945



Automatic *will be the* **BUY**

Yes, Automatic will soon be the buy! Get our postwar plans before making your final decision.

While Automatic is still geared to mass production for our fighting forces, Automatic can promise you that when Uncle Sam gives the go-ahead sign for peace-time production, it will only be a short time before you will again be receiving Automatic and Tom Thumb Radios.

Plans have already been made to convert Automatic's expanded facilities quickly, and this means more Automatic and Tom Thumb Radios will be available to meet the demand.

Radios that will set a new high in performance — distinctive cabinets — tonal refinements—all priced to clinch that all-important sale.

Talk to Automatic before deciding—see a real profit-making proposition. Act now!!!



Automatic

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





Price Control in the Reconversion Period

An Exclusive Statement by Chester Bowles

We at OPA who have worked more than three years at the job of preventing wartime inflation feel that we are entering a new and difficult period. This is the period of reconversion pricing when most peacetime goods will return to the market. If we succeed in this phase of the price control job, we will need continual aid from far-sighted men of industry and trade who are our allies in this home front battle against inflation.

Our reconversion pricing formula was announced after months of work and study. The output of war goods

In this exclusive article written especially for Radio Television Journal, Chester Bowles, OPA Administrator, gives his ideas on the pricing of radio sets and parts in the postwar era. Based on his authoritative position and intimate knowledge of the field, this article will give every dealer and serviceman a reliable guide to price controls in the immediate and postwar future.

has demonstrated the great productive power of the United States, and we were anxious to form a reconversion pricing formula which will make the fullest possible use of this productive power for peacetime goods. I am convinced that the best way to meet the threat of inflation brought on by a growing demand for consumer goods is by a great flow of production of these goods. Everything we do in the Office of Price Administration must be directed toward making it possible for American enterprise and labor to produce

(Continued on next page)

BOWLES

(Continued from previous page)

a record of high quality goods at low prices and high wages.

Our prices must not stand in the way of manufacturers who are anxious to make the products the public is eager to buy. Production itself is the best answer to the inflationary threat.

Closely connected with our aims of working out a reconversion pricing formula fostering full production is the goal of full employment. If production volume is high, payrolls will be long. I have found that business men of America are anxious to maintain and increase the number of persons on their payrolls, for they realize that full employment is basic to economic health in this country.

Inflation Threat

Throughout price control, our goal has been to prevent inflation, and that goal had to be kept upmost in mind in forming our system of reconversion pricing.

We should never lose sight of the fact that nearly half of the inflationary price rises of the last war occurred after the Armistice. After a slight sag in prices lasting three or four months, an inventory boom began. There was a scramble for scarce materials. Prices sky-rocketed. Rents, prices and wages chased each other upward until the inevitable collapse came. Factory payrolls fell 44 per cent; farm income dropped 66 per cent with 453,000 farmers losing their farms through foreclosure. Corporation profits fell from a net of more than \$6,000,000,000, after taxes, to a net loss of \$55,000,000. Inventory losses totaling \$11,000,000,000 wiped out the reserves that had been accumulated during the war. Millions of workers were unemployed.

This disaster must not be repeated. It is not the kind of America to which our war veterans should return and try to start making a living.

On the other hand, we are determined not to retain our wartime price controls any longer than necessary to meet the threat of inflation. One important aspect of our reconversion pricing formula is to allow

relaxation of price control in one commodity field after another as soon as inflationary danger disappears in each commodity field. Naturally, these inflationary pressures will not disappear on all commodities at the exact same time. I feel that the controls we have maintained should be kept only as long as war and conditions created by war are present. We must drop them by commodities as soon as the need for them ends. No one is more weary of restrictions and red tape than the OPA staff.

Reconversion Pricing

In May, I announced the general OPA reconversion pricing program which I believe makes possible all the goals I have just outlined. With continued cooperation from business, I believe this formula will work.

As I stated in that general announcement, there is a formula for industry-wide price adjustment. If a reconverting industry requests us to reexamine its prices, we will start with its costs and prices in the last period of normal production—usually 1941 or some part of it. We will take those costs and adjust them upward for two factors—first, lawful increases in materials and parts prices, and second, lawful increases up to this time in basic wage-rate schedules of factory workers. To the 1941 costs so adjusted, we will add in place of the 1941 profit margins the more nearly representative peacetime margin received in 1936-39.

The excess of the resulting figure over 1941 prices will be expressed in terms of an industry-wide "increase factor." This will be a percentage figure by which any manufacturer in the industry may increase his 1941 price or prices. He will then compare the results with his existing ceiling price (which is usually his 1942 price.) If the 1941 price, when raised by the use of the "increase factor" is higher than the existing price, the manufacturer can take the former as his legal ceiling. Otherwise, his existing ceiling will continue to apply.

This formula is designed for initial industry-wide review of ceiling prices of reconversion products in cases where the industry requests such review. It is not an alteration

of our basic pricing standards. It is devised merely to meet a situation in which these standards cannot be applied because actual cost data are lacking.

Generally, OPA will obtain from the particular industry the data required for working out the "increase factors" for the products of the industry. In the case of the radio industry, these cost surveys have started, and some of them are near completion.

Radio Pricing

Reconversion pricing of domestic radios is particularly difficult because of the many component parts involved. Our pricing specialists have met with the Radio Parts Industry Advisory Committee to discuss the problems of obtaining data on parts manufacturing costs.

Manufacturers of radio parts have, throughout the war, continued to manufacture a small volume of parts for domestic radios while the great part of their volume has been for military use. These manufacturers are anxious to know what constitutes reconversion parts to which the pricing program will apply. In general, the Office of Price Administration will consider an item as a reconversion item if it has not been made in sufficient volume that present costs are an accurate indication of current and prospective costs. After a meeting with the Radio Parts Industry Advisory Committee, it has been decided that most, if not all, radio parts are "reconversion" commodities.

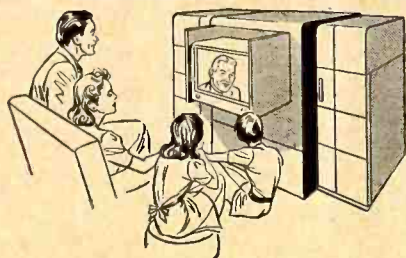
In radio parts manufacture, many of the methods and skills used in military production will not be directly transferrable to manufacture for parts for domestic sets. Accountants from the radio parts industry have met with people from the OPA to draw up a cost survey questionnaire to be sent to manufacturers in connection with gathering data for reconversion pricing of parts.

The costs of radio tube manufacturers are being considered in a separate study. The cost increases of three tube manufacturers that represent the major portion of the industry have been obtained by OPA, and these increases are being studied as an important factor in setting the final price on domestic radios.

(Continued on page 36)

FRED ALLEN* *Says:*

**"DUMONT TELEVISION IS
RIGHT UP ALLEN'S ALLEY"**



And right up *your* alley, too, if your clientele demands the finest. For the achievement-starred DuMont pioneering that made commercial television practical—and also piled up a 14-year backlog of precision "know how"—assures inspired craftsmanship in DUMONT TELESETS.† DuMont's war-born sales features will soon be yours ...incredibly lifelike television pictures, sharp and clear from any angle...exquisite tone...dependable electronic engineering...outstanding cabinet artistry...performance above and beyond comparison!

*Star of United Artists' Release "It's in the Bag."

†Trade-mark Reg.

Copyright 1945, Allen B. DuMont Laboratories, Inc.



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

Licensing

(Continued from previous page)

"Experts"

All of these provisions are necessary to safeguard the good name of servicemen, and to re-establish them as members of a reputable, important industry. Due to the present flood of dishonest repair men, the entire trade has been subject to a barrage of criticism from the trade and daily press alike. Furthermore, the field has been increasingly plagued by the rising number of high school and college students who have a limited knowledge of physics and electronics and consequently are self-styled experts in the radio-repair field. Such students do more harm than good, and the existence of satisfactory, formidable licensing laws would increase their respect for the serviceman. Although few laymen realize it, a top-flight repair man must study just as diligently as the man who is preparing to practice law. You don't become a repair man overnight—it is only after a considerable amount of study and practice that you are worthy of the name.

Negligible Cost

When all these benefits are placed in one side of the scale the proposed cost of licensing becomes extremely negligible. If nothing else, its effect on public attitudes will be enough to make it worthwhile, since customers will have a guarantee of fair dealings, an honest repair job and a reasonable price. Furthermore, they will have some surety that the store will still be in existence when they return to pick up their radios, for no fly-by-night operator will be willing to go through the elaborate process of procuring a license for a few weeks' business. Radio serviceman licensing is the only answer to dishonest groups that are mushrooming all over the country today, and which pose a serious wartime problem.

Con:

By James B. Wong

Legislation cannot cure the ills of radio servicing. Education of the public to the amount of knowledge we servicemen need to repair their \$9.95 "junkie" is the proper solution to the need of licensing.

In my twenty years in radio I have found that knowledge of theory is only half of the job. The other half is only gained by experience in actual servicing. The more sets one fixes, the easier it is to repair the next. Certain sets were manufactured with parts that became defective very quickly. After two or three of these models come into the shop for repair and all have the same thing wrong with them the serviceman checks for that defect first. I have had men in my shop with a wonderful background of theory that spent hours searching for the defective part that I could have pointed out in a short while from past experience, which was bad. So licensing would not stop the man who would have the theoretical knowledge from charging the customer for the two or three hours' labor that he spent on the set that another serviceman would have repaired in five minutes. This has been the basic complaint of the public. The charges for the same repair has varied too greatly to inspire public confidence. Standardization of repair prices would eliminate the "gypper."

Graft In Licensing

From another standpoint licensing is bad. The political aspects lean toward graft in the issuance of licenses. It would not be what the applicant knows but whom he knows. If a licensee would earn the enmity of any member of the board of examiners, his license could be taken away. The experience in Baltimore last October showed that licensing was wanted by only a small group of servicemen, not even 10 per cent. At a meeting to discuss the licensing bill that was before the City Council for enactment, only one person out of a hundred and fifty servicemen was in favor of the bill. This bill was written from the Madison, Wisconsin, statute. The group felt that a board of politically appointed men would have a too great power over an entire industry. What would prevent the Mayor of the city from appointing to the board men who could give him votes in an election instead of those who are qualified by experience. It could lead to graft from the executives of the board down to the inspectors. Licensing has not stopped the plumbers or electricians from do-

ing inferior work so the same could be said of the radio serviceman.

Defects of Madison Ordinance

The defects of the Madison Ordinance are numerous. It tries to cover the entire field of electronics. There is no attempt at classification. A person repairing X-ray equipment would have the same license as the coin machine repairman. Both are in contact with devices that the Madison Ordinance chooses to call Electronic Equipment. The definition in the ordinance is: "Electronic equipment is any device or devices which are directly or indirectly connected with or containing a vacuum tube having two or more internal elements for the purpose of effecting amplification or rectification, visual indicators, cathode ray tubes or in any way modifying or changing an electrical current in any manner or changing electrical energy to another form of energy, including aerials and other devices used in connection therewith." That sure covers a lot of territory.

The bill would not be a guarantee of a good job as an apprentice is allowed to be licensed and do the actual work under the "direct" supervision of a licensed radio serviceman. Does this mean that if a licensed radio serviceman with two or three apprentices becomes ill, the apprentices would have to close up shop and go home? Your answer is as good as mine.

Board of Examiners

But the main argument against licensing as put forth by the Madison Ordinance is the Board of Radio Examiners. The Electrical Inspector of the city is allowed to enter any radio shop "during reasonable

(Continued on page 28)

L. A. Radioman Under Police Supervision

An ordinance has been adopted by the City Council of Los Angeles to require the licensing of radio repairmen by the Police Commissioner.

The ordinance, recommended by the Commission, is an outgrowth of scores of complaints and actions against a few unscrupulous repairmen charged with the practice of using inferior replacement parts and asking exorbitant fees for simple radio repairs.

Depend on
ARVIN
for Sales Help

Family desires for the coming ARVIN Products are being pre-sold now—through many different full-page advertisements in leading national magazines. The page reproduced below is appearing currently in LIFE Magazine, COLLIER'S Weekly, and COUNTRY GENTLEMAN. ARVIN Policies include products with real appeal—backed by effective sales help for the trade.



What do I want?

"I'm MOTHER: I want a new little Arvin Radio for my kitchen—another for our bedroom—and a fine, big one for the living room, with an automatic record changer, FM and everything."

"I'm JIM. After foxholes and slit trenches—and no company but my rifle—I want a good bed with a radio beside it (Arvin, please)—so I can snooze and be entertained as long as I like."

P. S. "MOTHER, again: I want some other things—an automatic electric iron, those roll-a-round laundry tubs, an electric heater for the bathroom, some new metal lawn chairs—and one of those gay metal-chrome dinette sets (every one of them ARVIN). I'm not asking too much, am I?"



"I'm SIS (So the family calls me). I want an Arvin Radio of my own, too—for my room. And maybe we could have a little radio-phonograph combination for the playroom. (If I'm not over-playing my hand, I'm going to sweet-talk Dad into a portable—for the lawn and our picnics. They're wonderful.)"

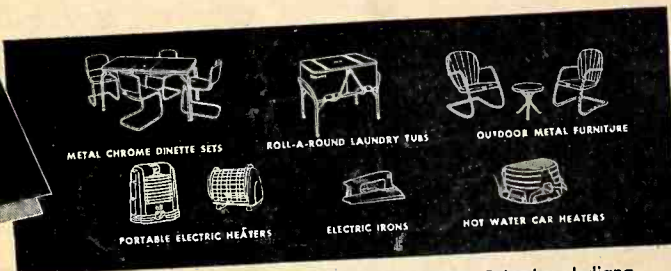


"I'm DAD, the bill-payer: Looks like this is all on me—and I can't fuss about a single item. This is where the bonds I bought to help win the war will help keep the peace around our home. (I'm going to have one of those fine little Arvin table radios of my own, too.)"



ALL THIS—and more, too—will be coming from the eleven plants of Noblitt-Sparks Industries—when war work is done. There'll be Arvin Top Flight Radios—tiny ones, big ones, middle-size ones, table models, radio-phonograph combinations with AM and FM, floor models, portables and farm battery sets. With them, you can radio-furnish your home completely—and economically—upstairs, downstairs, all through the house and outdoors, too. And there'll be many other fine Arvin Products—well worth buying more War Bonds for now

ARVIN
Top Flight
RADIOS
AND OTHER Family PRODUCTS



ARVIN is the Name on Products Coming from NOBLITT-SPARKS INDUSTRIES, INC., Columbus, Indiana
Eleven plants in five Indiana cities—25 years' experience in manufacturing

Licensing

(Continued from previous page)

"Experts"

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LEAR RADIO *takes pleasure in announcing*

E. B. LATHAM & COMPANY

*as exclusive distributor for Lear Home Radios and Lear Television
in the New York metropolitan area.*

*In accepting the distributorship for Lear Home Radios,
Mr. L. E. Latham, President, writes:*

ESTABLISHED 1896

E. B. LATHAM & COMPANY

NEW YORK, N. Y.

PRESIDENT

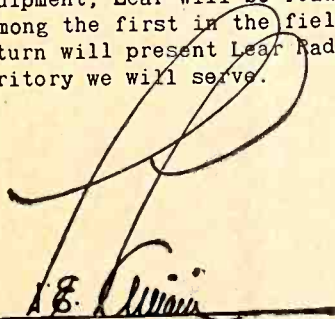
May 16, 1945

We are pleased to announce to the trade that after several months' investigation and discussion with a number of radio manufacturers, we have concluded a wholesale distributing agreement with Lear, Inc., for the distribution of their new line of home radio equipment for the New York metropolitan area. This territory will embrace all of Greater New York, Westchester County and the Long Island Counties of Nassau and Suffolk.

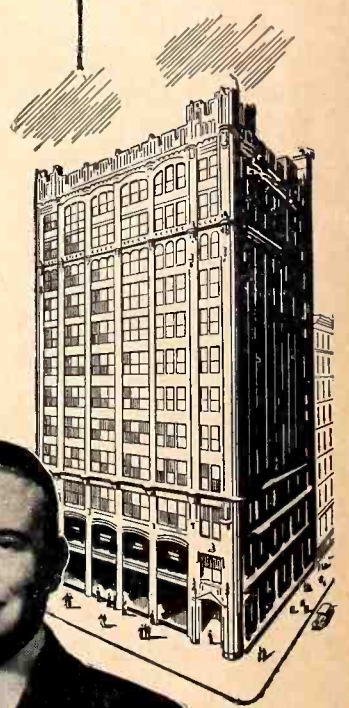
We are most favorably impressed by the company's long and favorable background of experience in the manufacture of high-grade aircraft radio and electronic equipment, and their ability to adapt this valuable manufacturing experience to the production of home radio, television and wire recording.

We are equally impressed with the high calibre of the management, personnel and manufacturing facilities of this fine company whose aim it is to produce a quality product, second to none in the industry, at a price range that will be in keeping with prices of legitimate competition.

As soon as conditions permit, and the War Production Board sees fit to release certain essential critical components for the production of home radio equipment, Lear will be ready to convert its facilities and be among the first in the field to announce their line. We in turn will present Lear Radio, to franchise dealers in the territory we will serve.


L. E. Latham, President

1el/mjb



Mr. L. E. Latham, President, E. B. Latham & Company
Offices and Warehouse, 250 4th Ave., New York, N. Y.

RMA Annual Meetings



R. M. Brophy, President of RMA of Canada lights a cigarette for R. C. Cosgrove, President, RMA.

(Continued from page 30)

"In connection with our export trade, it is hoped that an international standardization program can be effected so that everyone capable can participate in the world markets," he added.

Mr. Cosgrove predicted that the radio industry will employ about 145,000 employes by the end of the first year of civilian production as compared with 86,000 in 1940 and a peak of 241,000 during wartime. The industry has 36,000 former employes in the armed services.

RMA membership rose from 210 to 254 during the past year, Mr. Cosgrove reported.

Revocation of L-265 October 1, With Modification In July, Now W.P.B. Plan

Revocation of L-265, the wartime limitation order barring civilian radio and electronics productions, is now scheduled for the beginning of the last quarter of 1945 or about October 1, to become immediately effective, Director Louis J. Chatten of the WPB Radio & Radar Division has informed RMA.

While indicating that reconversion of the radio industry may occur sooner than expected a few weeks ago, Mr. Chatten said, nevertheless, he does not anticipate any volume production of home receivers before the first quarter of 1946 due to component shortages and military requirements which will continue to take priority over civilian production after L-265 is repealed.

Two steps for putting into effect his proposed formula for lifting WPB controls are geared to the following time-table, Mr. Chatten said:

First stage: Modification of the L-265 in July to permit unrestricted production of components, including tubes for replacement purposes, and all electronic end equipment except broadcasting, receiving and producing equipment for entertainment purposes. This revision will become effective immediately although based on the estimate that military production may not drop to the 90 per cent level until the end of the third quarter, or September.

Second stage: Complete revocation of L-265 in October to permit production of home receivers, broadcasting and other civilian entertain-

(Continued on page 36)

RADIO-TELEVISION JOURNAL, JULY, 1945



**FOR EYE APPEAL
EXECUTIVE PRESTIGE**

and of course that

DEPENDABLE PERFORMANCE

for which MASCO is so well known



MASCO

Executive Series

INTERCOMMUNICATION EQUIPMENT

Now available with suitable priority through your jobber

Radio Dealers! Here is intercommunication equipment you can recommend with confidence.

Units to meet every requirement — featuring: advanced circuit design, balanced line, greater adaptability and flexibility, perfect tonal quality and dependable performance.

Cabinets are streamlined, walnut smoothly finished and designed to enhance the appearance of the Executive's Desk.



	List		List
Model 76 6 Position Master-to-Remote	\$ 52.50	Model 811 12 Position All-Master Remote station, less switch	\$ 62.50
Model 711 12 Position Master-to-Remote	61.00	Model R5 Remote station with press-to-talk switch	11.00
Model 86 6 Position All-Master	55.00		13.00

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



WRITE FOR CATALOG 44-C



Right across the "Board"



We've been "burning the midnight oil" . . . not only to deliver to Uncle Sam all the Eastern amplification equipment needed for Army Air Forces bombers and U. S. Navy planes and PT boats, but also to translate our extensive wartime experience into sound amplification equipment for peacetime use.

Our post-war production is *right* on the drawing board! We are ready to manufacture just as

soon as Uncle Sam gives the "go-ahead."

To aid the war effort against Japan, our engineers are standing by to consult on any problem of sound amplification. Until the day of final Victory, our resources will be devoted to the design and production of vital war equipment.

Let us send you a series of useful articles prepared by our engineering staff on the newest developments in amplification related to sound systems. Ask for Series 6-B

Buy War Bonds



EASTERN AMPLIFIER

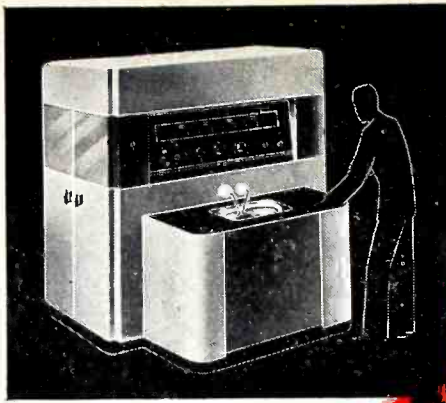
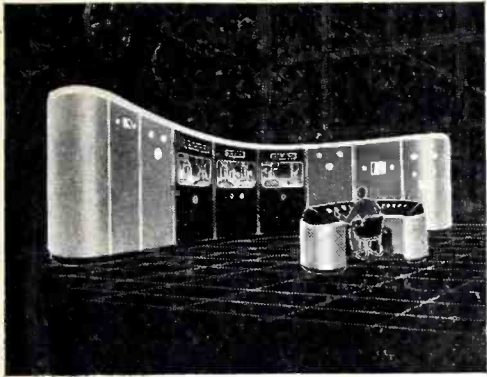
CORPORATION

U. S. Reg'n. Applied For

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

★ Westinghouse has always been a leader in putting electronics to work in industry.

★ Westinghouse built the 1st high-power radio broadcasting station and has continued to lead in this field.



★ Westinghouse built the 1st short-wave radio for ocean going vessels.



★ Westinghouse developed the key electronic tube for the Army's 1st radar.

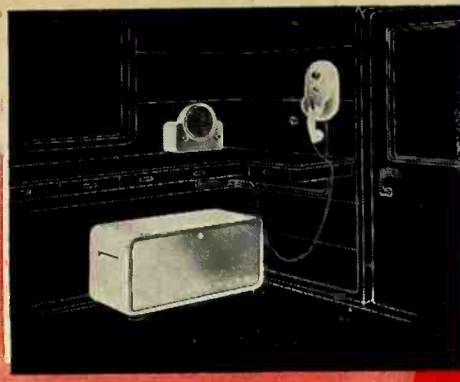
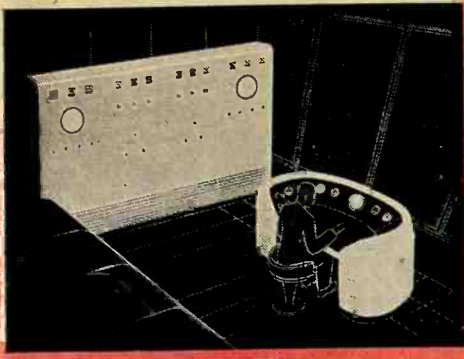


A FEW EXAMPLES OF WESTINGHOUSE RADIO
Originality
 ★ Westinghouse put on the world's 1st radio broadcast.
 ★ Westinghouse built the 1st factory-made home radio.
 ★ Westinghouse developed the tubes that made it possible to operate radios from house current instead of batteries.

Radio's

TODAY AS FOR 25 YEARS

★ Westinghouse is a leader in aviation radio and electronic navigation equipment.



★ Westinghouse built the **1st** railroad radio equipment—and continues to lead in this field.

★ Westinghouse built the Navy's **1st** walkie-talkie . . . and is one of the world's largest builders of military radio and radar.



**DEPEND ON
WESTINGHOUSE RADIO
FOR**

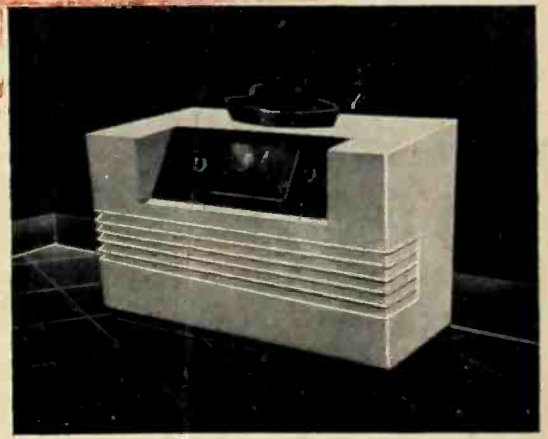
Originality

IN ENGINEERING

**It makes the difference
between "talking points" and
real sales advantages.**

We will be glad to tell you about the WESTINGHOUSE RADIO DEALER FRANCHISE PLAN. Send for free booklet that tells how you can put the strength of this famous name behind your radio business. Address Home Radio Division, Westinghouse Electric Corporation, Sunbury, Penna.

TUNE IN: John Charles Thomas—Sunday, 2:30 P. M., EWT—NBC.
Ted Malone—Monday through Friday, 11:45 A. M., EWT—Blue Network.



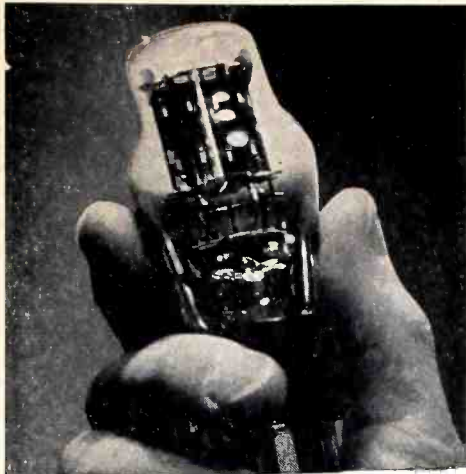
★ Westinghouse built the **1st** electronic television transmitter and receiver . . . pioneering tomorrow's television.

first name is

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

DEALERS



STOP! don't
throw it away!

Let **RTS** reprocess
your dead

RADIO TUBES

NEW Scientific Process

**REACTIVATES THORIUM
CONNECTS OPEN FILAMENTS
CLEARS SHORTS and
MICROPHONICS**

(NOT the old "flash" trick)

MINIMUM ORDER 6 TUBES

SEND NO CASH **50¢** EA.

C. O. D. ONLY Prices approved by O.P.A.

1 volt & 3-Q5 \$1.00

30-Day Guarantee

Every tube fully tested in checkers & sets before playing

Send itemized list with order

Make sure glass, base & prongs are intact . . . flashed, exploded or open cathodes **REJECTED** and **NOT RETURNED**

RTS RADIO TUBE SERVICE CO. INC.

6805 20th Avenue, Brooklyn 4, N.Y.

Bowles

(Continued from page 22)

The costs of radio cabinet manufacturers require still another study, and a survey is now under way to obtain current costs levels of cabinet manufacturers.

Finally, the study of costs of set manufacturers has started.

Tubes and Cabinets

With costs surveys required for radio parts, tubes, cabinets, and complete sets, OPA faces a great task in the radio manufacturing field alone before the reconversion formula can be applied. We will, however, try to speed and simplify this job as much as possible. If we are too slow in establishing prices, we will discourage business men and create an atmosphere of uncertainty that will make the problems of reconversion all the more difficult. We would not meet our goal of working for full production.

There is also the problem of pricing goods of manufacturers coming out with new models. The manufacturer will do this according to pricing methods that will be stated in detail in amendments to OPA regulations to be issued soon. Prior approval of these prices by OPA will not be required, but the ceiling prices for new models calculated in this way must be filed with OPA before manufacturers begin to sell them.

These pricing methods will be somewhat similar to those now in use in MPR 188, which provides, in general, methods for setting prices in line with existing ceilings. Of course, necessary changes will be made in these methods for products not now in production and for which there are no actual operating costs known.

I have been advised by some people to refuse to make any changes in

the maximum prices now established until there is reliable operating experience and we can tell definitely what changes are necessary. In my judgment it would be unwise and unfair to follow such a rigorous course.

Making our reconversion pricing formula as flexible as possible while still carrying out our legal responsibility of preventing inflation will be our policy for the radio and all other reconversion and new industries.

R. M. A.

(Continued from page 32)

ment and equipment as rapidly as components become available.

Both steps, particularly the latter, will be subject to approval of the military services, Mr. Chatten said, and safeguards to assure the filling of military orders under top priorities promptly will be adopted.

While the revocation of L-265 at the beginning of the fourth quarter of this year will permit any manufacturer who has or can obtain the necessary components to produce home sets immediately, WPB officials believe that only a limited amount of civilian receivers will be on the market before the first quarter of 1946.

On the other hand, they said, any drastic change in military requirements for electronic products would ease the shortages in some components and permit a speedier reconversion than now anticipated.

This tentative time-table, together with the latest estimates on cutbacks by the Signal Corps and the Army Air Forces, will be presented in detail to the WPB Radio Industry Advisory Committee meeting later this month. This meeting has been tentatively scheduled for June 26, but this date is subject to change.

While still uncertain as to the Lend-Lease and Army stockpiling program, as they apply to radio tubes, WPB officials estimate that the 4,000,000 extra receiving tubes for the replacement market will be reached by the end of the third quarter, or September, of this year. The allotment of replacement tubes is expected to increase gradually each month from the current volume of between 1,500,000 and 2,000,000.

(continued on next page)

• Ted McElroy

*World's Largest Manufacturer of
Wireless Telegraphic Apparatus*

COMPLETE CENTRAL OFFICE EQUIPMENT

McElroy Manufacturing Corp.

82 Brookline Avenue • Boston, Massachusetts

Licensing

(Continued from page 28)

pair in the classroom for the benefit of the practical training. As the bill in question lacks specific definition of a radio-electronic repairman, a literal interpretation of it would automatically include these students.

There are in California probably 10,000 Federally licensed radio amateurs. These men and women, of all ages, and from all walks of life, follow radio as an interesting and instructive hobby. They are continually building and rebuilding, repairing and experimenting with radio-electronic equipment. The bill in its present form could readily be interpreted to include this class of radio enthusiast.

Of course, no one believes that it was the intention to make these hobbyists, these public school students, these Federal Communications Commission radio amateurs subject to the regulations of the bill. But, lacking more specific detail, they must legally be included because they repair radio-electronic equipment.

Power of Board

(3) The bill provides that a repairman's license can be suspended or revoked for certain undefined causes. Without questioning the reasonableness of the unspecified causes which the Board may see fit to write into the bill, the suspension or revocation of a repairman's license should not lie within the power of any board, body or group of men except that the accused first be allowed to file an answer to specific charges and to establish his guilt or innocence before a competent jury of professional radio technicians.

This should be a prominent and important part of the bill for the control of so highly technical a profession as the radio servicing business.

To be successful, any legislation must provide definite benefits to the majority of the people whom it af-

fects. I stated previously that the legitimate radio-electronic repairman is in favor of some legislation which will correct certain evils in the profession and will be beneficial to both the repairman and his customer. Unfortunately, Bill No. 1426 does neither.

No bill is equitable and just which places a burden on certain people and absolves others from carrying their share of the load. The outstanding weakness of Bill No. 1426 seems to me to be that it would penalize the legitimate, established repairman and fail to reach the many thousands on the fringe. On the other hand, the policing powers necessary to check on all legitimate and "underground" radio repairing activities would be out of all proportion to the revenues accruing and the tangible results accomplished.

Another Tax

The general opinion among repairmen here is that the bill is "just another tax." Because of the nature of the profession and the large number of inexperienced tinkerers playing with it "on the side," the established radio repair shop gains no protection against the chiseling fringe and the public remains at the mercy of the part-time "screwdriver mechanic."

There is another phase of the question to which consideration is due. At least 45 former radio repairmen from this area are now in the Armed Forces. These men suspended their civilian activities, gave up their businesses, to enter the service. Most of them plan to resume their profession here after the war. Some of them to whom I have talked have expressed the hope that any legislation affecting their business and their livelihood be held in abeyance until they can return and participate in framing it. This in itself is, I think, a plea that deserves consideration.

Would it not be wise and just to forego any drastic regulatory legislation until after the war, when economic conditions return to a more stable basis and the men now on the fighting fronts can have an opportunity to express themselves about something which concerns them vitally?

R. M. A.

(Continued from previous page)

Radio Parts Manufacturers Balk at Reconversion Price Plan

Meeting for the first time since the revision of MPR 136, which shifted the control of radio parts prices within OPA, the OPA Radio Parts Industry Advisory Committee recently decided to recommend that Administrator Chester A. Bowles reconsider the reconversion price formula so far as it applies to radio parts, or permit the sale of radio components without ceilings.

Members of the committee expressed the belief that competition in the sale of radio components for new radio receivers will be so sharp that prices will be kept down by supply and demand and that no OPA ceiling will be necessary.

OPA officials declined to comment on the proposal, explaining that it will not become official until it is submitted in writing to OPA by Chairman R. C. Sprague of the official committee. However, one OPA official told the committee at the meeting that OPA had already considered the possibility of eliminating price control of radio parts.

During a discussion of the reconversion price formula members of the committee declared they could not produce and sell radio parts for civilian use under the provisions of the OPA formula and would not accept any civilian order under the present OPA rules.

SALESMANAGER

Available soon . . .

Now employed with one of the country's largest radio set manufacturers I am anxious to put my experience to work for a company that needs the positive talent and ability I can bring to a job which will allow me more scope.

Almost twenty years of hard-hitting merchandising and selling experience with a wide acquaintance among radio and electric appliance distributors and dealers makes me honestly confident that I can do a real job for any company that is anxious to consolidate its post-war position.

I am married, 2 children, in my middle forties . . . young enough to be flexible, mature enough to have judgment. Am interested only in connecting with a progressive company which has a job for me to do.

Salary: \$15,000 plus a bonus arrangement.

Box 645

Radio Television Journal
1270 Sixth Ave. New York, N. Y.

RECORDS - *today's* *fastest moving traffic item*

By Grier Lowry

Today's customers are accustomed to bare shelves in their radio-service shop and, despite the passing of V-E Day, the situation will probably not be alleviated for many months to come. Public interest in radios and record-players is at a high pitch, and the scarcity of these items has only served to strengthen a normally active demand. Consequently, a considerable number of prospective customers continue to visit their radio stores fairly regularly, in the faint hope that their dealers may be able to offer them some long-needed merchandise. In a situation like this, any dealer has only two trump cards: he can service his customer's over-worked sets quickly and efficiently, and he can stock a complete line of some fast-moving traffic item such as popular and classical records. In this way he builds lasting good will with his customers, and at the same time manages to make a neat profit

during the present period of shortages.

"Radio Clinic"

This is the blueprint for success used by the "Radio Clinic," in Kansas City. The Radio Clinic is about four years old, and combines the servicing talents of its founder, Leo Seem, with the selling abilities of Paul Valenti. Originally a straight radio service shop, the store branched out in the servicing of record-players, and from there started a tentative career in record retailing. In order to accommodate these various activities under one roof, the partners looked around for a suitable location that would have plenty of room for Leo to tinker with radio sets, and still allow floorage for a striking display section for records. The result today is the impressive "Radio Clinic and Appliance Company" located in Brookside Plaza,

one of the best business and residential sections of Kansas City.

The partners devoted considerable time and attention to the appearance of the store itself, including interior and exterior displays. The facade of the new building is constructed chiefly of neat, durable brick, and features a spacious display window. The walls inside are finished in a light pastel blue, and the airy, comfortable atmosphere is reinforced through the extensive use of modernistic birchwood fixtures. The reception and sales counter are located in the rear, and signs are posted overhead to direct customers to the sales and service departments respectively. This saves a lot of confusion in the flow of traffic inside the store, and helps save the temper of both customers and sales clerks alike. At present about 90 per cent of the retail stock consists of records, both popular and classical discs. Ten display cases are allotted to these records, which often as not are the only merchandise Paul is able to obtain. Now and then he manages to secure a few electric stoves, which are sold almost immediately. In the postwar period, the partners plan to handle many major appliances, and have already obtained franchises for Philco, Bendix, Grand Range, Zenith, Stewart-Warner and American Kitchen. At present, repair work is conducted in the rear of the store, but once major appliances are again on the market, this department will be transferred to the basement. Under the postwar setup, the entire floor space will be divided equally between records and major appliances, including radio.

(Continued on page 40)



A customer browses at the "Radio Clinic" Record Display Counter.

PERSONAL RADIO

TABLE RADIO

TABLE COMBINATIONS

F. M. RADIO

CONSOLE COMBINATIONS

AC-DC PORTABLES

TELEVISION

COMMERCIAL COMMUNICATION EQUIPMENT

PUBLIC ADDRESS EQUIPMENT

AUTOMATIC RECORD CHANGERS

HERE'S WHAT IS BACK OF THE

MAGUIRE RADIO FRANCHISE

EVERYWHERE DEALERS AND DISTRIBUTORS ARE ASKING ABOUT MAGUIRE HOME RADIO. HERE ARE THE ANSWERS TO YOUR QUESTIONS:

THE MAGUIRE RECORD

Maguire came to prominence as a manufacturer of essential wartime equipment. Maguire won the Army and Navy "E" award with two stars. Maguire electronics business continues to increase yearly.

MAGUIRE FACILITIES

Maguire has grown from one small unit to six imposing plants, housing the most modern machinery; new electronically-controlled production lines plus especially designed laboratory and testing equipments.

MAGUIRE QUALITY

The finest in research, design, engineering and manufacturing talent; the use of only the best component parts; rigid inspection before, during and after manufacture . . . will assure continued high quality.

THE MAGUIRE FRANCHISE

The Maguire franchise assures a profitable operation for dealers and distributors. Maguire post-war radio will be backed by aggressive advertising, planned promotion, displays and masterful merchandising.

LOOK TO MAGUIRE

For post-war radio, designed for eye-appeal and priced to fit all pocketbooks . . . look to Maguire. For all details write Maguire Industries, Inc.; Sales Department, Greenwich, Connecticut.



Maguire

INDUSTRIES • INCORPORATED

ELECTRONICS • DIVISION

RECORDS

(Continued from page 38)

Service Tie-In

In order to keep the turnover of records on the upgrade, the partners have inaugurated several practical, top-notch selling aids. First of all, they are careful to tie in the service and sales departments, and the good will created by speedy repair work on battered record-players does an effective job of boosting record sales. This single factor has kept many customers coming back to the store for more and more records, and the two men feel it has been a major factor in doubling their record inventory. Customers are so grateful for an efficient, honest repair job, they are more than willing to purchase their records at the same store.

A new twist in these days of shortages is their use of a customer "Waiting List" for hard-to-get records. When the store is suddenly deluged with requests for some new hit tune, the clerks have a standard answer for all comers. Once the supply is exhausted, customers are placed on a special waiting list. This list contains the name, telephone and address of each customer, and when the record in question is again available postals are sent to the customers informing them that the record will be held for a few days. This list is doubly valuable, since it gives patrons some reasonable assurance they will be able to obtain the records they desire, and also serves as a handy method of keeping them in touch with all the special sales features the store may run. The waiting list doubles as a mailing list, and many items of promotional material such as pamphlets tying in the record stock with current movies are mailed regularly.

Taste of Customers

Another sensible sales aid is Leo Seem's dogma of catering to the tastes of his particular neighborhood. This idea may appear obvious, but although many record dealers would discount the thought as too elementary, they fail to capitalize on all its possibilities. Mr. Seem feels that many dealers fall into the trap of stocking up on slow-moving records,

instead of following the specialized tastes of their own particular communities. In his location, for example, he has found that hill-billy tunes are just a drag on the market, and while he stocks a few just to be on the safe side, they are relegated to an inconspicuous display rack. On the other hand, there is a constant call for popular music, quite a heavy demand for classical recordings, and an unusually steady stream of requests for novelty records such as those featured by Spike Jones. Actually, the demand for Spike Jones' most recent success, "Cocktails for Two," netted over 500 sales



MRS. SEEM BEHIND THE COUNTER

in the first two months of the year, a store record for one disc.

Browsing is not only allowed in the record department, but is actively encouraged. This privilege is extended even to children, many of whom haven't made any purchases in months. Ever since an unpromising, rather grubby eight-year-old, who was given no special attention by the sales clerk, stepped up to the counter and asked for ten dollars worth of semi-classical records, there has been a generous attitude toward child browsers. Sales clerks were shocked out of their snap judgments of customers' buying power, and have learned to respect all comers. There has been a considerable effort to build good will among children who come into the shop, who by and large, are avidly record-conscious.

Mrs. Seem, who is a capable sales clerk herself, adds this thought:

"We've learned long ago never to direct a grey-haired old lady to the Strauss waltz rack because she is as likely to call for boogie-woogie as a bobby-soxer is to call for a recording by a philharmonic orchestra. Let them give you the cue to their tastes before you suggest something, or you may make a clumsy error that will irritate them." This is especially important in large cities, where people of varied tastes and interests frequent your store.

"Mark-Up Artists"

Mrs. Seem has another idea that helps build up record sales, and at the same time curbs the artistic tendencies of youthful "mark-up artists" who love to pencil their names on the walls of listening booths. Instead of trying to patrol all the booths and see that neatness was enforced by dint of brute force, she has installed a special pad of paper in each booth. Members of the younger set sign their names, addresses and telephone numbers on separate sheets of paper, and each Friday afternoon there is a drawing of names for two prizes. The winners may select any record they wish out of the store's entire stock. This system has worked wonders, for young people no longer wish to mark up the walls of the store that goes out of the way to please them. If some youngsters start to scribble on the walls now, the others quickly bring them into line.

The store has even devoted a special campaign to the sale of needles, and has utilized the tested values of demonstration. By keeping the needles in the record-players located in the listening booth and by the reception desk in top flight condition, they have been able to step up the sale of needles considerably. Customers are quick to appreciate clear tone in records, and once they realize how large a part needles play in flawless reproduction, they are more than willing to stock top notch needles.

All these selling courtesies have brought the partners a greater degree of success than they ever dreamed was possible, and today they are a thriving outfit with an assured postwar future.

3 Great Campaigns

SPELLING POWER, PRESTIGE AND PROFIT FOR YOU!



*A very reproduction of this is...
will be sent on request of 10¢...
to come to your attention and...
handling) Address: Dept. 72...
RCA Victor, Camden, N. J.*

There's something in heredity....

It might make a good movie to have the horse that was taken of a milk wagon win the Kentucky Derby. But it just doesn't happen that way! Champions are the result of applying known principles of selection to established blood lines running back many years. Heredity counts!

Your first postwar radio set—whatever its name—will also be the result of the background and experience of its makers. Can you think of any better engineering background in the radio field than that of the Radio Corporation of America?—Can you think of any name in the field of recorded music equal to Victor?

Can you imagine what the combination of those two names will mean to you in radio satisfaction as soon as sets are available?

The new RCA Victor sets will include many great improvements—the result of experience gained in building 350 different types of war equipment, none of it ever manufactured by anyone before. FM and television, of course. Radios and the famous trade-marked Victrolas will range from excellent low-priced table models to fine automatic consoles. See your RCA Victor dealer before you buy.



RCA·VICTOR
RADIO CORPORATION OF AMERICA

3 Big, Smashing Advertising Campaigns Now Going All at Once to Pre-Sell Your Customers on RCA Victor Radios and "Victrolas" . . . to Give America the Right Answers on Television . . . and to Put You in the Preferred Position for Post-war Sales.

Television...your ticket to the World's Great Shows



Tomorrow you'll enjoy television in pictures as large a roomful of people can view them comfortably.

The RCA Victor television sets are the most complete and beautiful in the world. They give you the best picture and sound. They are built to last. They are the only sets that give you the full RCA Victor television experience.

See your RCA Victor dealer for more information.



STARTING THIS MONTH! A campaign of full pages in LIFE . . . SATURDAY EVENING POST . . . COLLIER'S . . . LOOK . . . HARPER'S BAZAAR . . . FARM JOURNAL and COUNTRY GENTLEMAN! This and other ads to follow will tell your customers the story of quality and leadership found only in RCA Victor—a combination of great tradition and technical leadership. It's a story that builds your prestige.



IN FULL SWING! A special campaign in Time, aimed at the leaders in political thought, business, education, religion and other walks of life who will be the pace-setters of television's expansion.

NON-STOP! "The RCA Show" headlining Tommy Dorsey is featured nationwide over NBC every Sunday afternoon . . . week in and week out putting extra sales power into every product that bears the RCA Victor name.



RCA·VICTOR

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

In Canada: RCA VICTOR COMPANY LIMITED, Montreal

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

WARWICK MANUFACTURING CORPORATION

4640-50 W. HARRISON STREET



TELEPHONE ESTEBROOK 2727

CHICAGO 44, ILLINOIS



**TO THE DEALER
WHO IS BUILDING
HIS POSTWAR
FENCES TODAY**



Production is my responsibility. I believe every CLARION dealer will be interested to know what we have done to be ready for your orders when we are allowed to make civilian radios again.

First, let me tell you briefly about our production organization. The war has given us broad experience in new manufacturing methods. We have acquired new skills . . . new techniques . . . new test procedures . . . all of which will be readily recognizable in finer CLARION receivers. For example, our "battleship type" construction will find its way into our peacetime products. In the strictest sense of the word the new CLARION will be "built to take it."

The next point I believe every CLARION dealer is interested in is the fact that our personnel has developed into a seasoned hard-hitting organization. This means that no untried, unproven production methods or techniques will be necessary. There will be no need for production experiments.

The third and final point I want to make to you is that we enjoy excellent relations with our suppliers, our employees and with the other divisions of our organization. Put in another way—ours is "a happy family."

All of these things together have but one meaning to you. CLARION will be a good radio—staunchly built—priced right for ready sale.

Sincerely yours,
WARWICK MFG. CORP.

Gordon G. Brittan
Vice President



YEARS OF PROVED PERFORMANCE

KENT

(Continued from page 11)

chests. But, if you please, skip the formalities—the weather's fine or it isn't—if we weren't able to gad about we'd be home abed—queries concerning our health sell no merchandise, you may be sure. We want you to appear on the friendly side, but we tend to shy away from the person who appears our bosom companion on relatively short acquaintance. "May I help you?" does the job up brown, and our answers can determine the procedure from there on in."

Here again the author has touched upon a salient point in every sales situation, and the ubiquitous, over-friendly salesman can do more harm than good. People today are usually in a hurry and have little time or inclination to chat leisurely with salespeople and dealers. Naturally, in small communities dealers may know many of their patrons quite well, and take a sincere interest in their welfare. In this case personal comments are not out of place and come as a natural result of common interests and experiences. Dealers who only pretend a vast interest in their customers, however, are offensive, rather than truly friendly.

... "If you don't mind a little personal comment, the dealer who advertises one or two items at a greatly reduced price in order to entice us into the store is getting nowhere fast. If you stock reliable merchandise at fair prices and constantly change your counter and window stunts, proving to us that a weekly store tour is worth while, we'll beat a path to your door without the necessity of offering a bargain. Bargain hunts belong to the department stores. We expect our radio equipment to be top-flight, and we know that bargains in this field are really no bargain at any price. If we want price specials we'll patronize the five and ten—we come to you for the best there is on the radio market, and within a reasonable budget limit, price is not an all important deciding factor."

In her final comments, the author has highlighted another common mistake of many radio dealers—that of playing up the bargain and price-cutting note in all their advertise-

ments and window displays. It is true, of course, that many people will be attracted by an appeal to their natural love of economy, but at the same time they expect to pay a reasonable price for an attractive, modern radio. If a store constantly features sales at every conceivable occasion, many of the better patrons will be apt to turn to another dealer who seems more interested in quality.

Thus this one letter from an average consumer covers almost every phase of merchandising in the radio field today, and gives dealers a graphic view of customers' pet peeves. In order to make sure he obtains his share of postwar sales, alert dealers should eliminate these causes of complaint from their stores today.

25 Years Ago Today

(Continued from page 18)

the same time are not likely to last for any length of time, nor cause any lasting damage to the industry. With the change from a sellers to a buyers market the consumer is becoming much more judicious in his shopping, and dealers are finally realizing that they will have to specialize to a greater extent, and devote more of their resources to publicity." (Ed. Note: That could easily apply to conditions today.)

* * *

The Talking Photo Corporation carried a full page ad in the Journal which featured the tag-line "Hitch your wagon to the Stars," and presented a photo of Anita Stewart. Anita, in full step with the times, has her hair down over her forehead, and held in place by a string of pearls that seem in imminent danger of looping themselves in graceful festoons over her nose.

* * *

In this issue a complete list of "Do's and Don'ts" regarding the sale of phonographs, with amusing little illustrative cartoons, was presented. One of the admonitions ran as follows:

Do not treat your Grafonola with the familiarity you would bestow on a concrete mixer. A careless demonstration makes the customer think he is buying a second hand instrument. If you treat the Grafonola like a tin lizzie, the customer is likely to think it IS one.

RECORDISC

Instantaneous Recording Blanks



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

... leading dealers will testify that more people make instantaneous home recordings with Recordiscs than with any other blank in America. These practically self-selling Recordisc 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 Recordisc representative.

THE RECORDISC CORP.

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

USE A CRASH BALANCE SHEET

For Postwar Business



Postwar business will pass you by if you fail to get your financial house in order.

By Fred Merish

It is certain as sand on Sahara that dealers will invest a huge sum in postwar promotion, modernization and expansion, and obviously, it won't be C.O.D. business. The major portion of these transactions will be financed in some way and those extending accommodations will want to see balance sheets, so now is the time to give thought to what your financial statement will look like when the time comes to make these postwar investments.

"Crash" Sheets

Wise businessmen in all fields are anticipating their financial position at war's end by preparing "crash" balance sheets, a new accounting instrument born of our war economy, which attempts to appraise financial standing when they sound the last "all-clear." Obviously, there will be more or less water on many balance sheets at that time unless it is pumped out now. If you don't do it now, the credit granter or banker will do the job for you when you ask for postwar credit, and only then may you learn that your plans must be curtailed because your financial position is not what it seemed.

Your financial statement should be periodically analyzed from now on, so that you do not reach the postwar period with the equivalent of "baloney" money on the report you offer those who stand ready to underwrite your postwar program. It will also help you determine trends of income, costs, tendencies toward over-expansion, over-trading and other factors that influence financial stability. The ratios and percentages between items on the financial statement should be checked at least quarterly, and inasmuch as few dealers understand this phase of business management, we offer these suggestions:

Current Assets

Current assets: Cash, accounts and loans receivable, inventory. The ratio of current assets to current liabilities, called the current ratio, is the first computation. In prewar years, a 2-to-1 ratio, \$2 in current assets to \$1 in current liabilities, was considered satisfactory. Today, a 3-to-1 ratio or better is desirable. Why? Because the "liquidity" of working capital is the Big Apple of balance sheet analysis today, and the higher the current ratio, the more favorable your working capital status. Remember, you must reach war's end with ample funds to handle the outlays for sales promotion, expansion, modernization and rehabilitation, so there will be a heavy drain on your working capital at that time. Start putting your house in order now. Many dealers assume that working capital means cash. It is the difference between the current assets and the current liabilities and is seldom all in cash. A part of it is in inventory, receivables and other assets of quick liquidity.

Check the average collection period. Watch this trend. Because money and jobs are plentiful today, many dealers are too liberal with credit. Should war's end curtail national income, such dealers will find difficulty collecting for receivables and inherit big bad debt losses. Give credit with care, consider the tax liability of credit-seekers because this cuts a big swath in income these days—and collect promptly. To arrive at the average collection period, divide the receivables total on the balance sheet by the daily credit sales. Compare this figure with the terms extended. If credit sales average \$100 daily on 30-day terms and receivables are \$5,000, you have 60 days outstand-

(Continued on page 46)

Travel with Trav-Ler



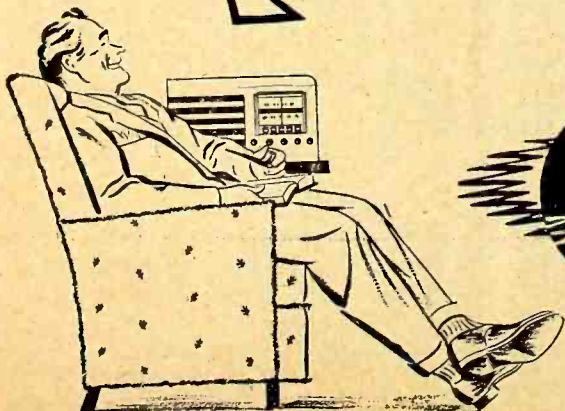
Dinah Shore, "Dinah's Open House", NBC



"Is there anyone finer than Dinah?" ... and what's finer than hearing this singing star with a Trav-Ler Radio? **Listening is like traveling** from home to studio, so life-like is Trav-Ler's reception ... so clear in tonal qualities! Future-minded dealers and distributors are invited to write.

TRAV-LER KARENOLA RADIO & TELEVISION CORP.

General Offices: 571 W. Jackson Blvd., Chicago 6, Ill. • Factories in Orleans and Bedford, Ind.



TRAV-LER RADIOS

KARENOLA
RECORD PLAYERS

design counts



Remember the old flatiron? It did its job, of course; but just compare it with the modern electric iron which has been brought to its present high level of utility by careful application of design.

Here at THE WARD PRODUCTS CORPORATION, design is one of the most carefully considered factors in the manufacture of antennas. It is only through superior design that durability, styling and the benefits of superior production can be best brought to the user. For the finest antennas for all applications — for home and automobile use — look to WARD.

Back Again . . . Soon
WARD Aerials
"World's Finest for Car and Home"

WARD

Antennas

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

MERISH

(Continued from page 44)

ings on your books, figuring 25 working days to the month, when you should have only \$2,500. You are a month behind on collections.

Fixed Assets

Fixed assets: Merchandising equipment, fixtures, business building and trucks. Compare fixed assets to net worth. If more than net worth, this indicates that you are unable to operate without some borrowed money, in order to obtain working capital. To operate profitably, there must be a reasonable margin between net worth and fixed assets, otherwise, yearly expense becomes top-heavy with charges for depreciation and upkeep. Net worth should always be more than fixed assets. Some dealers take pride in a heavy fixed asset valuation, but creditmen and bankers are more concerned with the debt-paying ability of a credit-seeker. A good current asset position is more to their liking than a good fixed asset position because the former indicates that the money is there to pay, the latter only that forced liquidation may bring settlement. No creditor wants this to happen because statistics show that only 10 per cent of such claims are settled after such litigation. Business ownership should contribute more than the fixed assets or fixed capital, the additional contribution falling under the head of current assets, hence, part of working capital.

Current Liabilities

Current liabilities: Accounts payable, loans payable due within the year, accrued items, such as payroll, interest and taxes. Some dealers fail to record accrued items to the date of the balance sheet. Be sure to accrue taxes. Many dealers enter their taxes only when paid. Pro-rate them monthly so that any month a balance sheet is prepared, the proper liability is recorded. Taxes are now so high that the omission of this liability may make a substantial difference in your net worth. Watch loans payable to see that they are paid promptly. If renewed continually, it indicates that the dealer considers current loans as fixed or long-term obligations and should payment be demanded, em-

barassment may follow. Use current loans to settle current obligations. It is usually bad policy to borrow current short-term loans to buy fixed or slow assets.

Fixed Liabilities

Fixed liabilities: Mortgages and other long-term debts, bonds outstanding in the case of large companies. Rarely should the long-term debt exceed the working capital because eventually interest and amortization become a burden so great that sufficient working capital is not available for current obligations. In other words, the dealer's liquid position is jeopardized because slow liquidating assets, such as equipment and buildings, have a prior claim on his working capital. We have analyzed balance sheets of businessmen over-laden with fixed charges and consequently burdened with excessive expense for depreciation, repairs and maintenance, and, at the same time, heavy interest payments on an excessive amount of borrowed funds. This is much like playing the market on slim margin and it is a difficult position to maneuver into the safety zone, particularly at a time like this. By means of balance sheet analysis, undertaken consistently, the dealer may by-pass this hazard. We have reviewed balance sheets of businessmen with no funded debt, obligations over one year, and found high fixed assets and excessive current liabilities, or current debt. Their current liabilities were out of line because they passed up payment on current bills and loans to meet high fixed charges.

Reduce mortgages and other long-term obligations before the postwar period arrives. This will help minimize the hazard of general inflation and enable you to reach the postwar period in as liquid a position as possible with working capital earmarked for postwar development and not for high carrying charges on fixed assets or long-term loans.

Reserves

Reserves: On a survey made some time ago, only 60 per cent of the financial statements carried adequate reserves for depreciation of buildings, furniture, fixtures, equipment and trucks. If you record no re-

(Continued on page 48)

Be the **ONLY** Sparton Dealer in Your Town

HERE'S WHAT THE S.C.M.P. CAN DO FOR YOU

- 1** If you qualify as a Sparton Radio dealer, you will be given an *exclusive* franchise for your community.
- 2** All radio shipments will be made to you *direct from the factory*, at dealer-delivered prices.
- 3** You will be sure of a dependable source of supply.
- 4** You will be able to offer customers a full line of fine radios—consoles, table models and combinations—some with FM (Frequency Modulation)—at lower-than-usual prices.
- 5** You will be relieved of the necessity of offering special discounts or costly trade-in allowances.
- 6** And last—but not least—your selling effort will be backed up with seasonal promotional helps and a powerful campaign of national advertising.

Think what a relief it would be, if you wiped away the headaches!

Think what it would mean to you in sales and profits, if you were able to offer top-quality nationally-accepted radios in direct competition with the biggest retail outlets!

Are you interested in the S.C.M.P.?

Then — here's what to do about it!

Additional dealer appointments are now being made. *But — only a few territories are open.*

So — *act fast!*

Ask if the Sparton franchise is still available in your community.

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

THE SPARKS-WITHINGTON CO., JACKSON, MICH.

SPARTON

RADIO'S RICHEST VOICE SINCE 1926

MERISH

(Continued from page 46)

serves or only inadequate reserves, your net worth is inflated. A creditman or banker will write down your depreciable assets to his own idea of their net worth, thus reducing your financial strength and rating. The new improved equipment to be marketed after the war is creating forced obsolescence of present holdings. Few dealers consider obsolescence on their balance sheets. We believe that at least a 10 per cent reserve for

this contingency is a conservative "cushion" for this postwar hazard. Postwar reserves for postwar betterment should be shown on the "crash" balance sheet, including a reserve for deferred repairs that cannot be made now because of manpower and materials shortages.

Net Worth

Net worth: The difference between assets and liabilities, if an individual or partnership, the capital and surplus if a corporation. Check the return on your investment or net

worth by figuring the dollar profit on sales in relation to the net worth. For example, if sales are \$100,000 for the year, profit 10 per cent, or \$10,000, the return on \$200,000 net worth is only 5 per cent. Most dealers consider the return on sales only, whereas, the profit on investment is the best yardstick to use. Compare the net worth to the total debt, otherwise, current and fixed liabilities. If the total debt equals the net worth, it indicates that creditors have as much invested in your business as you have and may soon get control. The more substantial the margin between the net worth and total debt, the better off you are financially.

Conservative Estimates

And remember that unless balance sheet items are listed conservatively, you cannot analyze your financial standing intelligently, so see that all intangible, deferred, accrued, doubtful and worthless items, those out of

HOMER G. SNOOPSHAW says:

"Here's good news for everyone! And Burgess sells the story while it's red-hot! National magazines and newspapers are telling your customers that their favorite Burgess Batteries are back!"



AVAILABLE!

BURGESS BATTERIES
at your Dealers now for your
FLASHLIGHT
RADIO
HEARING AID



Voted **FIRST**
in Nation-wide poll of
ELECTRONIC EXPERTS

BATTERIES STILL GO TO WAR—Although war conditions now permit us to make batteries for civilian use, some are still going to the fighting fronts.

BURGESS BATTERIES

FOR FLASHLIGHTS • RADIO • HEARING AID • IGNITION • TELEPHONE • INDUSTRIAL
BURGESS BATTERY COMPANY • FREEPORT, ILLINOIS

40 YEARS TOO LATE!

A man walked into the office of the *Boise (Ida.) Statesman* and presented a clipping advertising the newspaper's offer to give away gramophones. Finally the city editor noticed the item had been clipped from a "40 Years Ago" column.

proportion and those inconsistent with the times or omitted entirely, are duly taken into account. Some dealers have goodwill on their books at substantial sums. Cut it down to nominal value—\$1. If you don't, the creditman will. Record fixed asset value conservatively. The net worth is inflated if asset valuations are high or liabilities listed too low. Be sure to include a reserve for bad debts. The dealer who gives credit and does not show a bad debt reserve on his balance sheet must decrease net worth with bad debt losses.

There will be a tendency to over-expand in the postwar period. Those merchants who are conservatively itemizing balance sheet figures, who keep inflation out of financial statements with intelligent analysis and pruning, will be better able to gage safe and profitable expansion in the postwar period.

tru·base



REG. U.S. PAT. OFF.



restores the "lost" bass tones



area of
acoustic loss

"Big Set" Tone in "Compact" Sets

In Olympic's "tru-base" system, new electronic principles replace, within the electrical circuit, the rich bass tones — heretofore "lost" in all but large, costly consoles.

By restoring true resonance to the bass register, "tru-base" releases "ear-balanced" realism throughout the entire tonal scale. "Tru-base" will be available in modestly-priced, brilliantly styled Olympic table sets and radio-phonograph combinations. Register your interest by writing to: Olympic Radio & Television, 510 Sixth Ave., New York 11, N. Y.

and only **Olympic** has tru·base



DIVISION OF HAMILTON RADIO CORPORATION

Report On Second All-Industry Advisory Council Meeting

Almost sixty leaders in the radio parts industry from the midwestern area of the United States met on Thursday, June 7th, at the Stevens Hotel in Chicago to inaugurate the second-All-Industry Advisory Council Meeting and the first to be held in the middle western area. This second All-Industry Advisory Council carry on the efforts which were initiated at the first All-Industry Advisory Council held at the New Yorker Hotel, New York City, on Tuesday, April 24th. Sponsored jointly by the Parts Jobber magazine and Radio Television Journal, these meetings were developed to gather opinion from leaders in the parts industry in an effort to work out solutions to critical problems which will have a direct bearing on the postwar future of radio service dealers and the parts jobbers and manufacturers who supply them. While these meetings are called "All-Industry Advisory Council meetings," they are strictly sponsored, supported and controlled by Radio Television Journal and the Parts Jobber editorial staff. These meetings are not designed to supersede other meetings of organized groups within the industry, such as the Sales Managers Clubs, the All-Industry Coordinating Committee, the Electronics Products and Equipment Manu-

facturers Association, the Sales Managers Clubs (Eastern Division), and others. The Radio Television Journal and Parts Jobber meetings are designed to supplement the splendid work being done by the other organizations and their importance is attested to by the fact that duly elected officials of some of the other organizations have been present at those two All-Industry Advisory Council meetings which have been held so far.

The meeting opened with a reception at which refreshments were served and was followed by a dinner for the assembled group, hosted by Mr. Alex H. Kolbe, publisher of Radio Television Journal, and Mal Parks, editor of Radio Television Journal and Parts Jobber magazines. Prior to formally opening the meeting, the assembled crowd was entertained and mysified by Mr. Jim Quam of the Quam-Nichols Company, leading manufacturers of radio speakers. Mr. Quam was ably assisted in his magic tricks by Mr. Paul Tartak of the Cinaudagraph Company.

After Mr. Quam had finished his feat of legerdemain, the meeting was formally opened by Mr. Parks, who welcomed the assembled guests in the name of the magazines which he

edits. He then introduced Mr. Kolbe, who warmly welcomed the assembled guests and explained that he felt it was a privilege and an honor to lend his support to the All-Industry Advisory Council meeting which has been formed from a sincere desire to be of greater service to the industry.

Mr. Kolbe went on to say that it was his considered opinion that the type of work which was being done at these All-Industry Council meetings would have a real bearing on the solution to many of the problems which face those interested in the radio parts industry. In thanking those who attended the meeting, he expressed the hope that it would be his privilege to sponsor many such meetings throughout the country, and he said he felt that if the attendance in other meetings were as great as it was in Chicago, the success of the meetings was assured.

Mr. Kolbe's talk was followed by hearty applause and Mr. Parks then introduced some of the distinguished visitors. Among these were Mr. E. G. Shalkhauser, President of the Electronic Products and Equipment Manufacturers Association, and also President of his own company's RME. Mr. Shalkhauser traveled all the way from Peoria, Ill., to be present at the meeting and Mr. Parks expressed a sincere appreciation for the time and trouble which he had taken in making this contribution to the industry's welfare. Also in attendance was Mr. J. Arthur Kealy, Secretary Pro Tem of the Electronic Products and Equipment Manufacturers Association. Mr. Irving Aaron, National President of the Representatives, was also in attendance and he came to the meeting with several representatives and parts jobbers from Milwaukee.

After these introductions were finished, Mr. Parks then introduced the principal speaker of the evening, Mr.

(Continued on page 52)



At the dinner table left to right: "Red" MacArthur, Canada Marconi Co.; J. Arthur Kealy, Secretary Pro Tem of the Electronic Products and Equipment Mfrs. Assoc., Inc.; Alex H. Kolbe, publisher of Radio Television Journal; Mal Parks, Editor of Radio Television Journal; Karl Kopetzky, Magazines, Inc.; and Eddie Riedell, Raytheon Mfg. Co.

VITAMIN-Q

REG. U. S. PAT. OFF.



Ever Hear of It?

VITAMIN Q is an exclusive Sprague Electric Co. oil impregnant for capacitors that results in exceptional performance where thousands of volts and temperatures as high as 105° C. or as low as -40° C. are involved. Leakage resistance at room temperature is 20,000 megohms for one microfarad—or at least 5 times better than previous types!

This is only one of the many engineering and production achievements that have helped make Sprague a five-time winner of the coveted Army-Navy "E" award. And it is one that indicates plainer than mere words that, as always,

you can rely on Sprague for the finest, most modern engineering in ANY capacitor type for radio service, amateur or experimental work.

ATTENTION TRADING POST USERS!

Our free wartime advertising service, THE SPRAGUE TRADING POST, will be found on another page in this issue. It will continue as long as there is a need for this unique method of selling or buying hard-to-get radio things.

SPRAGUE PRODUCTS COMPANY
North Adams, Mass.

(Jobber Sales Organization for Products of the Sprague Electric Co.)



SPRAGUE



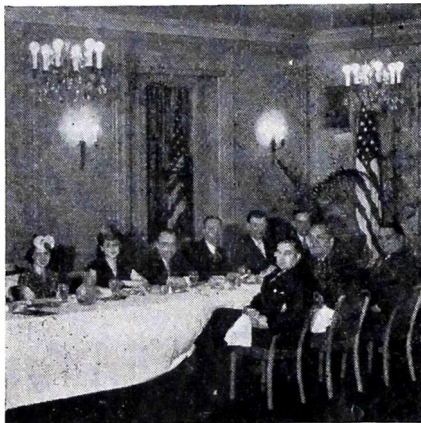
**EVERY NEEDED
SERVICE TYPE**

COUNCIL

(Continued from page 50)

Karl Kopetzky, former editor of a national radio publication, and at present President of his own Merchandising and Consultation Service to large manufacturers in the radio industry.

Mr. Kopetzky pointed out to his hearers that parts manufacturers owed it to their customers, the parts jobbers and radio service dealers, to begin thinking and planning now on the end result of many merchandising programs which they might de-



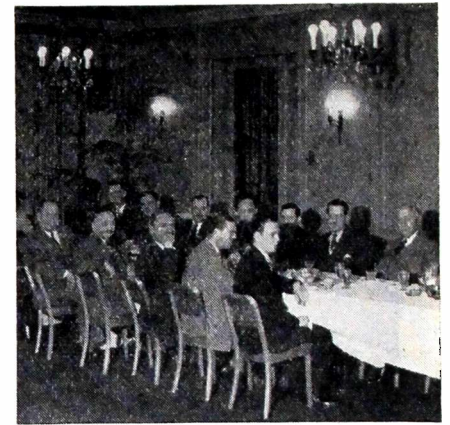
A VIEW OF THE GROUP AT DINNER

velop. He showed that mechanical difficulties alone would produce a time lag of from three to six months from the time merchandising efforts were initiated until such items as catalogs, mailing pieces, brochures and other merchandising aids were available for the parts jobber to distribute to radio service dealers. He said he felt that parts manufacturers would have to render even greater service to the industry after the war, and expressed his opinion that meetings such as the All-Industry Advisory Council get-together would aid a great deal in allowing all elements in the industry to express their point of view so that there would be no working at cross purpose. After Mr. Kopetzky had finished talking, the meeting was formed into an open forum at which several vital subjects were discussed. Among these was the present method of handling surplus sales and what effect it would have on the parts industry after the war.

Mr. Ken Hathaway, Ward Leon-

ard Company, spoke to the group and pointed out that while there was a firmly essential policy on the disposal of surplus goods, which worked through the Defense Supplies Corporation, the loophole in the whole situation was provided by "contract termination sales." Mr. Hathaway gave his views—which were backed by evidence to show that the contract termination sales were resulting in millions of dollars worth of products getting into the hands of surplus operators and others who had no interest in the industry's welfare. As Mr. Hathaway had been an important and prominent member of WPB in Washington, his words carried extra weight and generated a discussion which was joined in by many of the group. Mr. Hathaway's contentions were ably seconded by Mr. Rex Munger, Taylor Tubes Incorporated, who also brought to the attention of the Council that he, too, had encountered results of the contract termination sales which sidetracked the orderly disposal procedure set up under the Surplus Disposal law. He showed his hearers that the present law was capable of controlling the sale of surplus material but that it could not control the sale of the items at contract termination. He expressed the opinion that the entire industry should get together to take this up with the proper authorities in Washington. At the termination of Mr. Munger's talk, Mr. Parks then assured his hearers that this had already been done and steps were taken to present the facts to President Truman on his return from his projected trip.

Mr. Quam of Quam-Nichols then arose and pointed out to the audience that much of the discussion concerning postwar parts supplies was redundant, due to the fact that the OPA, if present pricing policies were to be followed, would make it impossible for any parts manufacturer to produce his items at a profit. He gave figures which definitely showed that on most of his prewar products, such as speakers, under present OPA pricing policies, he would lose money on every speaker produced. He showed that wages, taxes, material



ANOTHER SHOT OF THE GUESTS AT DINNER

costs, and all other costs had increased to a point which would make it impossible for any manufacturer to produce under the projected OPA price ceilings. Mr. Quam's talk also initiated a free flow of discussion around the table, and it was decided that this situation should also be brought to the attention of the proper authorities.

After the open forum discussion was finished, Mr. Parks thanked the assembled guests for their warm interest and support of the industry and assured them that he knew their time and efforts were proved to have been well spent. He announced that the next meeting of the All-Industry Advisory Council will be held on the West Coast and said that time and date would be announced later.

Clarion Names Western Reserve Distributors for Northern Ohio

Western Reserve Distributors, Hanna Building, Cleveland, Ohio, have been named Clarion distributors for 24 counties in northeastern Ohio, according to an announcement this past week by Reau Kemp, general sales manager of the Warwick Manufacturing Corporation.

Principals of the company are Dan R. Hanna, Jr., and Chas. W. Nickenig. Erwin Maus, Jr., is general manager. Prior to Mr. Maus' connection with this company he was advertising manager for the Cleveland News. This company now has three district men in the field: Russell B. Pfister, headquartering in Akron; Eugene H. Hampton, out of Warren, and Rhodes B. Hanna, out of Cleveland.

Associations

(Continued from page 8)

paths in the postwar era. On the one hand, they could continue to take advantage of the shortage of sets and parts and ride the gravy train for as long as it lasted. On the other hand, Mr. Parks pointed out that the progressive radio service man of the future will be a trained technician who can handle, not only radio home receiver repairs, but repairs of television, FM, aeroplane radios, electronic devices and all the other incessant radio offshoots which have been developed as a result of unceasing research during the past few years. He said that he felt that the day of the screwdriver mechanic was finished in the radio industry. He felt this way because he knew that radio manufacturers were now waking up to the fact that it is dangerous to produce a highly technical piece of equipment, put it in the hands of the dealers, and then forget all about it.

Mr. Parks then went on to say that he felt one of the great needs of radio service men was to merchandise the fact that they are trained technicians

pants, a greasy cap, and a shapeless bag which they called a coat hanging on their shoulders.

He said that when people go out and spend five hundred to a thousand dollars for a good radio-television-phonograph combination they are not going to allow such a slipshod mechanic to come into their homes to repair it. He pointed out that it costs very little to maintain an impeccable and immaculate personal appearance and that it also cost very little to make sure that the truck or car has a paint job every so often.

In closing, Mr. Parks noted that this was a special membership meeting of the Association and told the assembled group that Radio Television Journal has successfully worked out a plan whereby the magazine offered a prize of \$50.00 for members who bring in the most new members over a predetermined period. (See further details on page 56.) Mr. Parks outlined the methods used by other associations in this membership prize contest, and at the conclusion of his talk the membership committee voted to adopt the Radio Television

from New York to Baltimore just to be present at the meeting.

Among those present were the officers of the Association: James B. Wong, President, Southern Radio & Record Co., 1222 Light Street; Howard Steinour, Vice-President, Steinour Radio, 5611 York Road; Emmett Smith, Treasurer, Lauraville Radio, 4703 Harford Road; Clara Miller, Acme Radio, 4225 York Road, Recording Secretary; Marguerite Steinour, Corresponding Secretary, Steinour Radio, 5611 York Road, and William H. Essenwein, Sergeant at Arms, Advance Radio, 2105 E. Fayette Street.

The Columbus Group Hears Radio Journal Editor

A large group of leading radio service dealers from Columbus, Ohio, area gathered in one of the city's most popular eating places for a special invitation dinner meeting to hear Mal Parks, Editor, RADIO TELEVISION JOURNAL.

At the conclusion of the dinner, Mr. John Graham, President, Associated Radio Service Dealers of Columbus, Ohio, formally called the meeting to order. Mr. Graham outlined the Association's background and, in passing, mentioned that Mr. Parks, on his previous visit to Columbus, Ohio, had co-sponsored the meeting which resulted in the initial preparations which have culminated in the present progressive Columbus Association. Mr. Graham expressed himself as feeling that an association would only be as good as the members who comprise it, and assured hearers that there was nothing snobbish about the group which he represented but, rather, they welcomed membership inquiries from every good radio service dealer in the area. He pointed out that most of the members of the Association at the present time plan to sell as well as service radio receivers and other items after the war. Mr. Norb Derr of Bell


(Continued on next page)



PART OF THE LARGE AUDIENCE AT THE BALTIMORE MEETING

operating in the public interest. He dramatized the fact that all-too-many radio service men are content to invade the spotless living rooms of their customers' homes dressed in dirty

Journal plan and a resolution was passed offering a vote of thanks to Mr. Parks and Mr. Alex H. Kolbe, Publisher of Radio Television Journal, who had journeyed all the way



World's largest line of Phonograph Needles including the Five Dollar "Star" Sapphire Needle

799 BROADWAY, NEW YORK 3, N. Y.

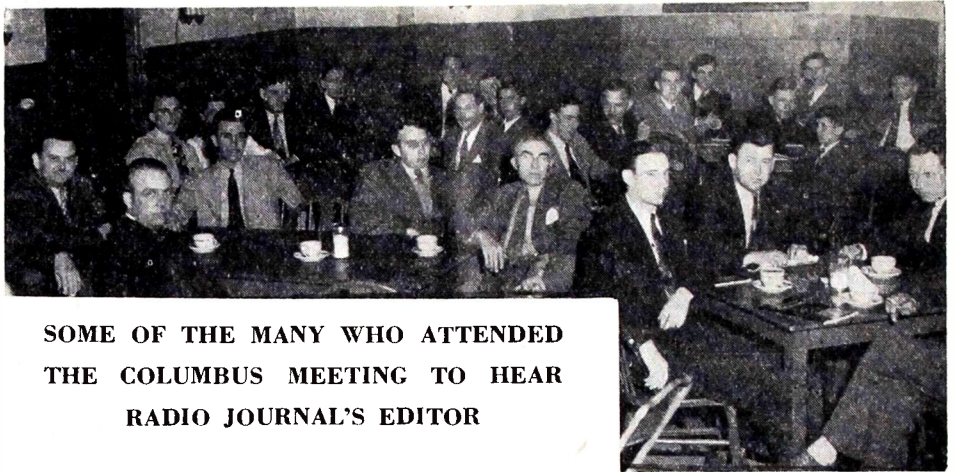
- The Filter Point
- The Duomatic
- The Duochrome
- Cactus Needles
- The Miro Point
- The Durpoint
- The Lifetone
- The Regent
- Transcription Needles
- Duodiscs
- Record Preserver

Associations

(Continued from previous page)

Radio Parts then spoke and said that he had asked, as a special privilege, to have the opportunity of introducing Mr. Parks. Mr. Derr pointed out that it was just a little over a year ago when Mr. Parks in cooperation with the Bell Radio Parts, had co-sponsored a meeting of radio service dealers in the area. In introducing Mr. Parks, Mr. Derr stated that in all his experience he knew of no other person who had so sincerely and earnestly tried to do a real job for the industries served by the publications which Mr. Parks edits.

Mr. Parks rose and brought to the attention of his hearers a very fine survey which has just been made by the Sylvania Electric Products group on radio servicing now and in the future. Mr. Parks showed how this exhaustive Sylvania survey showed that in the peak year of 1944, fifty thousand service men did thirty million repair jobs. Mr. Parks then broke this down and showed that by these figures it proved that each service man did five hundred service jobs per year. Going further, he dramatized the fact that if we divide this five hundred jobs per year by approximately three hundred working days, it comes down to less than two service jobs per day per man. Then, as shown by the Sylvania survey, over fifty per cent of these service jobs are tubes, which led Mr. Parks to conclude that the average radio service man was going to have a hard time building a prosperous future unless he did something about it. He stated it as his considered opinion that the best way for radio serv-



SOME OF THE MANY WHO ATTENDED THE COLUMBUS MEETING TO HEAR RADIO JOURNAL'S EDITOR

ice men to insure their future was to avail themselves of the benefits of an organization such as the Columbus group.

Mr. Parks pointed out that the Sylvania survey showed there would be almost double the number of service jobs after the war without a corresponding increase in the number of service men. While he admitted that this proved a sound future for the industry, he said that it did not portend a prosperous future for each individual radio service man. He pointed out that competition will be keen and that it is only the highly trained and alert service man who will be expected to reap the benefits of the prosperous future which has been shown by the Sylvania survey.

In commenting on the Sylvania survey, Mr. Parks told his hearers that he felt one of the main advantages of an association was that it provided a central medium through which manufacturers could disseminate the technical material which they are constantly developing. He said that in talks with many company

presidents and sales managers the thought had often been expressed that if there was sufficient local associations which, in turn, supported a national association of radio service men, manufacturers would be more prone to develop the type of material which was requested the various local and national groups.

Mr. Parks told his listeners that one of the main problems of not having local, regional and national associations in the radio service industry was that the average radio service man was then on his own and dependent for information, which was not always available to him as an individual, except at high cost. He re-emphasized the fact that radio set and component manufacturers are more than glad to cooperate with local, regional and national associations in helping them prepare meetings, in assigning them to speak before the members, and in giving demonstrations of new products.

In closing, Mr. Parks congratulated the members of the Board of Directors and the other officers for



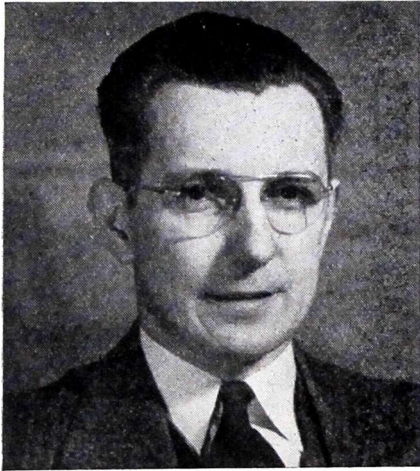
Association officers, seated left to right: Bill Hettrick, secretary; John Graham, president; Jim Long, member Board of Directors; Francis Gibb, member Board of Directors; (Standing) left to right: Frank Knoderer, member Board of Directors; Alex Kolbe, publisher, Radio



Television Journal; Mal Parks, Editor, Radio Television Journal; David Sears, member Board of Directors; Leo Loudner, vice president; Fred Colton, member Board of Directors; L. B. Hinton, treasurer. At right: Another group at the successful Columbus meeting.

Ted Telaak Elected President Of Radio Technicians Assoc.

Ted J. Telaak, of Buffalo, was recently elected president of the Radio Technicians Association, Inc., 657 Broadway, Buffalo 12, N. Y. At the same meeting the following officers were elected: Nick Leone, vice-president; Clarence Jax, secretary, and Nelson Malotte, treasurer.



TED TELAAK

Mr. Telaak was one of the pioneers in the radio servicing business, and opened his first shop in 1925. Since that time he has been extremely active in radio organization affairs. In 1937 he was elected national president of the National Radio Institute Alumni Association, and in 1938-9 was president of the Association of Radio Service Engineers of Buffalo.

RTA Of Long Beach Hears Hal Scott

The Radio Technicians Association of Long Beach, Cal., recently heard an address by Harold Scott, Scott Radio Supply, Long Beach, on the postwar outlook for parts and supplies. At this meeting, Bill Birka of Downey, Cal., was introduced as a new member.

Mr. Scott's talk covered many of the present government restrictions on the sale of parts, and the outlook for reconversion. He also spoke of salvage materials, and believes that very little of this stock will be used in the civilian market. He reminded his hearers that their supply of parts was governed to some extent by the supply of raw materials at the various factories.

At an earlier meeting of the group Associated Radio joined the RTA. At this time Jack Ward spoke on filters in portable radios.

RADIO TELEVISION JOURNAL'S ASSOCIATION MEMBERSHIP CONTEST

\$50.00 for each association that enters!

Radio Television Journal takes pleasure in announcing its annual Association Membership Contest designed to increase the membership roster of every radio service-dealer organization throughout the United States. Through our long years of experience in helping to establish and build up various associations in many sections of the country, we believe we are in a position to do the radio industry a real service through this contest. Aimed to help all service-dealer associations, large or small, increase their list of active members, this contest provides a real incentive to every association group.

"Every member get a member." This is the slogan that Radio Television Journal has devised for this year's contest. Each association makes its own rules of procedure, including the disposition of the prize money, the length of time the contest will run, and similar details. But Radio Television Journal will donate the prize money, consisting of \$50.00 to every association now established. Just write to our Association Activities Department today, and full details about the money for prizes is yours for the asking. YOU stage the contest, YOU increase your membership, and WE supply the prize money!

Points to Remember . . .

At no cost to you, your membership can be substantially increased by the simple act of applying for the prize money. In order to help you have a bigger, more influential association, we are setting aside \$50.00 in prize money to make every one of your present members work hard and long to bring in at least one new prospective member.

And remember, if you have never run a contest before and would like details on the best way to organize one, just drop a line to our Association Activities Department. We will be glad to give you the working outline of top-flight contest that is guaranteed to bring results.



ALL ASSOCIATION CONTEST

Here is a new prize contest for all radio service-dealer associations in the forty eight states. In line with your association membership drive, we are inaugurating a special contest among associations themselves. The association that shows the greatest membership gain in the next six months, August through January, will be awarded an engraved plaque by Radio Television Journal. This plaque will signify real achievement by every member of the winning group, and will symbolize outstanding merit for the entire association.

In addition to the plaque, Radio Television Journal will provide editorial space for the winning association. In this way the winning group will achieve nation-wide recognition. Get started today in your personal campaign to increase membership in YOUR organization. You will be helping yourself, and the entire group you represent.

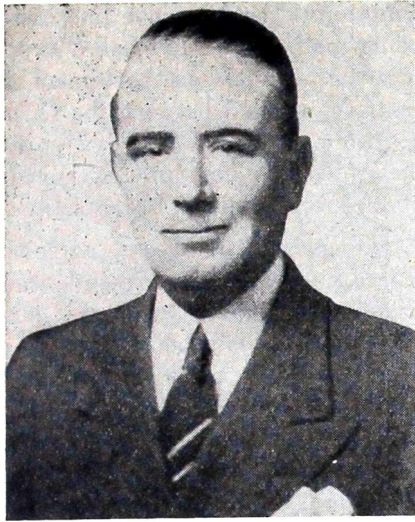
Special Features

1. This contest will close January 31.
2. A special engraved plaque will be awarded to the winning association.
3. Editorial space will be given in the February, 1946, issue of Radio Television Journal.
4. A lapel button will be given to each member of the winning association.
5. Individual store certificates will be given to each member of the winning association.
6. For further information, Association secretaries should write to our Association Activities Department.

Radio Television Journal
1270 Sixth Ave., N. Y., N. Y.

NEWS ABOUT DISTRIBUTORS

Latham Announced As New York Distributor for Lear Radios



E. B. LATHAM

Nate Hast, merchandise manager of Lear Home Radios, announces the appointment of E. B. Latham & Company as distributors for the Lear Home Radio line in the New York metropolitan area. This will include all of Greater New York, Westchester County, and the Long Island counties of Nassau and Suffolk.

Mr. Latham, in signing the agreement, stated that his company had investigated and considered a number of manufacturers before his company concluded this agreement. "We were most favorably impressed by Lear's long and highly favorable background of experience in the

Bendix Radio Executives Meet Pacific Coast Distributors



Shown here, left to right, at the Bendix-Graybar Meeting are: S. W. Scott, district commercial manager, Graybar, Los Angeles; Harry L. Harper, Pacific district manager, Graybar; W. P. Hilliard, general manager, Bendix Radio division; D. H. Capelli, district merchandising manager, Graybar; Leonard C. Truesdell, general sales manager for radio and television, Bendix radio division.

manufacture of high-grade aircraft radio and electronic equipment," Mr. Latham stated.

"We are equally impressed with the high caliber of the management, personnel and manufacturing facilities of this fine company whose aim it is to produce a quality product, second to none in the industry, at a price range that will be in keeping with the price of legitimate competition," Mr. Latham added.

The Lear Home Radio line will include a complete range of sets, from console models, with phonograph combination and automatic record changer, to portables. Lear Wire Recording will be a part of the Lear line, according to Mr. Hast, and Lear also intends to make wire recorders which can be used with any radio set.

Kile-Jacobs Receives S-W Franchise

Appointment of Kile-Jacobs & Company, Wilkesbarre, Pa., as distributors of Stewart-Warner postwar home radios for twelve counties in Pennsylvania is announced by Stewart-Warner Corporation.

Both A. C. Kile and Peter Jacobs, owners of Kile-Jacobs & Company, have been covering the Wilkesbarre territory for many years as distributors for several nationally advertised lines.

Byars-Forgy Appointed by Stromberg-Carlson

Keynoting the announcement by the Stromberg-Carlson Company that his firm had been appointed area distributors for the company's radio, FM and television line, W. H. Forgy of Byars-Forgy, Inc., noted Tampa, Fla., distributing firm, laid plans to expand the firm's postwar sales and service forces.

Announcement of the Florida company's appointment came earlier from Clifford J. Hunt, manager of radio



H. W. FORGY

sales for the Stromberg-Carlson Company. Mr. Hunt defined the firm's territory as taking in 38 counties in northern, western and central Florida.

Headed by W. M. Byars, company president, the sixteen-year-old distributing firm is also a distributor for products of General Motors Frigidaire Division.

Burlingame Appointed by the Brush Development Company

The Brush Development Company, Cleveland, Ohio, announces the appointment of Burlingame Associates, Ltd., 11 Park Place, New York City, as field engineering representative in the eastern New York and Northern New Jersey area.

The Burlingame organization, headed by Bruce Burlingame and Jack Grand, will handle the complete Brush line of crystal products and electronic instruments.

IMMEDIATE DELIVERY FROM STOCK

SPRAGUE - CORNELL DUBILIER AEROVOX CONDENSERS



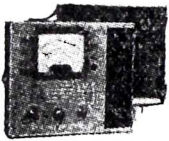
8 mfd 450v Tubular	44¢
10 mfd 450v Tubular	50¢
16 mfd 450v Tubular	65¢
20 mfd 450v Tubular	70¢
20 mfd 150v Tubular	44¢
30 mfd 150v Tubular	47¢
40 mfd 150v Tubular	50¢
20-20 mfd 150v Tubular	76¢
40-20 mfd 150v Tubular	82¢
30-30 mfd 150v Tubular	79¢
50-30 mfd 150v Tubular	94¢
10 mfd 50v Tubular	32¢
25 mfd 25v Tubular	35¢

SPRAGUE Money-Saving Kits

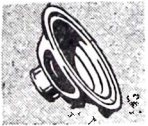
6 ATOMS 8mfd 450v Tubular	\$2.56
15 TC-11 .01mfd 600v Tubular	1.59
15 TC-12 .02mfd 600v Tubular	1.59
15 TC-15 .05mfd 600v Tubular	2.12

TEST EQUIPMENT!

Volt - Ohm-Milliammeters
GE UM-3 31.50
Superior PB-100 28.40
Precision 832-S 19.48
 Servicemen's Priority
AA-5 MRO CMP5A
 Delivery—3 weeks



SPEAKER BUYS!



4" PM square	\$1.35
4" 450 ohm, square	1.40
5" PM 2 watt	1.25
5" 450 ohm	1.50
10" PM 11 watt	7.20
12" PM 16 watt	10.14
12" PM 17 watt	14.25

TURNER MICROPHONES

Model	Type	Cord	Level	Each
BX	Crystal	7'	-55	\$5.85
22X	Crystal	7'	-52	10.88
33X	Crystal	20'	-52	13.23
BD	Dynamic	7'	-52	8.53
33D	Dynam.	20'	-54	14.70



RADIART VIBRATORS

Type	Equal	Base	Size	Used in	Each
S-1	4-4	4 Prong	1½-3½	Universal	\$1.35
5300	294	4 Prong	1½-3½	Universal	2.09
5326P	509P	4 Prong	1½-2½	Philco	1.76
5334	868	4 Prong	1½-3½	Delco	2.09
5341M	901M	4 Prong	1½-3½	Motorola	1.76
5400	248	6 Prong	1½-3½	Truetone	3.50
5426	716	5 Prong	1½-3½	Buick	3.50

ORDER OTHERS BY MAKE AND SET MODEL

TRIMM ACME DELUXE PHONES



2000 ohm	\$1.50
Cannon-Ball Dixie	1.56
Brandes Superior	1.86
Brush Crystal Phones	
Type "A"	7.95

CRYSTALS - PICKUPS - MOTORS

CRYSTALS	M22 2.94	L40 2.35	LP6 4.70
PICKUPS	2.97, 3.30, 3.90		
MOTORS	3.17, 3.33		

PHILCO BEAM OF LIGHT

Selenium Cell only, no holder 1.80

AC-DC RESISTANCE CORDS

135-160-180-220-250-290 OHM		
Each	48¢	10 for 4.50
Universal 22-330 ohm	73¢	
560 ohm for 3-way Portable	73¢	

BALLAST TUBES

K42B K49B K55B K55C
K92B L42B L49B L49C
L49D L55B M61B M73B
100-70 100-77 100-79
Each 45¢ 10 for 4.20
Clorostat Universal 23-55A
(octal) each.....59¢

20% deposit required on all C. O. D. orders. 2% transportation allowance on orders of \$25.00 or more accompanied by payment in full. Write for FREE CATALOG.

RADIO SUPPLY & ENGINEERING CO., Inc.
 127 SELDEN AVE. DETROIT 1, MICH.

Sparton Radio Appoints District Merchandisers

William C. Allen and Associates, No. 8 South 13th Street, Birmingham, Ala., have been appointed district merchandisers by Sparton Radio, Jackson, Mich., for the states of Alabama, Georgia, Tennessee, Mississippi and northwest Florida.

William C. Allen has long been associated with the merchandising of radio and appliances, having been associated with the Pizitz store in Birmingham for the past six years as merchandising manager of radios and appliances, and prior to this was merchandise manager of Florida Power and Light Company of Miami, Fla.

As district merchandisers, William C. Allen and Associates supplant the conventional distributor or jobber. They will appoint one dealer only in each city and town, and merchandise will be shipped directly to these exclusive dealers from the factory. This plan of distribution is known as the Sparton Cooperative Merchandising Plan and provides the independent retail dealer with many advantages.

Westinghouse Electric Supply to Distribute Operadio Flexifone

Awareness of the large sales potential for intercommunication equipment has prompted Westinghouse Electric Supply Co. to select Operadio Flexifone units for national distribution. The Flexifone line is now being made available to all "Wesco" branches, under an agreement recently concluded between the Operadio Commercial Sound Division and the Apparatus and Supplies Division of the Westinghouse organization.

The new distribution agreement will not interfere with presently established Flexifone distributors, since Westinghouse will handle the line on an open basis, according to F. D. Wilson, manager of the Operadio Commercial Sound Division. Established Flexifone distributors will continue to handle the line under existing arrangements.

A thorough information program explaining Flexifone systems as an important aid to modern business and industry is currently being presented at Westinghouse district and division sales meetings by Operadio representatives.

Phila. Distributors Appointed By Stewart-Warner

Appointment of Philadelphia Distributors, Philadelphia, as distributors of Stewart-Warner postwar home radios for eastern Pennsylvania, southern New Jersey and northern Delaware is announced by Stewart-Warner Corporation.

Al Hughes and Harry Ellis, owners of Philadelphia Distributors, now

in their twenty-first year as wholesalers of major appliances, first became distributors of Stewart-Warner radios in 1935. Among their more than 500 active dealer accounts are many to whom they sold Stewart-Warner radios before the war, they report.



AL HUGHES AND HARRY ELLIS, OWNERS OF PHILADELPHIA DISTRIBUTORS

Tepfer Appliance Company Appointed by S-C

The Tepfer Appliance Company of Cincinnati, Ohio, has been appointed area distributor of the Stromberg-Carlson line of radio, FM and television receivers, it was announced recently by Clifford J. Hunt, manager of radio sales for the Rochester, N. Y., communications manufacturer.



JACK TEPPER

Although only recently incorporated, the firm is made up of officials with a twenty-five year background in major appliance merchandising, much of it in the Cincinnati territory in which they will operate.

In addition to its Stromberg-Carlson representation, the company is also the franchised distributor for the Gibson refrigerator, Kookall electric range and home freezer, and the Filter Queen, the bagless vacuum cleaner.

Jack Tepfer has for the past seven years been the southwest divisional manager for the Gibson Refrigerator Company of Greenville, Ind. Prior to that position, he held the post of New York and Canadian manager of the Mayflower Refrigerator Company. Since Pearl Harbor, Mr. Tepfer was a war contract representative of the Gibson Refrigerator Company at Wright Field, Dayton, Ohio.

Howard Radio Expands Distributor Organization

In view of the end of the European phase of the war and the possibility of limited civilian production, the Howard Radio Company, Chicago, Ill., is building up its distributor organization to full strength, according to an announcement by Joseph M. Muniz, vice-president in charge of sales for the company.

Mr. Muniz also announced the ap-


pointment of Harry Byrne as assistant sales manager. Mr. Byrne is well known in the radio industry.

Meck Announces Jobbers Throughout the Country

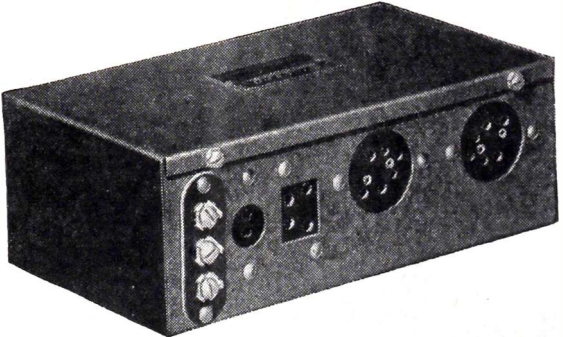
John Meck, president of the John Meck Industries, Inc., Plymouth, Indiana, as part of his declared sales policy of selling postwar radios through radio service and sales shops, announces the appointment of the following jobbers on an exclusive franchise basis:

James W. Clary Co., 2024 Fourth Ave. N., Birmingham, Ala.; Tucson Radio Supply, 418 Fourth Ave. N., Tucson, Arizona; Tanner Radio & Electric Co., 906 Main St., Little Rock, Ark.; Wise Radio Supply, 914 Towson, Fort Smith, Ark.; Radio Specialties Co., 1956 S. Figueroa St., Los Angeles, Cal.; Wave Miller & Co., 188 Twelfth St., Oakland, Cal.; Pacific Wholesale Co., 116 Ninth St., San Francisco, Cal.; Inter-State Radio & Supply Co., 1639 Tremont Pl., Denver, Colo.; R. G. Sceli & Co., 227 Asylum St., Hartford, Conn.; Capitol Radio Wholesalers, 2120-14th St., N. W., Washington, D. C.; Railey-

Milam, Inc., 27 W. Flagler St., Miami, Fla.; Gulf Electric Supply Co., 115-117 E. Gregory St., Pensacola, Fla.; Welch Radio Supply, 408 N. 11th St. S., St. Petersburg, Fla.; Electrical Wholesalers, Inc., 159 Trinity Ave. S. W., Atlanta, Ga.; Butler Bros., Columbus, Ga.; The Frank Corp., 322 Broughton St. W., Savannah, Ga.; Lurtz Electric Co., 210 N. Illinois St., Belleville, Ill.; Ashbach & Rubloff, 152-54 W. Huron St., Chicago, Ill.; Tri-City Radio Supply, 229 Eighteenth St., Rock Island, Ill.; Harold Bruce, 206 E. Monroe, Springfield, Ill.; Wesco Radio Parts, Ninth at Main, Evansville, Indiana; Arlington Distributing Co., 5959 E. 38th St., Indianapolis, Ind.; Archer & Evinger, 1348 Wabash Ave., Terre Haute, Ind.; Wholesale Radio Laboratories, 744 W. Broadway, Council Bluffs, Iowa; Radio Equipment Co., 377 E. Main St., Lexington, Ky.; The Ferguson Co., 1000-18 Broadway, Paducah, Ky.; Shuler Supply Co., 415 Dryades St., New Orleans, La.; and Zimmerman Wholesalers, 114 E. Washington St., Hagerstown, Md.



BATTERY ELIMINATORS



Announcing! Our New Models P and Q. They include every achievement of wartime ingenuity and lift battery radio reception to new heights of satisfaction. Cost but a few cents per hundred hours of operation. Sturdily constructed—no liquids or moving parts—operate in any position. Completely filtered, hum free and silent in operation. Universal plugs and sockets to fit any radio.

MODEL P—For use in any place where normal AC is available. Operates any 1.4 volt—4, 5 or 6 tube battery radio from 115 v. 60cy. source.

MODEL Q—For use wherever AC lines are not available—Farms, cottages, camps, or in car, motorboat, etc. Operates any 1.4 volt—4, 5 or 6 tube radio from 6 volt DC source.

NOTE: Due to War Production Board restrictions on Material our production is necessarily limited and deliveries at this time can be made only thru established jobbers.

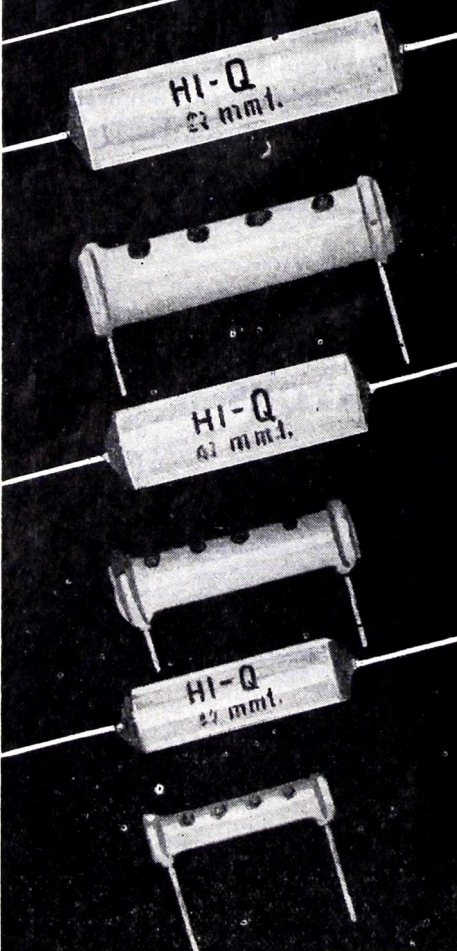
Canadian Representative ATLAS RADIO CORP., Toronto, Canada

ELECTRO PRODUCTS LABORATORIES

Pioneer Manufacturers of Battery Eliminators
549 WEST RANDOLPH STREET, CHICAGO 6, ILLINOIS

HI-Q
A NEW NAME

FOR
HIGH QUALITY
CERAMIC
CAPACITORS



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

Clarion Radio Names Louisville Distributor

Irving Kahn & Son, 525 West Main Street, Louisville, Ky., will handle distribution of Clarion Radio in the Kentucky and Southern Indiana territory, according to a recent announcement by Reau Kemp, general sales manager of the Warwick Manufacturing Corporation.

For the past twenty-five years this organization has specialized exclusively in floor coverings, serving the furniture, specialty and department store trade.

Attracted by the tremendous accumulated demand for home appliances, the decision was made to broaden the merchandising scope of the business and the taking on of the Clarion Radio is the first step in this new program. "Retail accounts served by the distributor," states Irvin Kahn, president, "are all normal outlets for Clarion Radio."

Norman Kahn, who is to head the new electrical appliance division, is now serving as a Lt. (j. g.) on a LST somewhere in the Pacific.

Hast Announces Lear Radio Factory Representatives

Nate Hast, merchandise manager of Lear Home Radios, recently announced a number of new appointments to the list of factory representatives who will represent Lear Home Radios and Wire Recorder in various territories. The following have been added to Mr. Hast's organization:

Ernie Camos, for St. Louis territory; Frank Russell for Baltimore, Washington and Philadelphia territory; William R. Connors for Denver, Col., to cover the Rocky Mountain district, and Allen Dunlap, for the state of Ohio.

Two additional distributors for Lear Home Radios are also announced. They are: Wood Distributing Company, for Eldorado and Little Rock, Ark., and Approved Appliance Company, Indianapolis, Ind.

Mr. Hast's nationwide sales organization is practically complete, with the exception of a few distributing territories in which final com-

ATTENTION DEALERS

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

Conley Company Announces New Distributors

Waters Conley Company of Rochester, Minnesota, announces that the following additional firms have recently been appointed exclusive distributors of the Phonola line of phonographs in their respective territories:

Ray Thomas Company, Los Angeles, Cal.; H. R. Basford Co., San Francisco, Cal.; Sunset Electric Co., Seattle, Wash.; Sunset Electric Co., Portland, Ore.; Flint Distributing Co., Salt Lake City, Utah.

Hamilton Radio Corp. Announces New Distributors

The Hamilton Radio Corporation, manufacturers of Olympic Radios, have announced a series of distributor appointments throughout the country. Taken in their entirety, these appointments will represent a considerable expansion for Olympic Radios in the Eastern seaboard and mid-west sections.

Following is a list of the companies newly appointed:

- Litscher Wholesale Electric Company—Grand Rapids.
- Economy Electric Supply Company—Atlanta.
- Butler Brothers—Chicago and Minneapolis.
- Graybar Electric Company, Inc.—Ohio district.
- Lee's—Baltimore area.
- Delaney Specialty Company—Mobile.
- Risley-Leete Company—New Haven.
- Alfred Stidham Tire Company—Washington, D. C.
- Steward Distributing Company—Louisville.
- Jenkins Jewelry Co., Inc.—Jacksonville.
- American Mattress Company—New Orleans.
- Wehle Electric Company—Binghamton.
- Rhode Island Distributing Company—Pawtucket and Providence.
- Cate-McLaurin Company—Columbia, S. C.
- Burhanş & Black, Inc.—Syracuse.
- W. A. Case & Son, Inc.—Erie.
- Toledo Merchandise Company—Toledo.
- Cardinal Distributors, Inc.—St. Louis.
- Harris & Pierce—Omaha.
- Supples-Biddle Company—Phila.

NATIONAL
COVERAGE
FROM
COAST TO COAST

RADIO Television JOURNAL NEWS

LAST MINUTE NEWS
ABOUT
PEOPLE
YOU KNOW
IN THE INDUSTRY

Volume 59, Number 1

JULY, 1945

25c per copy

Zenith Plans Postwar Export Expansion

With the day approaching when production of civilian radios can be resumed, Zenith Radio Corporation has completed its plans for a vast postwar expansion of its export business, according to E. E. Loucks, sales manager of the company's export division.

Loucks said that Zenith will be in production on a comparatively new line of radio receivers for the export trade within a few weeks after the government permits resumption of civilian manufacture.

"These new radios will be superior to anything we have ever known," he asserted, "because they will incorporate many of the discoveries and developments we have made in the science of radionics while producing secret military apparatus that the Army and Navy have used in all parts of the world."

Loucks predicted that the export demand for radio sets will be much greater than prewar.

"Think," he said, "of widespread education in the use of radio that the people of all countries are receiving during the war. Everywhere on earth people are turning to radio for news and entertainment.

"Tommy" Tucker Joins Sparks-Withington

Bernard S. "Tommy" Tucker has been appointed California District Merchandiser, Radio & Appliance Division, of The Sparks-Withington Co., manufacturers of Sparton Radios. Mr. Tucker joins Sparton after some twenty



TOMMY TUCKER

years in the radio and appliance sales field.

Starting with Sherman Clay Co., Tucker was the southern California representative for Victor and RCA products for this company during 1924-28. Recently, Tucker has been handling a varied line of furniture, covering California territory.

Emerson Radio Appoints Rosenfeld As Acting Sales Manager

Morris W. Rosenfeld, field manager of Emerson Radio and Phonograph Corporation, has temporarily taken over the duties of general sales manager of the company. He succeeds Charles Robbins who



MORRIS ROSENFELD

occupied that position for many years and who recently resigned to engage in business for himself. Mr. Rosenfeld was formerly district manager of the New England and New York State territory.

According to Mr. Rosenfeld, Emerson's postwar sales and field service set-up will be considerably larger numerically and much broader in scope than before the war.

Maguire Purchases Meissner Mfg. Co.

Purchase for cash of all stock of the Meissner Manufacturing Company of Mt. Carmel, Ill., by Maguire Industries, Inc., and its merger into the latter were announced July 5 by Russell Maguire, president of Maguire Industries, Inc.

Meissner, which is well known in the radio and communications fields, will continue its operations as an independent division of Maguire Industries. Mr. Maguire announced that there will be no changes in any of the policies or operations of Meissner except that there will be some expansion of volume of sales due to the greatly increased capital available for this program.

James T. Watson and George V. Rockey, formerly principal stockholders, will continue to head the management of Meissner and all other key personnel will remain the same. Oden F. Jester continues as sales manager of the Radio-Phonograph of Meissner. Ray Hutmaker continues as Mr. Jester's assistant and Godfrey Wetterlow as eastern sales manager of the Radio-Phonograph Division.

Mr. Watson has been elected vice president of Maguire Industries, Inc., and Mrs. Madge Hubbard an assistant secretary of the Maguire organization.

Third Anniversary of John Meck



Charles R. Wexler, Chief engineer, holding Meck set for Tom Brown, of Tom Brown Radio, St. Louis, with John Meck looking on, at the Third Anniversary celebration of the Meck plant in Plymouth, Ind.

The Modern Pied Piper of Hamelin Used A Motorola Radio "Handie Talkie"



U. S. Army Sergeant finds his Motorola Radio "Handie Talkie" a better persuader than the traditional pipe to round up German Prisoners and lead them out of the legendary Hamelin Town, Germany. Two other Yanks are on hand to keep the parade moving smoothly.

Westinghouse Home Radio Division Awarded Army-Navy "E"

High-ranking Army and Navy officers, a returned employe-hero, veterans' and civic organizations, school children and employes and company officials joined in a recent community-wide celebration marking formal presentation of the Army-Navy "E" Award to the Westinghouse Electric and Manufacturing Company, Home Radio Division, at Sunbury, Pa.

The division is an outstanding supplier of various radio and radar equipment for both Army and Navy.

Admiral H. G. Bowan, USN, of the Office of the Secretary of the Navy, discussed equipment produced by the local division during the presentation made at the plant at 12 noon, after a parade of participating organizations through downtown streets.

Crosley Corp. Discusses Postwar Plans

The Crosley Corporation has its house in order and is ready to reconvert part of its manufacturing operations to the production of civilian goods just as rapidly as government regulations will permit.

This assurance was given by R. C. Cosgrove, vice-president and general manager, manufacturing division of The Crosley Corporation, to the company's regional sales and merchandising managers at a three-day 'Post V-E Day'

conference at the company's offices in Cincinnati.

Cosgrove disclosed that all of the Crosley plants in Cincinnati will be devoted to radio receiver production, while the manufacture of Crosley Shelvador refrigerators will be concentrated at the company's plant in Richmond.

As a peace-time objective for the company's sales department, Cosgrove said that Crosley's goal is 10 per cent of the nation's business in both the radio and refrigerator industries.



R. C. Cosgrove, vice president and general manager, manufacturing division of Crosley Corp., is shown addressing a recent conference in Cincinnati.

Frank M. Folsom Elected RCA Executive Vice President

Frank M. Folsom, who has been vice-president in charge of RCA Victor Division since January, 1944, was elected executive vice president in charge of RCA Victor Division on June 1, it was announced by Brigadier General David Sarnoff, president of Radio Corporation of America, following a meeting of the Board of Directors. At the same time, John G. Wilson was elected operating vice-president of RCA Victor Division.

Mr. Folsom joined RCA after serving in Washington as Chief of Procurement Branch of the Navy Department. In addition to being in charge of RCA's manufacturing division, he is a director of RCA and of the National Broadcasting Company. Before entering Government service, Mr. Folsom was vice-president in charge of merchandise and a director of Montgomery Ward & Company.

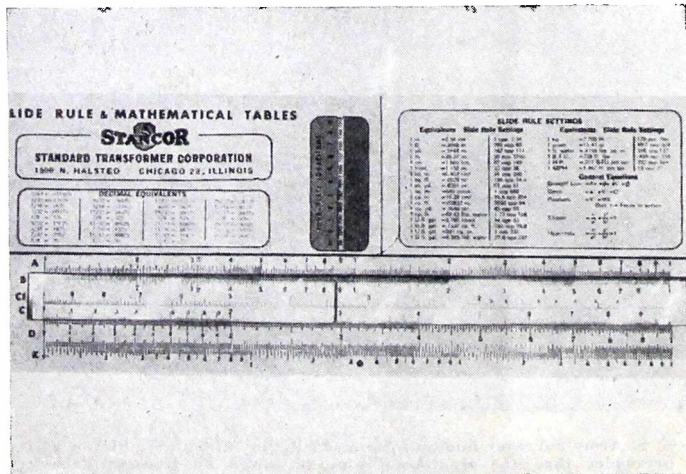
Mr. Wilson has been in charge of financial administration at the RCA Victor Division for the last year.

Stancor Announces New Slide-Rule

Mathematical demands upon electronic designers and technicians at Standard Transformer Corporation were so endless that extreme need dictated a new, compact compendium of tables all in one rule. Now Stancor has all the new values of the regular slide rule plus eight mathematical tables, thus practically dispensing with all need for book reference. This should be welcome news to busy engineers,

draftsmen, accountants, students, etc.

Stancor announces that as a service to the trade the Multi-Slide Rule will be placed with all Stancor jobbers throughout the country for distribution. Orders should not be sent to Stancor direct. There is a nominal charge of \$1 for the Multi-Slide Rule and carrying case. It is made of durable stock, clear-print and has a transparent plastic indicator.



New Stancor Slide Rule.

Admiral Reveals Postwar Models

Admiral Corporation, Chicago, announced comprehensive merchandising plans and unveil models of postwar radios, electric refrigerators, electric ranges and home freezers at a series of home-office and regional distributor meetings. The gatherings began in Chicago on June 7, and moved east, south, southwest and to the far west throughout the month.

Seven models of radios and radio-phonographs, three models of refrigerators, two of electric ranges, and the home freezer were shown at the meetings, according to Wallace C. Johnson, manager of field activities for Admiral. In addition, Admiral's complete line of radio accessories were announced by Richard A. Graver, vice-president in charge of radio division. This



Left to Right: R. A. Graver, vice president of radio division; W. C. Johnson, manager field activities; L. Baker, vice president, appliance division; and Seymour Minta, advertising manager.

Marion Instrument Perfects Hermetically Sealed Indicator

Marion Electrical Instrument Company, Manchester, New Hampshire, has recently announced truly hermetically sealed 2½ inch and 3½ inch indicating instruments.

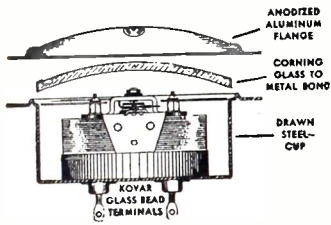


DIAGRAM OF MARION INDICATOR

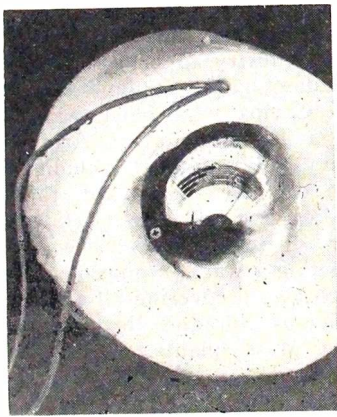
Developed to meet the rigors of tropical or Arctic temperatures in our far-flung theatres of war, these meters are guaranteed to withstand any climate.

By building the mechanism into a protective cup-like frame, and then sealing the glass over to the metal rim, positive hermetic sealing has been effected with the minimum number of seals. So efficient is this system, that there are no rubber gaskets and no cement seals. The windows are of double thickness tempered glass processed for solder sealing, and are highly resistant to shock. A newly

designed crowned crystal permits greater scale length, reduces shadows, and makes for better visibility. The instruments are completely dehydrated, and are filled with dry air at sea level pressure.

A series of dramatic tests have proven the worth of these new meters. The meters were boiled in brine with a maximum zero shift .75%, and current sensitivity plus .5%. This test was conducted for two weeks without failure, or any permanent error in excess of 1%. Similarly, the instruments were frozen with dry ice to minus 40 degrees F.

In order to take the accompanying photograph, ice was cleared from the window with a hot soldering iron, and the seal did not break when the iron barrel rested on the center of the glass window. Furthermore, the instruments were submerged in a fish tank for one month, in conditions duplicating tropicalization. In a final testing, the meter was submitted to thermal shock and caustic agents, and came through with flying colors.



FROZEN IN DRY ICE



SUBMERGED FOR A MONTH

Sonora Holds Successful Dealer Meetings



Joseph Gerl, president of Sonora Radio and Television Corp. and Henry Feinberg, president of Barth-Feinberg, Inc., at the Hotel Penn.



Mr. Gerl with Robert Beller, president of Beller Electric Company, at the Essex House.

Announce Resignation of L. A. King, Operadio General Sales Manager

The resignation of Laurence A. King, secretary-treasurer and general sales manager of Operadio Manufacturing Co., St. Charles, Illinois, has been announced by J. McWilliams Stone, president of the company.

Mr. King was associated with Operadio for 21 years, and is widely known in the acoustic and electronic fields. His resignation was effective June 1.

Paterson to Webster-Chicago Corporation

To Webster-Chicago Corporation comes noted mechanical and electrical engineer W. A. Paterson as a member of its staff.

Graduate of the University of Minnesota (M. E. 1934), Mr. Paterson enters the Webster organization from Victor Research Laboratories. Previously he had been associated as an engineer at Minneapolis Honeywell and National Mineral Company.

Wire Recorder Used At U-Boat Surrender

Radio's first eye-witness description of the recent German U-Boat surrender off Cape May, N. J., was brought to the NBC nation-wide audience at 6 P.M., within a few hours after the actual event, despite the fact that it had to be censored before transmission.

To accomplish this, Guthrie Janssen, NBC correspondent who made the broadcast from a U. S. Coast Guard Cutter on the scene, used a General Electric wire recorder of the type that has been employed successfully on many battlefields.

Thus, after racing ashore, he was saved the necessity of writing a script for military censorship, merely running the wire for the censor.

Parts of the commentary which were not passed were deleted simply by demagnetizing those portions of the wire on which the material was recorded.

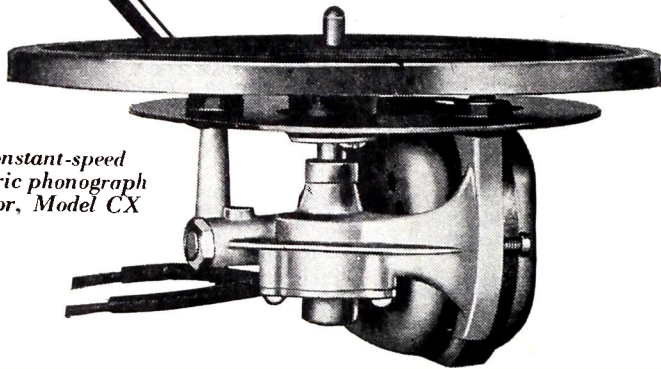
Then, by regular telephone wire facilities, the broadcast was relayed.

PILOT RADIO

Serving Fighting America Today
Serving a Victorious America Tomorrow

ALERT TO EVERY CUE

Constant-speed
electric phonograph
motor, Model CX



No waiting for starting or full speed, when General Industries recording mechanisms are on the job. They're right up there ready to make faithful recordings and to reproduce with maximum fidelity.

Smooth Power motors, recorders, combination record-changer-records will be back in our line as soon as civilian production is started. They'll live up to our long-time reputation for smooth, satisfactory performance . . . as pleasing to your customers as they are to you.

THE GENERAL INDUSTRIES COMPANY
Dept. M • Elyria, Ohio



**THE
GI
GENERAL
INDUSTRIES
COMPANY**



*Smooth
Power*

Philco Engineers Elected to Head Philadelphia Section of Institute of Radio Engineers

David B. Smith, director of research for Philco Corporation, and Palmer M. Craig, chief engineer of Philco's Radio Division, have just been named chairman and secretary, respectively, of the Philadelphia Section of the Institute of Radio Engineers, leading scientific society in the radio industry.

Smith, who recently received one of the Television Broadcasters Association awards for his outstanding contributions to television, joined Philco in 1934. After serving in the patent engi-



DAVID SMITH

neering department and as technical consultant to the vice president in charge of engineering, he was named Philco's research director in 1941.

Craig, re-elected secretary-treasurer of the local IRE group, is also chairman of the Radio Manufacturers Association committee on home receivers. He became a radio engineer at Philco in 1933 and was promoted to chief engineer of the radio division in July, 1943, after two years as chief engineer in charge of radar and military radio communications equipment.



PALMER CRAIG

Alliance Mfg. Company Appoints Two

R. F. Doyle, general manager of The Alliance Manufacturing Company, Alliance, Ohio, recently announced the appointment of John Bentia as sales manager of the manufacturing division of that company. Mr. Bentia has been connected with The Alliance Manufacturing Company for the past five years and was at the time of his appointment as sales manager of the manufacturing division, the assistant sales manager of the lawn tool division of this company.

Mr. Doyle has also announced the appointment of R. J. Wilson as the sales manager of the jobber division of this company. Mr. Wilson, a captain during World War II, was recently discharged from the Army and now takes on the jobber line as part of the new expansion program on the part of The Alliance Manufacturing Company. Prior to his service with the Army he served with the sales staff of the Goodrich Tire and Rubber Company of Akron, Ohio.

Sprague Electric Wins 5th Army-Navy "E" Award

One of the honored few in any industry to achieve such distinction, the Sprague Electric Company has been awarded a 4th star for its Army-Navy "E" burgee. Including the original flag award, this makes five separate citations for distinguished service in meeting war requirements, each award covering all of the spacious Sprague North Adams, Mass., plants.

Admiral Corporation Third Army-Navy Production Award

Admiral Corporation, manufacturers of radar and radio equipment for the armed forces, recently received its third production award for high achievement in the production of war material.

In accepting the award, Ross D. Siragusa, president, Admiral Corporation, Chicago, in behalf of the many employes, said it was an extreme pleasure to accept this award and pledged all Admiral employes to put forth every effort to continue our high standard of production until "V-J Day."

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Well, hello there . . . hope you get the chance to read this lying out there in the hammock under a nice shady tree, with a long, cold drink in your hand . . . of course, if that's really where you are, I don't know why you'd bother to read this. . . .

• . . . Seems kind of silly for industry editors to get so concerned about Westbrook Pegler's blast at the industry . . . answering things of that kind only dignifies them and it's been my experience that about the only influence these syndicated columnists have is in the minds of individual readers . . . at least, I've never seen them put an honest guy out of business. . . .

• . . . Out to Chicago and found the meat shortage even worse than here . . . however, managed to find a good steak which Alex and I enjoyed with agencyman **Duane Wanamaker** and the charming Mrs. W. . . . spent a grand evening at their house and just wish I could get Duane to write a book about his experiences during the early days of radio . . .

• . . . Out to St. Charles and had good talk, grand visit and wonderful lunch with Majestic's **Parker Erickson** and **John Downey** . . . they certainly have an awful nice factory out there; it's right in the country and we could look out of John's office and see the early hay being cut . . . made me feel homesick for the farm, I can tell you . . .

• . . . Talked with Operadio's **Larry King** and was shocked to hear of his resignation from the company . . . after 21 years I figured Larry'd be there forever . . . didn't have his plans all made yet, but promised to let me know first so we can tell you all where to get in touch with him . . .

• . . . Out to visit Warwick's **John Holmes** and **Reau Kemp** and John made me blush at the nice things he said about the June issue . . . they sure are hospitable folks out there at Clarion and Alex and I always overstay our time . . . still, it's hard to say goodbye to people who tell you how swell your Radio Journal is . . .

• . . . Surprised to learn that good friend **Charley Wanders** has resigned from G.E. and is now at Optical Specialties Co. in New York . . . I know he'd be glad to hear from you folks any time you're in town. . . .

• . . . Good letter from R. M. A.'s **Bond Geddes** about the June issue and we're mighty glad that it pleased such a keen judge . . . for my own part, the praise should go to the busy executives who took the time to contribute the material we used, and to your entire Editorial staff who worked hard and long to bring you the Convention-in-Print issue . . .

• . . . Kind of took me by surprise when I found out that National Union's **Henry Hutchins** has resigned to become sales manager of John Meck Industries . . . talked to **Syd Muldowney** and he was pretty swell about giving Henry his blessing . . . guess we'll have to look for lots of changes now that reconversion is right near . . . just hope the boss don't get any ideas about me, that's all . . .

• . . . Glad to have had the chance to help Brooklyn service-dealer **Irving Horowitz** and parts jobber **Reuben Green** arrange for big association membership meeting this month . . . hope all you fellows in the neighborhood will overlook the fact I'm to be principal speaker and plan to come . . . you'll get full details from the association later. . . .

• . . . Wish you fellows could have been out at the R. M. A. meeting with us . . . had grand visit with Emerson's **Ben Abrams** and got a new slant on some things we're going to work out for future articles . . . chatted with G. E.'s **Dr. Baker** about the postwar television situation . . . ran smack into Farnsworth's **Johnny Garceau** and had good visit . . . talked briefly with Sentinel's **Ernie Alshuler** and it's mighty nice to hear he's feeling so much better . . . over to the Singapore with Turner Microphone's **Renald Evans** for some of their good barbecued spare-ribs and so wound up a memorable evening . . .

• . . . Good letter from Noblitt-Sparks' **Burl Buckner** and just wish I could write them as nicely as he does . . . he took a lot of time and trouble to answer a little inquiry by one of our good readers and we just thought he ought to be thanked heartily . . . so here's our sincere thanks, Burl . . .

• . . . Over to Stewart-Warner's to visit with **Fred Cross** and spent a delightful hour just reminiscing about old times in the industry . . . it really is fascinating to talk to the fellows who helped make radio's growth possible and Fred was one of them . . . missed **Floyd Masters**, who was tied up in a meeting and felt sorry, but we sure knew how those things are today . . .

• . . . Well, fellows, here we are at the end of another little visit together and I like them so much I am getting so I hate to say goodbye . . . it was real swell of you all to be on hand during this hot weather, and I hope you'll be around again next month . . . until then, so long . . . and have a good vacation . . .

\$25,000,000



Which radio sets will sell readily
in the postwar period?

Those bearing the Stewart-Warner name
will; because \$25,000,000 has been spent
in advance to popularize this trade-mark,

and 21 years of
peace and wartime
radio experience
go into the
making of these
famous sets.

**STEWART-
WARNER**

Radios

CHICAGO 14, ILLINOIS



1.50

"PEACE PACT"



Now that V-E day is past, we look forward to the time when all our battle-scarred warriors return to their anxious families.

As quickly as Government restrictions are modified, Fada's great productive capacity will be ready to make available the finest in radio receivers.

The Fada dealer franchise will become a typical "Peace Pact" assuring you of your share of profitable business on Fada's electronic developments.

If your jobber has not told you about Fada's merchandising plan contact him or write us directly.

PLACE YOUR FAITH IN THE

FADA Radio

OF THE FUTURE

Famous Since Broadcasting Began!

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