



# RADIO *Retailing* TODAY

AUGUST  
1943

## RECORDS

LINE FORMS HERE

PUT OLD TUBES HERE

Charles F. Dreyer



# Every Page is a Spark Plug for Your Ingenuity

## The Chapter Headings Tell the Story

- 1 Loud Speakers and Their Use
- 2 Superheterodyne First Detectors and Oscillators
- 3 Half-Wave and Voltage Doubler Power Supplies
- 4 Vibrators and Vibrator Power Supplies
- 5 Phono-Radio Service Data
- 6 Automatic Tuning
- 7 Frequency Modulation
- 8 Television
- 9 Capacitors
- 10 Practical Radio Noise Suppression
- 11 Vacuum Tube Volt Meters
- 12 Useful Servicing Information
- 13 Receiving Tube Characteristics



“Keep ’em listening,” is the ambition of every radio serviceman, engineer, amateur and experimenter. Here is the book you need as ambition’s assistant. The latest technical data is the biggest help you can get to overcome parts shortages through making the most of available materials; to solve the problems posed by faltering receiving sets.



The new MYE Technical Manual is the practical answer to every-day questions. Every page is a spark plug for your ingenuity. Theory is blended with practice in simple terms—easily applicable—up-to-the-minute—much of the data never before published.



Servicemen tell us it is exceptionally complete. “The buy of the year,” says one . . . “Must be within reach on the bench,” says another . . . “Can’t get by one day without referring to it” . . . so it goes; summarized into one word, it is “indispensable.”



408 pages, hard cloth covers, profusely and accurately illustrated. A real wartime helper. Your nearest Mallory distributor can supply you. Price \$2.00, while the supply lasts.

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

P. R. MALLORY & CO. Inc.  
**MALLORY**



## Approved Precision Products

Emerson accepts its

military obligations . . .

To build more . . . to build it faster . . . to build it better . . . this is the policy to which we at Emerson have pledged ourselves.

Only by strict adherence to this policy can we speed the coming Victory. Only through this policy can we achieve an early return to civilian production a resumption of normal radio distributor and dealer relations.

The character of tomorrow's great new Emerson radios and other Emerson Electronic products is taking shape today in the fulfilling of our constantly increasing and gladly accepted "military obligations".

Military leaders have warned the Nation against complacency and over-optimism. There is *no* "complacency" in the Emerson Organization. However, we do have supreme confidence in our Post-War products and Post-War merchandising services. We believe that such confidence is justified. We know that our Post-War products will be *right* . . . better by far than our expectations of only a year or so ago. And we know that those products and the merchandising services which Emerson is now preparing will mean incalculable distributor and dealer opportunities for profit when this War is won.

B. Abrams, *President*

EMERSON RADIO & PHONOGRAPH CORPORATION, N.Y.

Out of a proving ground wide as the world, there is coming . . .

Emerson ELECTRONIC RADIO

and other miracles of electronic research for peacetime use.







# "WORLD NEWS TODAY"

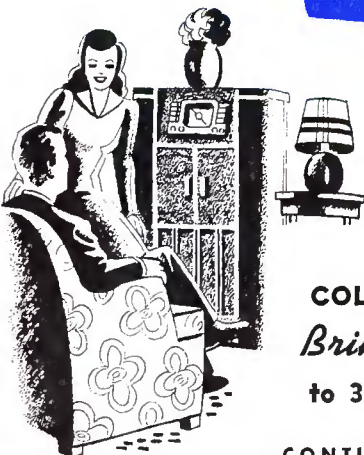
*every Sunday afternoon by*

AT 2:30-2:55 P. M. - E. W. T.

# Admiral

*Before the war . . . Admiral was generally recognized as the fastest growing, up-and-coming radio company in the industry. After the war . . . with the added backing of hundreds of thousands of dollars invested in national advertising . . . Admiral is determined to make a bid for leadership in the radio industry. Your Admiral dealer franchise is going to be more valuable than ever before.*

A giant-size (25" x 38") copy of this map printed in four attractive colors is being mailed to over 20,000 leading radio dealers in August. It makes a mighty attractive window poster . . . reminding prospective customers that you will be here to serve them with Admiral radios when victory is won. If you would like extra copies, just write us.



• 42 STATIONS OF THE  
COLUMBIA BROADCASTING SYSTEM  
*Bring "World News Today"*  
to 3,500,000 Americans every Sunday

CONTINENTAL RADIO & TELEVISION CORP.  
CHICAGO, U. S. A.

**Major George Fielding Eliot**  
CBS military analyst. Served throughout World War I with Australia Imperial Forces. With U. S. Military Intelligence for 8 years. Magazine writer and author of books on military, naval and international affairs.



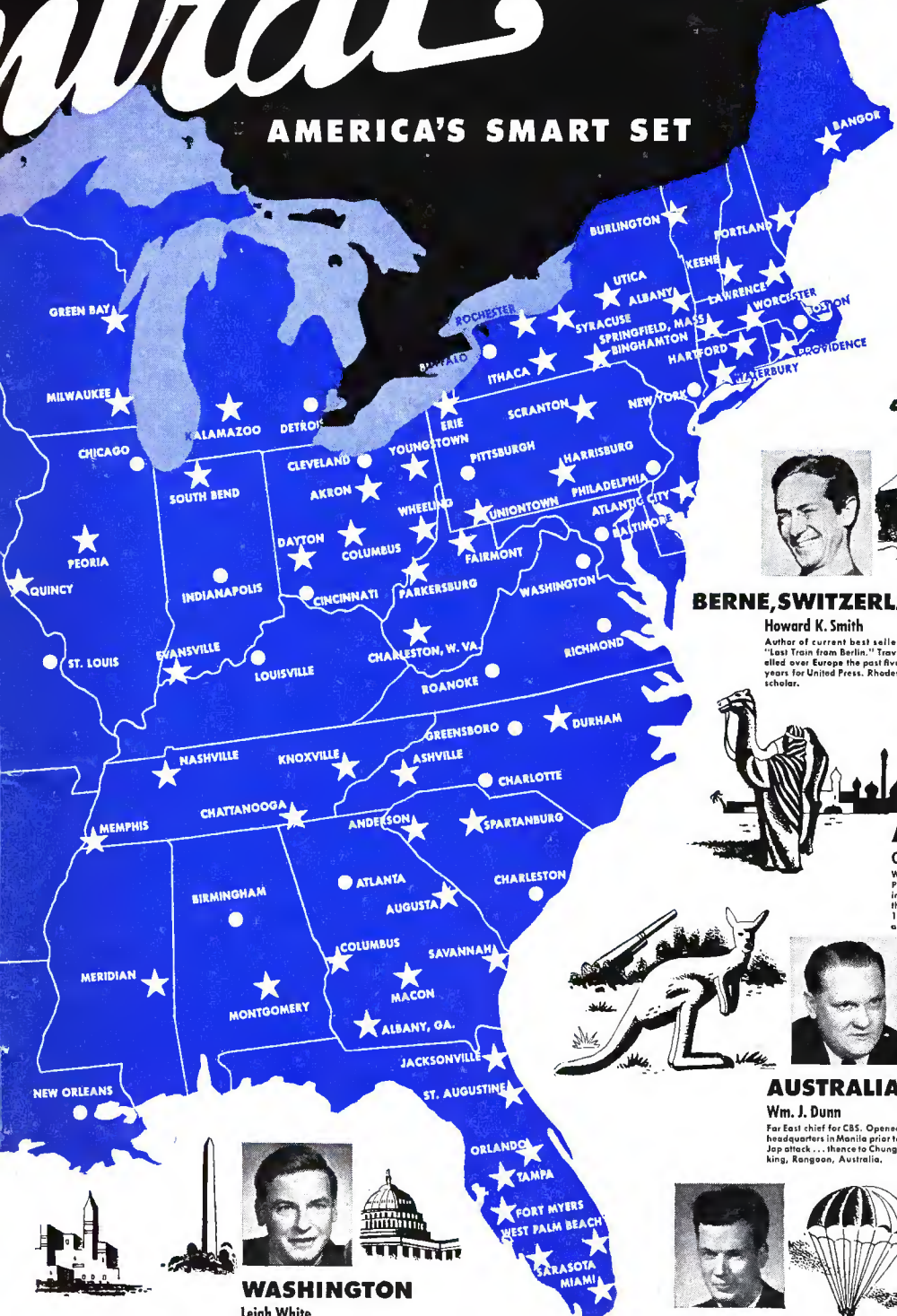
**NEW YORK**  
**Douglas Edwards**  
"World News Today"  
announcer at New York.



# "Y" .. brought to America Admiral RADIO

AMERICA'S SMART SET

MEET THE MEN  
WHO REPORT  
THE NEWS FOR  
*Admiral*



## LONDON



**John Daly**

Columbia's erstwhile "Presidential announcer," Washington correspondent and war games microphone ace. Checked off more than 150,000 miles with President Roosevelt.



## MOSCOW

**Wm. R. Downs, Jr.**  
Represented United Press in Kansas City, Denver, London . . . then to CBS.

**Larry Lesuer**  
Reported Russian war for over a year. Now in New York. Six years with United Press. Covered R. A. F. in France. Joined CBS London bureau after fall of Paris.



## BERNE, SWITZERLAND

**Howard K. Smith**  
Author of current best seller "Last Train from Berlin." Travelled over Europe the past five years for United Press. Rhodes scholar.



## CAIRO

**Farnsworth Fowle**  
Rhodes scholar. Served CBS at Sofia and Ankara.



## ALGIERS

**Chas. Collingwood**  
Winner of the George Foster Peabody award for outstanding news reporting in 1942 and the National Headliner's Club 1943 radio news reporting award.



## HONOLULU

**Webley Edwards**  
CBS reporter and announcer of Station KGMB, Honolulu for over 15 years.



## HAVANA

**Alexander Garcia**



## BUENOS AIRES

**Herbert M. Clark**  
With Atlanta Constitution . . . Chicago Daily News . . . United Press. Covered war in Spain until ordered to leave by General Franco.



## AUSTRALIA

**Wm. J. Dunn**  
Far East chief for CBS. Opened headquarters in Manila prior to Jap attack . . . thence to Chungking, Rangoon, Australia.



## U. S. A.

**William J. Slocum, Jr.**  
Special events roving reporter for CBS.

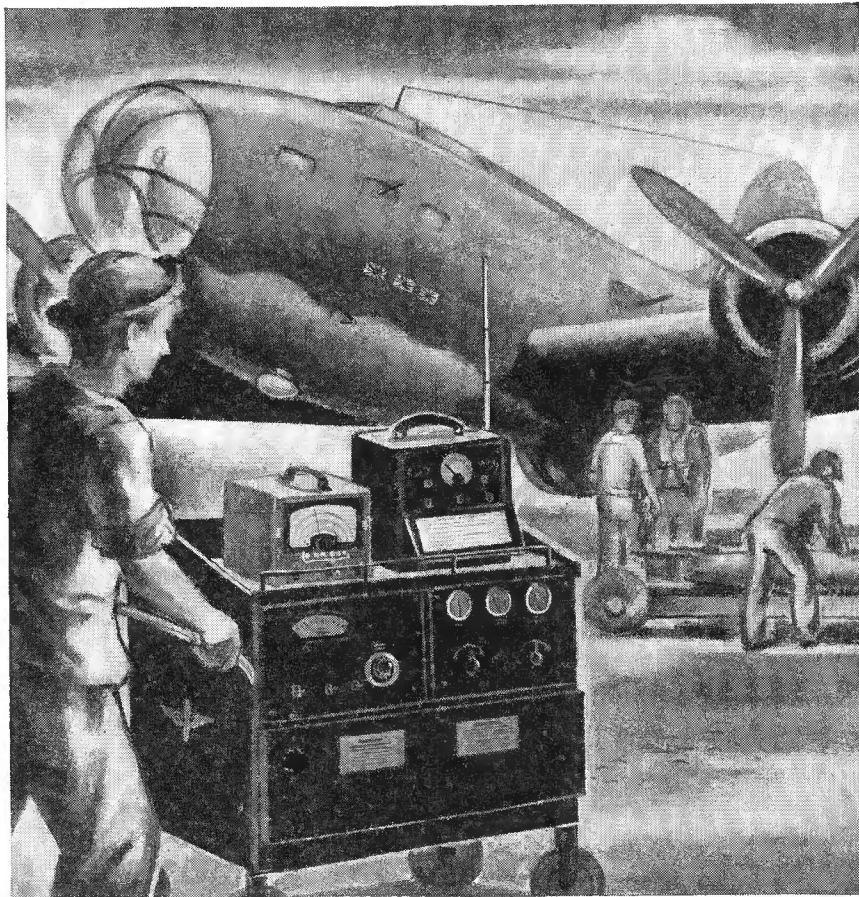


## WASHINGTON

**Leigh White**  
Former CBS Athens correspondent . . . now in Washington since recovery from wounds received when a German plane machine-gunned his train during invasion of Greece.







## Bomber radios must not fail

Under certain conditions, its radio may prove the very life of the Bomber. The radio *must not fail*. That is why Army Airplane radio receivers and transmitters are so constantly and carefully tested to prove their condition.

That Jackson equipment rates "trusting" in such a vital assignment is a tribute to its long-known quality. The Army would not trust checking the Instruments of the B-17 and other Bombers to any but the best possible equipment.

The realization thereof is a challenge to our care in the production and delivery of testing equipment

that measures up to the trust. That is our War Job today. Tomorrow the high standards now set will be reflected in the Peace-Time equipment you may expect then.

### Something to Think About

After the war there will be many thousands of private airplanes—equipped with two-way radios. And, just as in Army Aircraft today, these radios will require constant inspection and maintenance. This market alone is something to think about.

*All Jackson employees—a full 100%—are buying War Bonds on a payroll deduction plan. Let's ALL go all-out for Victory.*

# JACKSON

*Fine Electrical Testing Instruments*

JACKSON ELECTRICAL INSTRUMENT COMPANY, DAYTON, OHIO

## RADIO *Retailing* TODAY

AUGUST, 1943

*featuring*

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with but a  
**Single**  
thought



Gertrude Fontaine, mount operator  
at Hytron's Salem plant, and soldier  
in the Army of Production.

Miss Fontaine concentrates her nimble fingers and keen young eyes (assisted by a microscope) upon spot-welding and assembling minute parts of a 954.

On another floor, a Hytron engineer is giving lavishly, night and day, of his long training and experience as he designs and develops a new War tube in record time. The driving force urging them — and all of us at Hytron — on to superhuman effort, stems from a single thought, a single purpose: to supply our courageous fighting men with tools to win. Hytron employees have but one goal — a mounting flood of top-quality tubes to serve as the "hearts" of electronic and radio equipment helping our boys to blast the way to speedy and permanent Victory.

*Oldest Exclusive Manufacturer of Radio Receiving Tubes*

**Hytron**

ELECTRONIC AND  
RADIO TUBES



*Corporation*

SALEM AND

NEWBURYPORT, MASS.



*In War...*

*In Peace...*

**OUR BUSINESS IS  
MAKING LOUD SPEAKERS**

*Now being used for military communication, detection and similar war time uses...*

*built to those high standards of precision, durability and performance born of habitual peace time practice.*

**Jensen**  
**RADIO MANUFACTURING COMPANY**  
6601 SOUTH LARAMIE AVENUE, CHICAGO



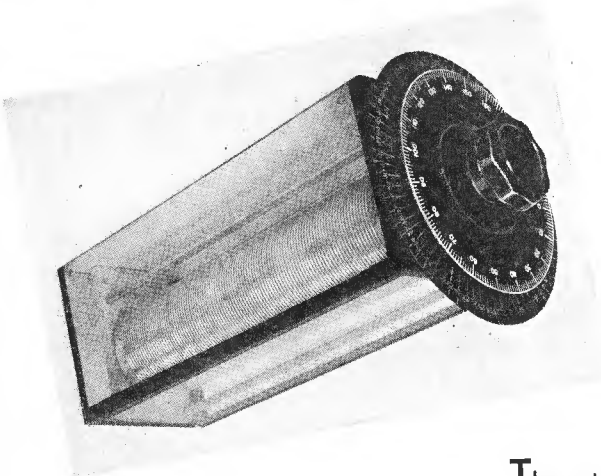
# FADA Radio

*Mechanically*

*Readable to*

*1 Part in*

*140,000 . . .*



The rotary inductor illustrated at the left in its transparent plastic dust-cover is the heart of a new frequency measuring instrument designed by FADA engineers as one of our many war production tasks. The problem presented was to make a sizeable improvement in the readability and resetability of the best available portable frequency meter

This "best" was a gear train requiring precision hand work to the point where cost and production speed left much to be desired.

FADA brought to the problem no hide-bound precepts . . . . cast out before starting the old concept that the proper way to do the job was to connect a fine indicating dial to the controlled circuit element through a gear train. Instead FADA engineers reasoned that this usual method was exactly the wrong way to reach a solution. Turning 180° away from custom, we built a variable inductance-fixed capacitance tuning circuit where the fine indicating dial was directly fastened to the shaft of the frequency-determining element—1:1 dial ratio . . . seemingly no chance here to read closely. By skillful, original design, we made it necessary to rotate this dial 70 turns . . . not the usual half-turn . . . to tune from 1000 to 2000 kcs. Making the dial 4" in diameter allowed graduation into 200 well-spread divisions . . . times 70 complete rotations equaled 14,000 readable dial divisions. Adding a precision decimal indicator . . . and dial readability became 1 part in 140,000 . . . a seeming mechanical impossibility.

By this original attack, all precision gears . . . bearings . . . precision, temperature-sensitive variable condensers . . . were thrown right out the window. What was "impossible" became simple "duck soup" . . .

Just another concrete . . . tangible . . . example of what FADA research is creating today . . . more proof that when peace is won FADA will produce a startlingly changed . . . simplified . . . improved radio/electronics . . . for you . . . post-war.

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

1920 SINCE BROADCASTING BEGAN 1943





# No "Philadelphia" Lawyer Needed

**With SONORA, it isn't the jobber part of the way . . . but the jobber all the way.** Not the jobber, too . . . but the jobber *only*.

No "ifs, ands or buts" about it. No hidden jokers. The jobber it was. The jobber it will be. No "Philadelphia" lawyer needed to figure this out.

The entire SONORA line was specifically designed for jobber distribution. The over-the-counter "Package" Plan, with its elimination of servicing and specialized training, is straight-from-the-shoulder proof of this.

Today, nationwide demand for SONORA is being pyramided through a striking, smashing, full page, full color magazine campaign. Check it in Life, Esquire, Time, the American Weekly, Redbook, American Home, Cosmopolitan, American Magazine.

This great national advertising campaign . . . reaching a combined circulation of 54,200,000 . . . is being run *for your benefit* . . . against the time when radios again will be available.

You can be *sure* . . . with SONORA . . . **IT'S GOING TO BE THE JOBBER!**

SONORA RADIO & TELEVISION CORPORATION  
325 NORTH HOYNE AVENUE, CHICAGO



**" IT'S GOING TO BE THE JOBBER "**





## Not Good Enough for Transformers "at War"

"Satisfaction or your money back," "defective parts replaced free," etc., are ample protection for users of civilian goods but with lives and battles depending on Communication Equipment, these peacetime guarantees fail to satisfy. There's no time in a dog-fight to replace a defective transformer, and in battle the only dependable warranty is the assurance that the equipment will *not* fail . . . even under the most abnormal conditions and usage.

Building transformers for aerial communication

is one of Rola's war jobs. *Into* this task goes the knowledge and skill accumulated through years of manufacturing leadership. And *out* of it, certainly, will come new knowledge and new skill for the tasks of Tomorrow.

THE ROLA COMPANY, INC., 2530 Superior Avenue, Cleveland, Ohio.

*In addition to transformers of varying types, Rola manufactures beadsets and coils of all kinds for aerial communications. If your problem involves Electronics . . . and is important to the war effort . . . why not discuss it with a Rola engineer.*

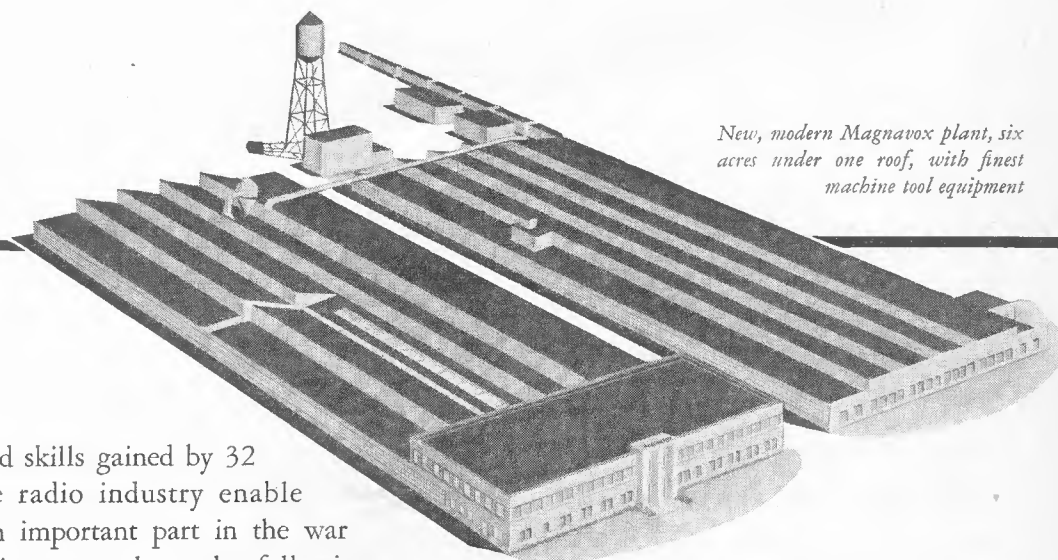
★ ROLA ★

MAKERS OF THE FINEST IN SOUND REPRODUCING AND ELECTRONIC EQUIPMENT



# MAGNAVOX TRAINED

## 32 YEARS FOR THIS WAR



*New, modern Magnavox plant, six acres under one roof, with finest machine tool equipment*

THE EXPERIENCE and skills gained by 32 years' service to the radio industry enable Magnavox to take an important part in the war effort, producing equipment such as the following for all branches of the Armed Forces:

Communication Receivers for the Army and Navy.  
Radio Direction Finders. Radio Control Receivers.  
Interphone Systems . . . for Aircraft . . . for Tanks.  
Warship Announcing & Music Distribution Equipment.  
Carbon Microphones. Electric Gunfiring Solenoids.  
Bomb Arming Solenoids. Powered Antenna Reels.  
Dynamic Microphones. Dynamic Head Sets.  
Loud Speakers for various Military Applications.  
Electrolytic Condensers for Military Applications.  
Radio Phonographs for Military Applications.  
Sound Slide Film Military Training Equipment.

This wide variety of military products reflects, besides experience and diversified skills, the splendid facilities of Magnavox . . . the new, modern six acre plant, the excellent machine tool equipment and the production economies of efficient management. The Magnavox Company, Fort Wayne, Indiana.



Magnavox skill and craftsmanship won the Navy "E" in 1941, among the first awarded . . . now with 3 White Star Renewal Citations.

# Magnavox

LOUD SPEAKERS • CAPACITORS • SOLENOIDS • COMMUNICATION & ELECTRONIC EQUIPMENT





**OLD FRIENDS  
INSPIRE Confidence**

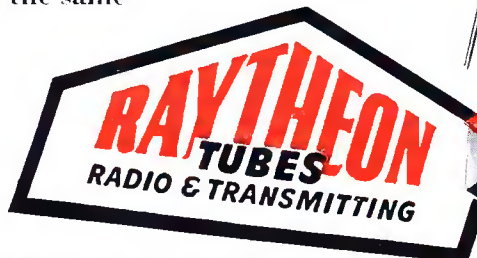
The former radio serviceman now in the Army Signal Corps or Navy Communications knows from peacetime experience that he can depend on Raytheon tubes. When he uses Raytheons for installations and replacements he knows they will stand by him when the going is toughest—like a trusted friend.

The reason the Raytheon trademark is seen so frequently in the armed forces is the same reason it was so widely used and respected by the serviceman in peacetime.

When peace is won, and the serviceman is back in his shop, Raytheon tubes will be giving the same dependable and efficient service as ever.



**Four "E" Awards**  
Each division of Raytheon has been awarded the Army & Navy "E."



**RAYTHEON PRODUCTION CORPORATION**  
NEWTON, MASS. • LOS ANGELES • NEW YORK • CHICAGO • ATLANTA  
DEVOTED TO RESEARCH AND THE MANUFACTURE OF TUBES FOR THE NEW ERA OF ELECTRONICS





*"We're puzzled!"...*

*"If we start talkin' about plans for the future a lot of you people are going to say: 'Why those so an' so's... don't they know there's a war on!' And you'll be right. The war is far from won... the tough part is yet to come!*

*On the other hand if we talk only about our war job a lot of you people are going to say: 'Why those so an' so's... they've forgotten all about their old friends!'*

**But you'll be wrong!**

For here is exactly what we're planning for you...

**One:** Immediately after this war is won you'll have a fine line of Stromberg-Carlson radios to sell... a line that will win customers... a line that will offer value in a wide range of prices

**Two:** The Stromberg-Carlson name in radio will be even more widely and more favorably known than ever before.

**Three:** The Stromberg-Carlson policy of distribution will permit every authorized dealer to have a real opportunity for profit on the postwar line.

That is what's in store for you when our wartime job is done... make it a part of your postwar planning!"

**STROMBERG-CARLSON**  
ROCHESTER · NEW YORK





O. H. CALDWELL, EDITOR ★ M. CLEMENTS, PUBLISHER ★ 480 LEXINGTON AVE., NEW YORK, N. Y.

### ***In Strong Position for Postwar Appliance Business***

More than ever, radio retailers are in the electrical-appliance business now. Many sold and serviced various appliances before the war, but practically *all* radio men are being called upon to take care of major and minor home appliances now.

Manufacturers are telling their customers that because of their war manufacturing experience they are going to be in a better position than ever before to give the buyer greatly improved products for the home.

Radio retailers and repairmen, who've been keeping the old appliances going in wartime, feel justified in telling *their* customers that they *too* are going to be better equipped to sell and service not only radio, but all other electrical home devices as well, as a result of the experience they are now gaining.

### ***Big Backlog of Servicing***

With radio shops jammed with work, the mortality rate of these businesses due to financial reasons is practically nil. This means the radio man is *staying* in business, and it is obvious that the distributor is going to consider the radio retailer his "fair-haired boy," because the radio man, plugging along with his emergency service to the householder during the war, has not only *maintained* his contacts but has gained many new ones.

The vital service he has rendered has given him an invaluable "in" in his community that's going to put him in the way of cashing in on the profits when the floodgates of pent-up buying are loosed.

★ ★ ★

### ***Paper and Printing Feel War's Demands***

Inexorable are the demands of war, and they are visited on our readers even through the pages of the issue of RADIO RETAILING TODAY now in the reader's hands.

Chlorine is needed by Uncle Sam, and so our paper can no longer be bleached to the whiteness we once enjoyed. Nitric acid is required for explosives; its absence robs many organic colored inks of their bright hues. (Shortage of chromium recently affected printers' yellows, but this mineral is now coming in in return cargoes.) Civilian use of phenolic resins have also been restricted and with them our "shiny" inks.

Meanwhile to meet the limitations set by the War Production Board, we have successively reduced the weight of paper used in printing our issues, until the present number appears on "40-pound" stock. All these are minor penalties of wartime; the bright days of peace will bring back better printing than ever.





# Plan NOW For Fall Radio

## With Stocks in Their Regular Lines Scarce, Radio Men Must Vary Planning Efforts for Fall Sales

• Retail sales continue to show substantial gains over a year ago, but *profits* are down. Sales in general continue high, because of the expanded buying power, though inventories are much lower.

Assortments are poor, some lines being almost entirely absent, such as radios and home electrical appliances. Radio stocks consist mainly of large radio-phonograph combinations, and some very cheap sets. The two extremes of the market.

### Fall Buying Problem

This is the situation which confronts radio men, as we fast approach the Fall and Christmas buying seasons. Most certainly there is need for some careful planning, *now*. The outlook for new radio sales is mighty slim, for stocks are low and are not being replenished.

Some enterprising dealers are still

able to buy up the close-outs, as distributors shift to other lines, and as dealers go into the armed services. But such sources of supply cannot be counted on to maintain your radio sales for long.

Many dealers are doing a thriving business in the re-conditioning and sale of used sets, particularly in war-boom areas. But this, too, is a rather uncertain business because of the uncertainty of the supply of used sets.

### Postwar Credits

Some dealers are offering postwar "credits" now. It's a smart idea, and worth trying.

Trade in the old set *now*, for a good allowance against a postwar model. No cash changes hands. You get a lien on a postwar sale, plus a set to recondition and sell now.

The customer gets a high priority on a postwar radio, a good allowance

on an old set, and gets rid of a set which perhaps doesn't work. It's a good deal all around.

Tubes and parts are beginning to ease up a bit, and it looks as though the worst of that situation was behind us.

### Service Opportunities

Service demands were never greater, and the opportunities for profit are such as servicemen *dreamed* about a few years ago. With sets wearing out, and new ones not available, service demand will continue to be high. With so many servicemen in the Army, competition has been drastically reduced. There is as much service business as you can handle, just waiting for you to take it.

You should certainly play up your service business now if you really plan to make radio your *main line* after the war.



Sure—ODT won't give you too much freedom to pick-up and deliver service work, and *good* help is scarce. But ingenuity is solving these problems too. Arrangements can be made with *other* merchants, by pooling your delivery, to help jump *that* hurdle.

You can do more service work in the home.

You can urge your customers to bring their sets in.

Move your service department up to the front, even put part of it in your window.

Make it clean, neat, attractive.

Put your servicemen in laboratory jackets.

Use girls if necessary.

Focus attention on your service work in every way you can.

When you have made service-hungry customers want *you* to do their

**Left—One of America's many Main Streets on a Saturday. These shoppers are out to BUY. Will you be ready to sell them?** (Photo by Ewing Galloway)

work, your major job will be to turn out all the work that comes to you.

Records are continuing to increase in demand, and offer excellent profit potentials. Certainly every radio dealer should give the most serious consideration to records. If you have not carried records up to now, there's no better time to get started. And if you *have* a record department, you should plan to increase and expand it.

In planning for your Fall and Winter business, don't overlook the recording field. It holds *real* possibilities in most locations, and has proven a *bonanza* in *some* locations.

### Check Competition

Many dealers are turning to merchandise not related to radio to maintain their sales. That's a natural thing to do, of course. If you are thinking along those lines, be sure to give full consideration to the local competition on anything you contemplate taking on.

Have a look at the local supermarkets, the auto accessory stores, and the drug stores. These organizations have been quick to take on other than their regular lines, and they are powerful competition.

Make sure, on any merchandise you take on, that the local demand exists, and that local competition will not take away your profits.

If you are satisfied of those conditions, by all means take on new merchandise, if you wish. But be sure to *also* plan to *promote* it, to really *merchandise* it.

### Selling for Profit

Remember that *buying* a new line is easy. Selling it at a profit is the trick. And you must let your prospective customers know you have it. That is the big advantage your high-traffic competitors have over you in moving *new* lines.

And don't forget, in your planning, to give full consideration to your higher taxes, higher costs of doing business. Many a retailer has turned in a *fine* selling job last year, only to find his profit shrunken.

Let this go too far, and profits change to losses. Then the more you sell the quicker you put a lock on the door.

Yes sir, now's the time to *plan*, and think, about how to *get* the business this Fall—and how to *stay* in business next year.

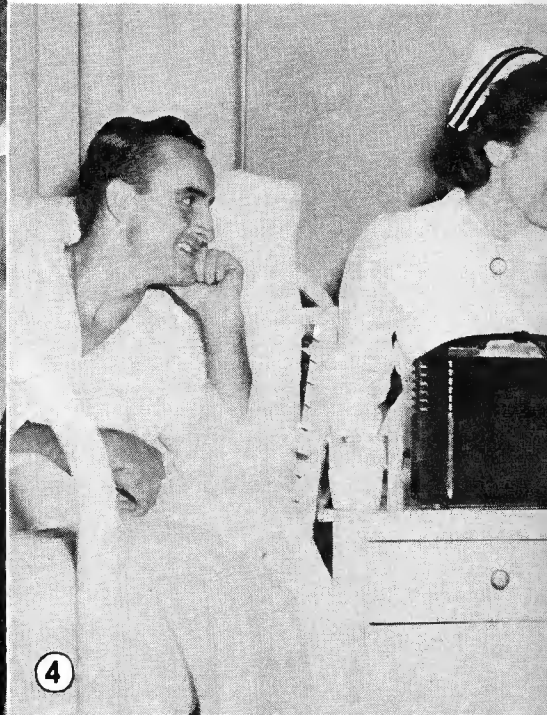
**Now that servicing is an important part of any radio man's business, why not put your service bench in the front window where all can see repairs being made. Here's how Herb Names does it at Denver, Colo.**

# Business





# RADIO AT FIGHTING

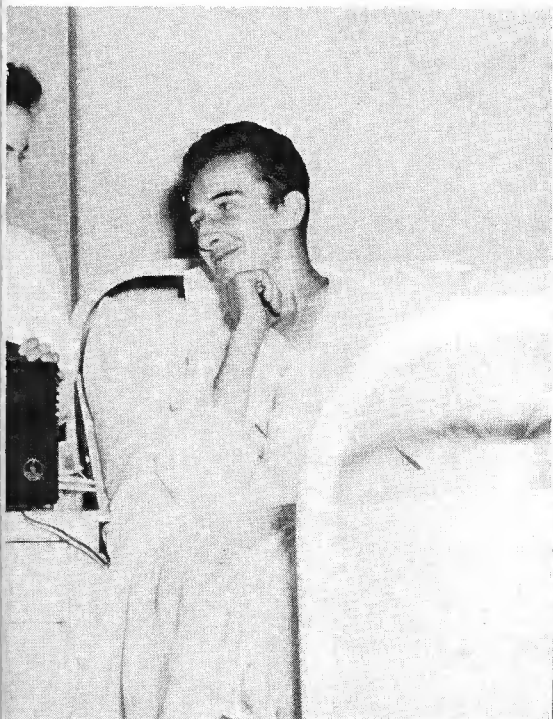


1. **NEW GUINEA**—Jungle Radio Station for the Allies employs valuable native talent—as messengers, guards and cooks.
2. **CHINA**—Relaxing, but on the alert! American pursuit pilots somewhere in China find their combination radio-phonograph a good companion to cards and chess.
3. **ALEUTIAN ISLANDS** — First of American troops on Attu, during combined Army-Navy operations, directs landing boat via loud speaker.





# THE FRONTS



★

4. AFRICA—A bit of the U. S. A. via nurse and radio seems good to these American lads, who were among the casualties in the African offensive.


5. ALASKA—Radio brings home mighty near to our boys in a U. S. Army outpost somewhere in Alaska.

6. GUADALCANAL—Radio beams news from "The States" to eager ears of our bearded, hard-fighting men in the jungle.

7. ENGLAND—U. S. Soldiers in their London barracks listen in to one of the President's fire-side chats. (No. 4 U. S. Navy photo. All others by Acme)

★





# Radio Today —

## In Face of Shortages of Merchandise and Manpower, Radio Men Keep Busy.

**SAN DIEGO, Cal.**—Harry Callaway, of the Thearle Music Company here, having sold all radios in stock, is operating a repair department employing four men, in an effort to keep his customers' sets in operation. He has not raised prices on service, and is chiefly interested in keeping customer good will. He also operates a large phonograph and record department, together with a number of pianos, now out on a rental basis.

The A & B Appliance Company, 3011 University Ave., is now maintaining a two-man service department. They are selling what used radios they are able to obtain, and are specializing in phonograph records, as well as in games and a line of pottery items. The business is headed by Mr. and Mrs. Dave Shaw.

**HOBOKEN, N. J.**—Ben Cowan & Brother, 201 Washington St., in business here for 18 years, are specializing in electrical contracting and radio repair work. They report the parts situation "good"; the tube situation "fair." All electric appliances except refrigerators are serviced by this firm.

**SYRACUSE, N. Y.**—Buring's continues with an offer originated in prewar days, that of complete radio repair on any set, including time and labor for a flat rate of \$3.95. A dollar extra is charged for pickup and delivery. Buring advises that parts and tubes are coming in better now.

Ayres Radio & Appliance Service is rendering Sunday and night service. The organization claims this allows war workers on all shifts to get service, and allows them to get together in bringing defective sets.

**SIoux CITY, Iowa**—Walt Ducamin, owner of Duke's Radio Supply, is seeking to hire girls to work on the phone advising customers that he is "expecting some 50L6 tubes in shortly."

**WATERTOWN, Wis.**—The D. and F. Kusel Co., is an appliance and hardware firm. Besides doing repairs on radios and appliances, Kusel services and sharpens electric clippers for sheep and cattle. The company recently installed a lawn mower sharpening machine and went into that type of servicing, too.

**ATLANTIC CITY, N. J.**—Influx of Summer visitors with the moving out of the Army Air Forces stationed here all year, has brought a heavy increase in radio repair services. In addition, dealers have taken on lines of luggage, gifts and novelties to make up for depleted stocks of radios, records and phonographs. Castle Radio, Inc., 1024 Atlantic Ave. has added a big line of luggage and gifts, while Allen B. Blankfield, radio service shop at 1914 Atlantic Ave., has enlarged his store's supply of phonograph records.

**WOODSTOCK, Ill.**—John Dacy, Dacy Appliances, has added furniture and lamps as well as mirrors and pictures to his stock. He has also bought up many used appliances and reconditions them for resale in his big shop. 1942 was one of his most profitable years, Dacy states. Dacy's is equipped to completely recondition any appliances. A number of refrigerators damaged in an apartment house fire were refinished to look like new recently.

**HOUSTON, Texas**—J. G. Bradburn, owner of the Lil' Pal Radio & Record Store, 1817 Main St., reports:

"Our radio repair business is rather large for during our 11 years in business, we have sold from 30,000 to 35,000 radios and have always emphasized the service end of our business. We have never sold many second hand sets for we keep them for rental purposes. We keep an average of 50 sets rented and also rent record players for week ends.

"Our service facilities have improved some lately. We have one service man 4-F, two that are at the present 3-A, a 14-year old apprentice and a woman trainee. We believe that women can do a lot of minor repair work. We have stepped up our service to the point that we are now giving one to three-day service.

"We are getting plenty of parts in most instances, some tubes, etc., but the biggest shortage for us are certain tubes such as 35-Z-5 and 50-L-6. There must be several thousand sets in Houston needing 50-L-6 tubes for we get 50 to 100 calls daily. We are converting a few of these 12-volt sets over to 6-volt circuits by taking the units from trade-in sets. So far we have not had to use any second hand parts other than tubes. Frequently we can switch tubes around or utilize a tube in one set that won't work in another. But we are repairing a lot of parts for customers instead of using new parts. And we are able to get a great many parts which are said to be scarce for we simply keep trying."

Although the Lil' Pal Radio & Record Store requests customers to bring in their small radio units for repair, they do not agree with O.D.T. suggestions that all home sets should be brought in by the customer. This



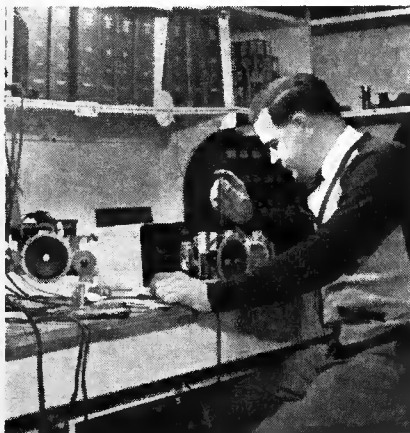
# Across the U.S.A.!

## Turn to Servicing and Record Selling. Add New Lines and Activities.

radio dealer finds that his men cannot repair large home sets in the home; neither is it satisfactory to permit the owner to bring in the set as they usually add additional damage to the set in handling.

Sheet music has just been added to the stock and service sold by the Lil' Pal Radio & Record Store. Owner Bradburn finds music to be a profitable and logical companion line for the radio store. He may later add greeting cards to the stocks; but he does not want to drift into too many things not closely akin to radios and records. He believes in specializing and continues to advertise radio service through the classified newspaper columns and with occasional display advertising even though his staff is kept snowed under with work.

**MILWAUKEE, Wis.**—Specializing in service in the home, Gordon Ische, well known Milwaukee dealer, shown below, repairs a variety of appliances. If possible he does emergency work at the customer's house and finds this builds valuable good will. Large radios and heavy appliances are brought into his shop. Ische finds customer calls best way to keep business contacts.



**TOLEDO, Ohio**—When things began to take on a gray tinge after Pearl Harbor, Harry Wasserman, president of the United Music Store, 422 St. Clair Street, in the heart of the down town theatrical district, considered it time to make some changes. The store has long majored in appliances, radio, records, specialties and good service. The War had put the skids under appliances, so he decided to concentrate on records and service.

The first step was to enlarge and streamline the record department. It's now three times as large as in pre-war days. Harry stated that 20,000 records, including all of the well known trade-marks, are stocked. Also 4,000 albums of popular music and 3,500 classic albums are merchandised.

Advertising via radio, press and direct mail tells music lovers about United.

Eulelah Overmeyer, capable head of Records conducts a column in the Sunday *Times* and in the Toledo *Shopper*, called Disc—Data which has a major following.

Mr. Wasserman maintains a file of every sale. In this way he has accumulated the names of more than 30,000 customers whom he has served in the 24 years he has been in business. He solicits the list constantly, and considers these old customers his insurance for the future.

Furthermore, the service section is swamped with orders. However, here again Wasserman's constant aim is to so fully complete each service job that the customer will be a booster to whom he can go knowing that a friendly greeting awaits him—when goods again become available.

**ROCHESTER N. Y.**—In the Rochester area, Masline Radio Parts believes estimates are still necessary. After a brief once-over, a ticket, stating the estimate price, is given the customer, pointing out to the set owner that a slight revision may be made, resulting in a charge often as much as 10 per cent more.

Rochester Radio & Television advises that it still makes deliveries and pickups twice a week, just as the department stores do. This firm divides the city into zones and makes the deliveries on certain days only.

Monroe Sound of Rochester, following the lead of the dry cleaners, sets aside a week out of each five or six week period, to "catch up." Sets will be accepted during the "vacation week," but work will be done only on cleaning up the accumulation of sets brought in previously.

Baum-Nash believes that a minimum service charge of 50 cents should be added on the servicing of portables, in addition to the regular charge for labor and parts. Trouble involved in getting parts for portables justifies the procedure.

**DENVER, Colo.**—The Niles Phonograph and Radio Co. at 507 14th St., has bridged the gap caused by the loss of radio sales in turning to sound equipment service. Partner Sam Robinson had the good judgment to take over the inventory of a neighbor in the business who joined the armed forces. An \$8,000 setup can take care of a lot of business what with "E" award ceremonies, open air operas, and from time to time calls for service from points hundreds of miles away. One-third of their volume is now in this kind of business.

Adequate compensation on a salary  
(Continued on page 32)



# Think About Refrigerators

by ARTHUR HIROSE

Director of Market Research and Promotion, "McCall's" and "Redbook" Magazines—  
Formerly Manager of Market Analysis & Promotion, "Radio Retailing"

## Expert Sees Radio Retailer in Strong Position for Future Sales. Predicts New Models Will Be Familiar—Demand Great.

• Before war made it necessary to stop automatic refrigerator production, Mrs. America and her spouse showed the keenest buying desire for these household appliances. Newer than vacuum cleaners, fans, ironers, mixers and washing machines, and yet retailing for higher prices, electric and gas refrigerators outstripped these older household appliances in sales. In the boom year of 1941, for instance, sales of automatic refrigerators reached 3,750,000 units. Expressed another way, 1 in every 10 families in the United States bought an automatic refrigerator in that one year alone!

Wholesalers and retailers of radio equipment, before the war, found themselves important (and profitable) sellers of automatic refrigerators. What, then, are the post-war prospects for automatic household refrigerators, in relation to the radio trade?

### Post-war Refrigerator Demand Will Be Large

As far as consumer demand is concerned, market prospects for automatic refrigerators are excellent. While 3¼ million American families bought refrigerators in 1941, only a little over 500,000 families were able to buy these devices last year. This year's sales will be still lower. Each year longer that the war lasts builds up deferred demand for both electric and gas refrigerators.

Every survey made among consumers shows demand for refrigeration. Asked what household appliances they planned to buy *within six months* after the war, consumers told investigators for the Chamber of Commerce of the U. S. that they would buy an estimated 1,715,000 automatic refrigerators—a greater number than intended to buy any other major household appliance. Interestingly enough,

more families said they intended to buy refrigerators than radio receivers.

Not only will there be millions of *existing homes*, which, after the war, will want to be sold a new automatic refrigerator but in addition, post-war America will probably see an all-time *new home* building boom that will

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### Radio-Music Dealers

are in favorable position to resume refrigerator selling

**82%** formerly sold refrigerators

**85%** have radio servicing facilities and have access to homes

**50%** sell phonograph records, which create store traffic

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open up another huge market for automatic refrigerator sales. In the past, any year that saw the construction of anything like 500,000 new home units was considered a big building year. After the war, it's estimated that 900,000 new home units will be erected *every year* for 5 to 10 years. New home buyers have always liked to buy new major appliances for their new kitchens.

### More Refrigerator Manufacturers After the War

That manufacturers are aware of the enlarged consumer demand for automatic refrigerators is evident on all sides. Every large manufacturer of electric or gas refrigerators expects to increase his production after the war. In addition, appliance manufacturers who were not in the refrigeration business before Pearl Harbor plan to have post-war refrigerators.

Before the war there was only one brand of household gas refrigerator. After the war, there will be more makers of gas refrigerators. Finally, companies which before the war never made any household appliances at all—aviation companies, ship-building companies, lighting equipment manufacturers, etc.—are planning to enter the automatic refrigerator business as soon as the government permits them to resume civilian goods manufacture.

### Post-war Improvements in Refrigerators

Improvements in automatic refrigerators are in the cards for the post-war years. Directly after refrigeration production is resumed, most of the new models will be first-cousins to the 1942 models. This will be a logical step, because manufacturers want to convert back to peace-time products as quickly as possible, with the smallest time lag. Likewise, a refrigerator not much different than a 1942 model will look awfully good to any consumer who was stuck with a balky 1933 refrigerator all through the war.

As soon as refrigerator factories are permitted to get new tools and dies, and after a period for testing, greatly improved refrigerators are expected to roll out from both old and new refrigerator factories. While it's difficult to imagine any sweeping changes in refrigeration principles and mechanisms, because the 1942 refrigerator was such a satisfactory machine, improvements will undoubtedly be made.

What changes are made in post-war refrigerators will be dictated by two influences. The first of these is a desire to give Mrs. Refrigerator User even more convenience and greater pleasure in her refrigerator than she enjoyed before the war. The second influence will stem from changed food processing and distribution plans.



# NOW For Post-War Profits

Improvements can be made in the arrangement of refrigerator interiors, and refrigerator engineers, designers, stylists and home service directors are working on these. Women want shallower refrigerators, so they don't have to reach over three or four rows of stored food to get that elusive dish of leftovers far in the back of the box. Women want a more flexible system of storage in their refrigerators. They want more variation in temperature zones, so that all kinds of food can be properly preserved. They want easier ways of getting out just a few ice cubes from the trays. Women want a way to freeze better ice cream in their home refrigerators. They want refrigerators that are easier to clean.

And since women usually get what they want, refrigerator manufacturers are working on these problems, plus the problems of easier working door latches, better defrosting and a host of other improvements.

## Food Changes to Govern Future Design

So desirous are they of giving the housewife complete convenience in her use of home automatic refrigeration that one school of designers is advancing the idea of breaking up the home refrigerator into a series of

separate refrigerated storage units that will be scattered all over the kitchen work surface, instead of being housed in one tall box. This will be an expensive scheme, since it may make necessary more than one refrigerating mechanism and so radically increase refrigerator prices.

The influence of changed food processing and distribution plans on home refrigerator design makes interesting speculation. The war-time food processing development which has stolen the news headlines is dehydration. Yet the advances in frozen foods are likely to be the more permanent changes.

## Home Food Storage

Those families which were able to get home-size food freezers and storage cabinets before the war (and able to get the food to put into them) are not only congratulating themselves but also vowing that after the war, they're always going to have plenty of frozen food in the home. Thus it's expected that after the war more manufacturers will be putting out, as separate devices, cabinets for home storage, and perhaps home freezing, of foods. But this will be a *class* market, not a *mass* market.

There will be no mass market for separate home food storage and freez-

ing devices because of the commercial advances in the frozen food industry, after the war. Community freezing plants with frozen locker storage will make great advances after the war. These lockers will be so convenient to the home, through the use of the family car, that there'll not be great need for any large amount of space at home for the storage of frozen food.

## Wider Use of Frozen Foods

The commercial frozen food people will also be in a position to make it unnecessary for the average housewife to freeze or store any large amount of food at home. With more quick-freezing plants at their command, the commercial quick-freezers will process and freeze right at the farm or the slaughter house, large quantities of meat, poultry, vegetables and fruit. It's no pipe dream to expect that after the war, a refrigerated truck will frequently drive up in front of the home and offer the housewife a selection of complete, quick-frozen meals.

Hence it's likely that the improved post-war refrigerator for the mass market will merely contain a larger space for the storage of quick-frozen food. In this way, the housewife will

*(Continued on page 60)*

Remember way back when—radio dealers' stores looked like this? With refrigerators and electrical appliances in stock, as well as plenty of radio consoles, table models and phonograph-combinations! Well, those days are COMING BACK AGAIN. And it may not be so long before postponed customer buying power will be pounding at YOUR door!

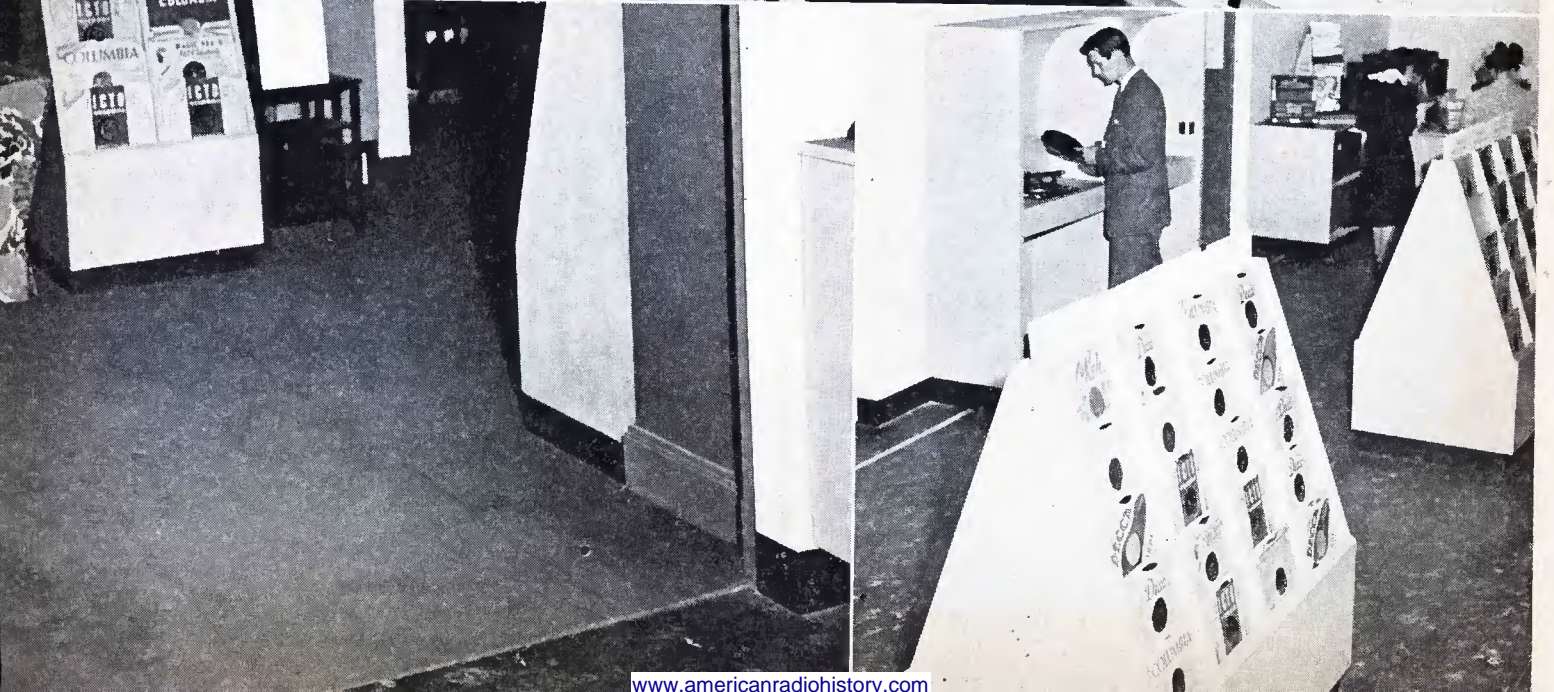




*Choose and Chase  
Your own Records*

# "SELF-SERVICE"

ROOM 2  
Sonata  
Ballet  
Concert Overtures  
Opera  
Symphony  
Chamber Music  
Section 11  
Classical Piano  
SECTION 12-15





# Sells Records

## Streamlined Methods Seen Increasing Disc Sales, with Reduced Costs, Says Irving Sarnoff of Bruno-New York

• When RCA Victor originated the idea of "self-service" in phonograph record selling, Irving Sarnoff, vice president of Bruno-New York, Inc., oldest Victor distributors in the United States, immediately saw the possibilities in the plan, and got busy.

Through Mr. Sarnoff's efforts a number of large outlets, among them Bloomingdale Bros., New York department store, put the self-service record selling plan into effect, using the system worked out by Victor and Bruno-New York.

Interviewed by RADIO RETAILING TODAY, Mr. Sarnoff, who has made an extensive study of this new merchandising method, says that *any* store having sufficient space can successfully use it.

Mr. Sarnoff likens the idea of this type of selling to the selling of books. People go in and "browse" in the self-service department even as they do in a book store, and, says Mr. Sarnoff, "while the customer may have gone into the record department with a preconceived idea of what he intended to purchase, it has been demonstrated that he will often buy *more* than he intended, because he is able to take his time; see many interesting numbers on display, and is not hurried by a sales person."

### Not A "Help Shortage" Idea

The self-service record plan is *not* a war emergency measure inaugurated because of the lack of help, Mr. Sarnoff declares. He states his belief that it will grow in popularity and will materially help to increase sales now and in postwar days.

"I believe the plan will unquestionably tend to increase sales through the exposition of all classes of records, and that a self-service depart-

ment can be run at a much lower cost than any other method."

Mr. Sarnoff stated that it is necessary to employ a good stock clerk, and stressed the importance of keeping all display bins filled. He also pointed out that much better inventory control can be maintained in self-service selling. He states that a well-informed man or woman should be employed for the purpose of giving information to customers, and that a cashier, thoroughly familiar with prices, and a quick tabulator, is needed. *No* salespeople are necessary.

### Sees Lower Selling Prices

Stating that a big volume of business in records can be done with less personnel, Mr. Sarnoff says that "to lower cost of doing record business for the dealer, and at the same time increase his volume, must be ultimately reflected in lower costs to the consumer, resulting in lower costs *all* along the line."

Highlights on this novel selling plan, outlined by Mr. Sarnoff are as follows:

Self-service record setups provide proper display. Records are not hidden.

People can "feel" the merchandise. As the plan grows in importance,

manufacturers will be more than ever interested in better packaging, use of attractive colors, and in the appearance of the merchandise itself.

Plan allows the customer to be "master of the situation." Selling experience shows that most people prefer to make their own selections.

The best records and the best artists get the proper push. Each manufacturer stands on his own merits. High-pressure selling is eliminated.

Shoppers feel relaxed, and will come back.

Mr. Sarnoff recommends the use of booths, or counters where customers can play records. Where booths are not practical, modulated volume turntables can be used on counters. He also suggests the display for sale of needles, albums, carrying cases and other accessories.

### Need Good Location

The plan calls for the entrance and exit to be the same, so that complete control of sales is achieved. Frequent change of display is also recommended.

A self-service installation requires a good location, concludes Mr. Sarnoff, who criticized some department stores for continuing to keep record departments on upper floors or otherwise locating them away from the largest paths of store traffic.

That the self-service record plan is definitely on the upswing; that it increases volume, cuts operation costs, makes customers happy and is here to stay, makes it of very real interest to the retailer.

Left, Irving Sarnoff against a background of "Self-Service" installations. Right, Convenience, comfort and plenty of time to make their own selections are offered customers in the "self-service" record department of Nat Schuster's store, which does business under name of Warren Radio, Erie, Pa.







G. Tornello, well-known portraitist, has long employed music to shape the moods of his subjects. Picture shows Joan Caldwell of Rutgers University and U. S. Dept. of Agriculture staff, whose headquarters are at Woodbury, N. J.

ance of the lights, takes away the dread most people feel facing a camera—and that goes for some professional models—and drowns out “background” noises, always to be found in a large business studio.

Mr. Keppler not only uses music for moods. He uses sound effects, of which he has a wide assortment of recordings, to achieve facial expressions. Human emotion responds vividly to sound, and Mr. Keppler employs this knowledge to get authentic expressions. A model posing as a riveter can live in the atmosphere if realistic riveting sounds are played to him. Fear can be brought out in facial expressions through the use of machine gun fire or other terrifying noises.

#### ***An Authority Speaks***

When radio retailers are again ready to “go to town” in the great selling market to come, they can use Mr. Keppler’s experience as case history, for he is photography’s Number One Boy to the impossible. He has

# ***Sound For Photographers'***

***Every Cameraman a Prospect for Equipment, Is Belief of Receivers, Records, and Public Address Can Be Sold as***

• It’s a far cry from the “not-on-your-tintype” days of clamp-on-head photography to today’s music for moods methods.

But time marches on, and a complete “sound” setup, installed and maintained by a radio retailer for one of the world’s greatest photographers is a fact, and an interesting one. It serves to point out to radio men everywhere that photographers are definitely good prospects—and take the word of Victor Keppler—photographers can achieve desired expressions better with music and sound effects than in any other way.

Victor Keppler maintains studios in the penthouse at 250 E. 43rd St., New York, and occupies part of another floor for a color laboratory. This

ultra modern studio has about everything in sound, with this sound “doubling in brass”—mood-minding the models, and entertaining the Keppler staff during late working hours.

#### ***“Music Hath Charms”***

The studio itself, with all its gadgets looking not unlike the business end of a Hollywood movie set, uses two speakers. One is for recordings and the other for radio. Intercommunicators are used throughout the studio and laboratories. Radio may be operated by remote control.

Mr. Keppler not only believes that “music hath charms,” but knows it. With children and with adults, he finds that music alleviates the annoy-





worked for every big advertiser in the country. Practically every magazine on the stands has been dressed in a cover by Keppler. With an exceptionally large list of accounts, he squeezes out time to teach at the School of Modern Photography. A "Dollar-a-Year Man," he is consulting expert to the office of United States Treasury. He serves on the Board of Examiners for the Board of Education, Vocational Schools system. He creates photographs for the War Savings Staff; writes articles for national magazines, and wrote one of the most comprehensive books ever done on color photography, "The Eighth Art," published by William Morrow. He also photographs for the Industrial Service Division of the U. S. Army.

### **Photographers Are Prospects**

Every award ever given for excellence in photography, both black and white and color, has been bestowed upon Keppler.

And here's a man who says he wouldn't pose a model without music or sound if he could possibly help it.

The setup at Keppler's studio was installed by Woody's Radio Service, 131 East 34th St., New York.

To sell the photographer, the Kep-

## **Studios**

**Experts. FM, Combination  
Adjunct to Portrait Work**



One of the most difficult subject groups has always been children. Pictures like this might be achieved with the aid of music or nursery rhyme recordings. This study by Harold M. Lambert catches the young subject in a confidential mood.

pler installation is valuable ammunition for the radioman. The average photographer he calls upon will doubtless have a private clientele—not dealing with models, who are trained to pose, and these photographers will appreciate the value of putting their "inexperienced" subjects "in the grove" with appropriate music.

With the youngsters especially, the cameraman can swap his "see the birdie" patter for some real result-getting children's stories or music,

**Victor Keppler, noted photographer, and one of the foremost exponents of use of music in posing, is shown on location at Belvoir, Va. Mr. Keppler's methods are described in the article on these pages.**

and he'll be talking their language.

People of all ages, even the most camera-shy, will feel at home with music because it's always been a pleasant and familiar part of their lives.

The retailer can gauge his selling effort on the size of the studio, and at present, of course, will have to be governed by what equipment he has to sell. But when normal civilian production is resumed, he can see the photograph studio in the market for FM, combination receivers, phonographs, records; Public Address and intercommunicators in the larger studios. Another selling angle to use when selling comes into its own again.





### Music Studio Combines with Record Shop

Maresco's at 233 Fairfield Ave., Bridgeport, Conn., not only does a whopping business, but counts its customers its friends. Mr. Joseph Maresco, owner, also operates a music school in conjunction with his record business, and thus makes his shop a real gathering place for the neighborhood musicians and those interested in music of all kinds.

Despite the handicap of being one flight up from the street, Mr. Maresco makes excellent use of his two show windows, one on the avenue and one on the cross street, to display musical instruments, records and albums and to make his appeal for scrap.

The shop itself has one playback machine located on the floor, an especially attractive large wall rack of a huge variety of albums. Catering mostly to a young crowd, his fastest moving numbers right now are Tommy Dorsey and Harry James. Through frequent visits to purchase at Maresco's everyone seems to know one another, so that several persons can listen to a tune at the same time, thereby saving space and time in the playing of discs.

Miss Doris Lindholm, an efficient young sales clerk, knows them all—records—needles—albums—and customers. A record fan herself, she knows her customers' tastes, as well.

Needles are intelligently merchandised. Most customers in this store know exactly what kind of needle they want. Price is the only angle the seller needs to know. A complete line is carried from 25c. to \$2.00; from the 10-record needle to the 4000-

Bing Crosby as he appears in the current Paramount Picture "Dixie." Decca disc 18561 features Bing with the Ken Darby Singers in "Sunday, Monday or Always" and "If You Please" from this new movie.

play used in juke boxes to the \$2.00 Floating Jewel lifetime model.

Mr. Maresco has such a faculty for friendly salesmanship, that even his competitor from across the way is not an infrequent visitor, and both men are on the best of terms.

### 40 Square Feet for Record Sales in a Chain Store

This is the story of what can be done with record sales under strict merchandising control in a small allotment of space in one of the country's largest chain stores.

Some of these tactics, however, may be of value to the individual merchant, inasmuch as each department in every one of their stores must stand on its own merit to earn its continued existence.

In one of the chain's Eastern stores, its division manager of sporting goods, radio and records, relates a few interesting facts behind his operation of the record department.

Space allotment for this department is approximately 40 square feet. His quota in sales is between three and five thousand dollars yearly. He reports a current average of \$50 in sales weekly, which looks like he is going to make his quota.

#### Complete Line

In this small space this department head manages to carry a rather complete line of material, to plug for scrap, and to offer the stock that his customers want. His line of records include albums and individual discs from five different recording companies, empty albums for libraries, record racks, five different types of needles; and his selections cover everything from children's records, hill-billy specials, populars, and classics, to "Saturday Night at Tom Benton's." Until the recent ban, he has also carried recording discs and cutting needles.

Two methods of moving old stock are revealed: The usual mark-down method, in steps, until sold, starting with a first mark-down to just below cost; however, the following merchandising stunt is tried first. He makes up a good sized card of the

# RECORD

old stock by artists' names, listing first the titles and then the numbers under the artist. He finds many persons ask for records by titles rather than number. Displaying the card prominently along with the usual dealer's preprinted list, checked for "in stock," this manager finds the buying public's interest in the older records of currently popular artists a big item in moving this stock.

While every dealer has an approximately five percent return privilege, "old stock" still remains a problem to many merchants and any ideas for disposing of the slower moving records should be worth study by the retailers.

Interest in and knowledge of his potential customers is a big help to

### Opera's Miliza Korjus



Victor album M 871 entitled the "Glamorous Voice of Miliza Korjus" is a group of popular opera selections sung by Miss Korjus against a background of symphony orchestra and chorus. Among them are the beautiful Shadow Song from "Dinorah" and selections from "The Barber of Seville."

this merchandising man. Located in a large war plant area, he finds that many of his customers come from all parts of the country. Cowboy songs make the westerner feel more at home. Polkas go over big with those of Slavic descent. Negroes like to collect records by the popular colored bands.



# SPOT NEWS

All in all, it appears that quite a bit of activity can take place in record sales in forty square feet.

## Suggestion to Newlyweds

One of the large recording companies (Columbia) has put forth the idea of a mutual hobby for husband and wife along the line of record collecting. Do they like to dance? Gasoline shortages limit doing a lot of driving around to dance spots nowadays. Congas, sambas and rhumbas can be enjoyed at home. Further, for an evening's home entertainment for friends as well as themselves, complete concerts can be planned. Not only the bride and groom but their guests as well may find music to fit every occasion at the point of their recording needles, in any home where the selection of music is coupled with systematic record purchases.

## Display, Variety, Salesmanship Popularize Records

One of the large and busy Pacific coast department stores has a radio and record department that is popular with classic and swing fans alike. Their fast-diminishing stock of radios is now reduced to a few large console models, ranging between seventy and one hundred nineteen dollars, and less than a half dozen large combinations at four hundred. They consider themselves fortunate in that they still have a stock of the only record players in town.

Of interest to servicemen is the fact that this store tests and sells tubes only, and farms out its radio repair work to one of the local radio men. It also refers its customers, who buy record-player hookups for radios, to one serviceman who adjusts the attachment to the customer's set.

## Self-Service Featured

Self-service for the customer's convenience is colorfully arranged in two double floor-racks which display albums from the large recording com-

Right is reproduced the cover of Decca's album No. A-340, Irving Berlin's "This Is The Army." A group of songs from the current New York show of that name, it features the original all-soldier orchestra and chorus. (All royalties received from the sale of this set will go to Army Emergency Relief.)

panies. These are supplemented by two of the less recent swinging post-card type racks, and by counter displays. In addition, a well-trained clerk is on hand to aid the purchasers, helping in the selection of needles, and collecting sales.

Classics are selling exceptionally well, and revivals of older popular pieces move fast. A gallery of large photo blowups of popular record artists adds a decorative and interesting note. Needles are a specialty here, the line being most comprehensive, and careful help in selection aids many a customer in preserving his record library by the choice of the proper needle. Their stock in this line covers needles for every type of record player—from electrically operated to hand-wound.

## Why a Record Library?

Here's what one customer did with his collection. Rocky Clark, radio editor of the Bridgeport Post, has long been an ardent record fan and had, the last time he counted them, a library of some 5000 discs.

Bridgeport, Conn., being a big record town (both Columbia and Decca have manufacturing plants there) Rocky believed he had a lot of company in his hobby and thought persons in the locality interested in rec-



Frank Sinatra, popular Columbia Recording artist, autographs one of his current hits, "Close To You" (Columbia No. 36678) for an ardent fan.

ord libraries and in music generally might be interested in hearing selections from his collection.

Result: Every Tuesday and Thursday evening, 7:30 to 8:00, Rocky is sponsored over WNAB (Bridgeport) by Meigs & Co., local clothiers. Tuesdays his selections cater to the popular music followers. Thursdays he leans to the classics. All of the discs played are from Mr. Clark's private collection.

Decca RECORDS

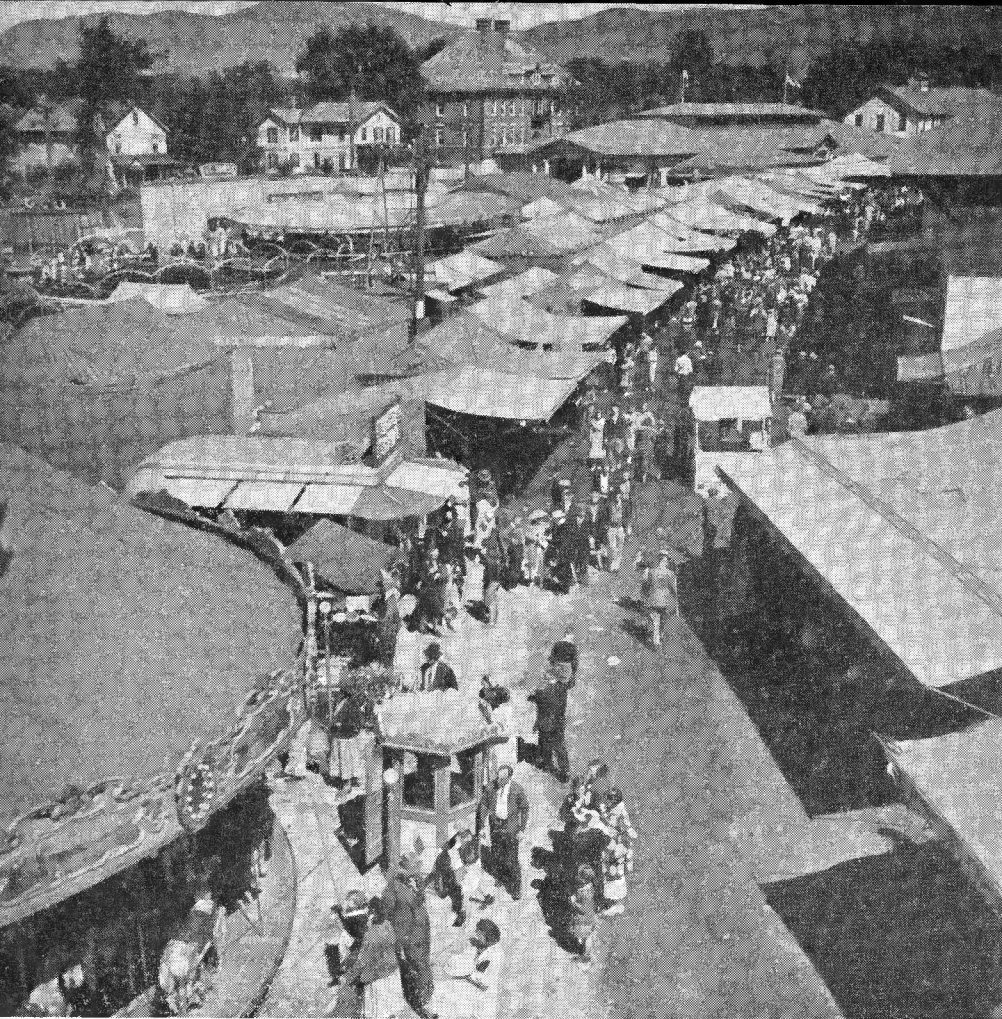
IRVING BERLIN'S *All-Soldier Show*

**THIS IS THE ARMY**

Recorded by the Original *All-Soldier Cast*

ALL ROYALTIES RECEIVED BY "THIS IS THE ARMY" FROM THE SALE OF THIS SET GO TO ARMY EMERGENCY RELIEF.  
DECCA ALBUM No. 340 10M SERIES





# PROFITS

An American institution—the State Fair offers extra service business to the radio repair man. (Vermont State Fair, photo by Frederic Lewis).

the 23-year-old Island Musical Shop, 2025 Mermaid Avenue, Coney Island. This firm has done considerable changeover work on merry-go-rounds and other “rides”; selling and installing automatic record players, FM and public address. Mr. Brafstein operates a year round business. He maintains one serviceman and a bookkeeper. His son, Herbert, who has been helping him in the service department, is now in the Signal Corps. Coney Island has a large all-year population, and Island Musical Shop, once handling appliances almost exclusively, has added many novelty lines, including lamps, coffee makers, glassware, sheet music, etc. Records and record accessories are an important part of the business. A large sales volume is also done in replacement glassware for I.E.S. lamps.

## County Fairs, Traveling Carnivals, Summer Resorts Offer the Radio Repair Man Added Service Business

• When the barker offers a thousand dollar reward if the dog-faced man doesn't look like an airedale, he's employing the subtle electron, via public address, to amplify his voice. Those induced inside the sideshow listen to the “lecture” via public address, and in the background there's automatic phonograph music or FM to entertain the crowd.

The merry-go-round, once accompanied by a wheezy air organ, now spins around to the latest popular tunes via the automatic phonograph, interspersed with FM programs. And timely news, bulletins over the radio are often tuned in when an endeavor is being made to draw crowds to the amusement.

### Fairs and Carnivals

At amusement resorts, county fairs, traveling carnivals and in permanently installed amusement “arcades” radionic devices are the order of the day. “Electric eye” games, instantaneous recording, slot-radios, juke

boxes and other devices are all equipment within the domain of the radio retailer and serviceman.

### Busy at Coney Island

At Coney Island, largest amusement resort of its kind in the world, local radio men sell and install much of the equipment used there. Time was, these dealers point out, when public address devices were pretty sketchy. The reception was very poor, and the selling price very low. Today, however, there is a healthy demand for better equipment and better servicing, as concessionaires realize more and more that poor performance of public address equipment defeats its purpose. They know it pays to have the barker's words come over clear as a bell. They know recorded or radio music must be at peak performance to keep the crowd in a spending mood.

Three years ago Louis Brafstein, who previously had managed a big appliance store for ten years, bought

### New Appliances Displayed

Surprisingly enough, Island Musical Shop has about 40 new radio receivers on hand, as well as one new ironing machine, some mixers, vacuum cleaners, a new electric sewing machine and a few electric clocks.

RADIO RETAILING TODAY's representative was surprised to see five brand new refrigerators in this shop. One 9 ft. and two 7 ft. Frigidaires, one 7 ft. GE and one 7 ft. Norge. These are being held for customers.

Much of the showroom space has been devoted to taking care of an overflow of radio sets from the repair department. The repair department services a variety of appliances, and takes care of work in the amusement area as well.

“Servicing of electronic amusement devices is profitable and interesting,” says Mr. Brafstein.

### Says Burglar Alarms Pay

Lester's Radio Service, 3103 Mermaid Avenue, Coney Island, operated by Lester Blatt, has done a lot of business in the amusement field. “We have serviced many appliances using the electric eye both in amusement



# IN AMUSEMENT FIELDS

work and in intrusion alarm work," says Mr. Blatt. "We have sold and serviced automatic record players, FM and RF tuners for carousel installations and for skating rinks. We have serviced juke boxes, and have done considerable work in public address and amplifying systems."

## Year-Round Potential

Lester's is a year-round proposition, too. This serviceman, with twelve years' experience, states that he has found amusement servicing very profitable, but he does a big repair business with the residents also. A peculiar phase of this work at Coney Island was described by Mr. Blatt. Many "summer" residents store radio receivers in the basements of their homes when they move away for the winter. "The salt air ruins the coils," said Mr. Blatt, "and we are called on to do much repair work on these sets as a result."

"Dealers who haven't any amusement appliance work in their locality should look into the installation of burglar alarms, using the electric eye," advises Mr. Blatt. "An outright sale of equipment, say at only \$35.00, will net the radioman a profit of \$10; will save the buyer a rental fee, and will give the installer an 'in' on the service."

Much of the service work at Palisades Park, N. J., another large amusement place, is done by a radio serviceman, and every fair has some

## Amusement Appliances Go Electronic in Big Way

Amusement parks, county fairs, permanent "arcades" and summer resorts are using some of the following equipment familiar to the radio man:

Public Address for "barkers," "lectures" and announcements.

Electric Eyes for "powderless" shooting galleries and various games. Juke boxes and coin-slot radios. Automatic record players and FM for carousels, skating rinks and various "rides."

Right now, due to dearth of new equipment, there's a big business being done by some radio men in servicing amusement devices and in selling used equipment. Postwar selling prospects in the entertainment field were never brighter as demands and use grow.

angle for the radio man to work on. W. W. Sharp, Inwood, N. Y., is one dealer who has gone places with public address. He has used this equip-

ment at fairs, boat races, automobile races and at many other amusement gatherings.

M. J. Edwards, of Radio Hospital, Shreveport, La., has built and installed electronic entertainment equipment. One of his exhibits was housed in the Louisiana State Exhibit Building for three years, where it interested thousands of people.

Van Radio of Syracuse, N. Y., has been bringing in extra revenue with public address, in Syracuse, Watertown and other cities where block dances are held for soldiers from nearby camps. Van uses two trucks and three or four loudspeakers. Sometimes orchestra music is piped to the crowds, and often phonograph records are used.

## Music for "Block" Dances

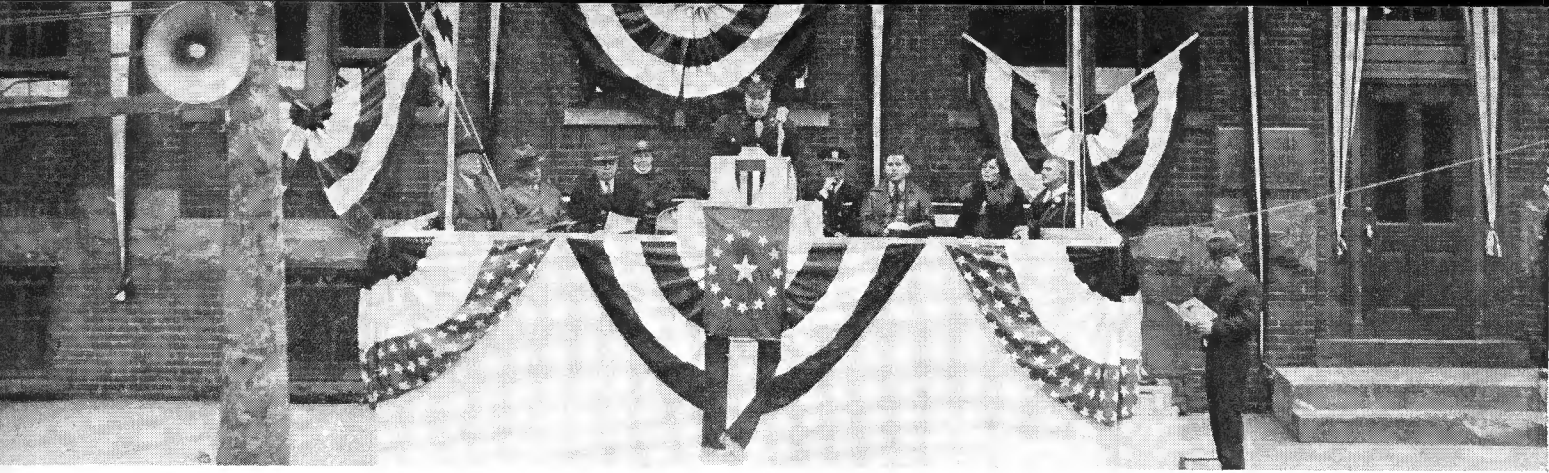
Many communities are staging "block parties" for civilians who cannot get away for vacations, and amplification on such occasions is not only a necessity today, but enjoys complete public acceptance.

Amusement parks, carnivals, county fairs, arcades and summer resorts are all prospects for the radio man and his willing electronic servants. The demand, to drop into the vernacular of the barker, is growing "bigger and better!"

Flood of repair work in Island Musical Shop's service department encroaches upon showroom, below, left. Below, right, shows front of this Coney Island business with Herbert Brafstein, proprietor's son, left, and Louis Brafstein, owner, extreme right.







# Wartime Specialist in Sound

**Radio Retailer and Serviceman Turns Rental and Sale of Public-Address Systems to Good Advantage in War-Plant Area**

● When a representative of *Radio Retailing Today* interviewed Vito F. Daidone, who heads Daidone Radio and Service Laboratories, 762-4-6 So. Orange Avenue, Newark, N. J., he neglected to ask Mr. Daidone what he did in his spare time.

The question, however, would have been a superfluous one, for this radio engineer, with only one helper, his brother, is doing a tremendous job with Public Address in New Jersey, Pennsylvania and New York. Specializing in "E" award and other war plant dedicatory ceremonies, and also in the installation of sound equip-

ment in war plants, he uses his "spare time" to turn out about twenty repaired sets a week. He insists that his customers bring in their receivers, and they do so—even the consoles.

A radio engineer of fifteen years' experience, Mr. Daidone has handled about 75 "E" award jobs, and about a dozen "Maritime" banner award gatherings. During the past three years he has installed about fifty permanent PA systems for customers.

The Daidone organization's files are filled with letters of commendation from Army and Navy officials and from executives of some of the biggest

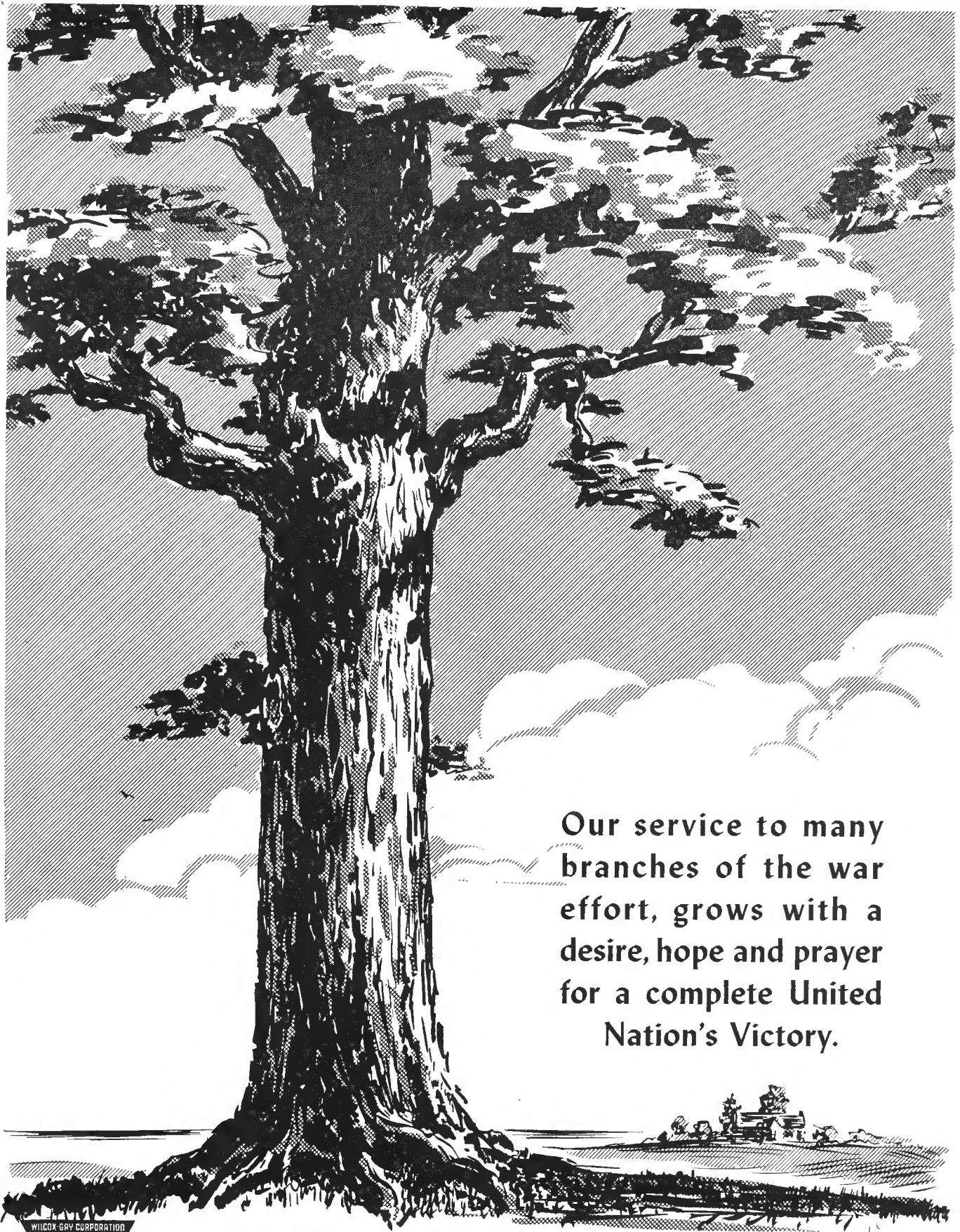
war plants in the country. Situated in the Vailsburg section of Newark, the laboratories and showroom are in a large house on a main highway, and are advertised through the use of a signboard.

The equipment used by the firm is kept in perfect condition, and is always made to operate at peak performance. The amplifying equipment is Webster-Rauland. For outside work, Daidone uses University and Racon speakers, and for inside work, Jensen and Cinaudagraph. Shure Cardioids and Turner dynamic microphones complete the equipment.

**Above—Serviceman Daidone directing the sound at the "E" award ceremonies of American Aluminum Ware Co. Below—Vito Daidone on hand with his sound truck at the launching of the U.S.S. Juneau, for which he installed the public address system.**







Our service to many  
branches of the war  
effort, grows with a  
desire, hope and prayer  
for a complete United  
Nation's Victory.

WILCOX-GAY CORPORATION



**WILCOX-GAY CORPORATION**

CHARLOTTE, MICHIGAN

**Pioneer Manufacturers of Electronic Equipment**





# Radio Across U. S. A.

(Continued from page 19)

basis enables this concern to carry on its service of radios on the same high plane as formerly. No attempt is made to expand the volume either by adding to the staff or delaying service beyond the normal service period.

**JERSEY CITY, N. J.**—The Burreci Furniture Company, 249 Newark Ave., formerly large radio and appliance dealers, is now specializing in furniture and phonograph records. Mr. Burreci has been operating in this city for the past twenty-three years.

**MILWAUKEE, Wis.**—M. W. Pepper, owner of Pepper's Appliances, 1324 W. North Ave., has added lamps, rubber cement for tires, soap and a few other allied items as sidelines during the war emergency. Lamps, pictures and mirrors find a ready market with radio set owners who come to the store for service and who glance around at the merchandise in stock. Mirrors now come with wooden instead of metal frames.

**PHILADELPHIA, Pa.**—Dick Shryock, head of the Shryock Radio & Television Co., has moved his concern from the Penn A. C. Bldg. to 1615 Walnut St., the new location, closer to the heart of the city. The new store, opened on Aug. 2, is air-conditioned, features a large self-service record department and a repair service. Major lines handled include Capehart, G.E. and Musaphonic as well as the distributorship of Airolas.

Algene Sound & Radio Co., 140 So. Juniper St., installed the public address system at Robin Hood Dell, the open-air symphony concert hall in Fairmount Park, seating 6,500 people.

**BRIDGEPORT, CONN.**—Dulvis', at 680 Fairfield Ave., is headquarters for service work on a big scale. Not

only does this serviceman recondition washers and other electrical appliances, but he has the sole agency for all repair work for Howland's Department Store, who do one of the best radio and record businesses in the city. This dealer also operates a sound truck and does many jobs along this line for the city, including bond rallies at local theaters.

**FOND DU LAC, Wis.**—Chris Peterson has rigged up a record shop studio on his second floor which is popular with young folks in this area. He also makes recordings here. Many parents of service men make records and send them to their boys in the armed forces. The record shop builds store traffic for Chris, too, and helps his service business.

Art Nimmer, Nimmer Radio Service, has added a record department and it is doing well. He also deals in used records. Recently he changed his policy to make a minimum charge of 50 cents for checking any radio set for repairs to eliminate a lot of free work.

Dooley's Appliances have added a paint line and it is doing well. Mr. Dooley gives the line good display along a sidewall up near the front. He also carries paint brushes, sandpaper and other painters' supplies. The firm still displays a large board listing the names of more than 200 washer customers. Many of these still come in for service and recommend their friends to this store.

**DECATUR, Ala.**—A drive-in radio service station is operated here by Milam's Home & Auto Radio Service. The place was formerly occupied by a gasoline filling station. Marvin Sims is helping operate the place while T. A. Milam, proprietor, works part time in a shipyard.

**WATERTOWN, Wis.**—O. Deist, operating Deist Appliances, has added a line of floor coverings and is doing a good business. His firm offers to lay linoleum for clients, too. A special display rack for linoleums has been erected at the front part of the store to call the attention of customers to the new line, Deist thinks he will keep floor coverings after the war as a profitable sideline.

**ANNISTON, Ala.**—Merchandise items added by Anniston Electric Co., to make up for the wartime short-

age of radios and other appliances included china, glass, bathroom accessories, garden tools, cleaning supplies, lamps, paint and other miscellaneous goods. The showroom has really become a home furnishings store, said Frank Kirby, president.

**BALTIMORE, Md.**—William (Bill) Cohen, proprietor of the radio, record and appliance business, operated as the Hamilton Appliance Co., at 5421 Harford Ave., believes in keeping pace with the changing times and for that reason has added new lines of merchandise.

When "Bill" Cohen opened for business at the Harford Avenue location, he did so as a radio shop, carrying all leading makes of sets, and because of his many years experience in the radio merchandising field, soon built up a flourishing business.

With the passing of time and declaration of war, things began to change. Records were added as a supplement to and in conjunction with radio, especially, radio-phonograph. Then as the radio stock began to dwindle, Cohen made records a major operation.

And when record shortages began to be felt, Cohen decided it was high time to add other merchandise.

In the meantime radio servicing assumed a very important phase of the business. Then came shortages on radio tubes and replacement parts, especially tubes. To top this off, his serviceman, recently was inducted into the armed forces. It was then, Cohen decided to add children's wear, carrying sizes from tots to 6½. And a "go" of this merchandise is being made.

Hamilton Appliance Co., is, so far as known, the only radio and record shop in Baltimore having a children's wear department. Cohen said with these items of merchandise he is managing to do better than merely keep his door open.

**DELAFIELD, Wis.**—Frank Klier of Delafield Electric Co. advertises that he will repair, sharpen and recondition cattle and sheep clippers as well as all appliances. Such ads bring in rural business for him. He has also been called upon to do a lot of pump repairing and does considerable plumbing and furnace work, now that men in those lines are scarce. Such a variety of activities keeps Klier busy and at a profit, too.





## GUNNER BY REMOTE CONTROL

**H**IS battleground is located far from the fighting fronts. His skill and long experience have been lent to the making of vital parts—parts that are vital to a boy in a bomber over Germany or his neighbor's son in a fighter in the Pacific. Their equipment is dependent on split-hair accuracy of Utah Parts—and he's giving it to them. He's a gunner by remote control.

There are hundreds like him at Utah—soldiers in coveralls. By the skill of their hands and the sweat of their brow, they're making sure that Utah Parts don't fail at the critical moment—as a switch releases a stream of machine gun bullets . . . as a headset receives a command to take a strategic height. These and many other vital electrical and electronic devices are being turned out in quantity and *on time* . . . by this precision task

force at Utah. Important to the success of this task force is the work of the Utah laboratories. Here, new solutions to electrical and electronic problems are being worked out. Here, a great store of knowledge and experience is being accumulated.

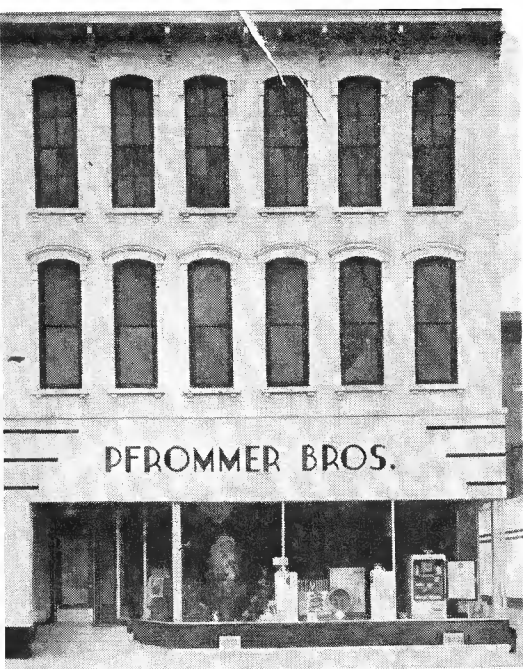
*Tomorrow* that knowledge and experience will be at the service of peacetime America. There will be better Utah products built—more convenience, enjoyment and efficiency for many Americans—because of today's great advancements, necessitated by war.

UTAH RADIO PRODUCTS COMPANY, 810 Orleans Street, Chicago, Illinois. Canadian Office: 560 King Street, West, Toronto. In Argentine: UCOA Radio Products Co., SRL, Buenos Aires. Cable Address: UTARADIO, Chicago.

**PARTS FOR RADIO, ELECTRICAL AND ELECTRONIC DEVICES, INCLUDING SPEAKERS, TRANSFORMERS, VIBRATORS, VITREOUS ENAMELED RESISTORS, WIREWOUND CONTROLS, PLUGS, JACKS, SWITCHES, ELECTRIC MOTORS**







**Pfrommer Brothers' Main Street building at Lafayette, Ind., has ample and attractive display space.**

the particular appliance would do for mankind, the dealer of those days found himself up against the real thing once he had the device installed; for, no sooner had he packed up his tools and driven off when urgent telephone calls began to come in for service. If ever there were business heroes they certainly existed in those years, for they did everything but redesign and rebuild certain appliances in the field."

#### **Service IS Important**

Pfrommer Brothers proceeded on the idea that just ordinary service wouldn't do. Something special had

sion requires. If a job requires much in repairs or service we carefully examine it, give the customer complete information as to all that is needed, an estimate of the probable cost, all before we do the job. Thus a satisfactory understanding is had beforehand and when the bill is being paid there are no doubts nor arguments.

#### **Adequate Investment Needed**

"To operate a successful service and repair department in the appliance business requires adequate investment in tools, trucks and other equipment, as well as a carefully managed stock of supplies and parts, so that service can be rendered with the least possible delay. Our parts

# **Pushes Appliance Repairs**

## **Indiana Dealer Cites 23-Year Experience in Appliance Field**

• How to build up a successful service and selling business in the home appliance field is the aim of every progressive retailer. Pfrommer Brothers, established in 1920, and doing business at 707 Main Street, Lafayette, Ind., have very definite ideas on the subject—ideas they have used successfully, and ideas they are now carrying out despite the help shortage, which is a serious factor with all service organizations at this time.

G. W. Pfrommer has some good tips not only on staying in business, but on building and maintaining good will to insure a steady increase in business.

#### **Long Experience in Appliance Field**

"Were it possible for everyone in the domestic appliance business to chronicle their many experiences no doubt enough good points could be assembled into a model working plan which would protect against unfortunate results that have caused so many businesses to fold up and vanish," says Mr. Pfrommer, who continues:

"Looking back over twenty-three years, when we began to sell such items as electric refrigeration, oil burners and water softeners, all of which were then so new to the public that, once a sale was made after many attempts and rosy claims as to what

to be given. What they learned in the past was used to good advantage.

"Those experiences were quite valuable. They taught us early in our business that to carry on successfully it would be necessary to develop service and repair facilities along with the selling end of the appliance business. We adopted and stayed with that policy ever since. We don't mean just ordinary service, but go all the way in every phase of it. This kind of service policy has been a large factor in developing and expanding our business from time to time, for it has created much good will and confidence."

Pfrommer Brothers use a plan to nip complaints in the bud. They employ a method whereby the customer knows *in advance* how much a service job is going to cost him.

"Fair charges for repair work and service work must always be an outstanding policy, otherwise much harm can be done," declares Mr. Pfrommer.

#### **Keep Customers Satisfied**

"It takes patience and time to build good will but a few false moves in the service end of the business can undo it in a hurry. We always aim to make our charges so reasonable that when a customer pays his bill he feels he has gotten his money's worth and he comes back when occa-

stock is carefully watched and kept up so as to enable us to handle almost every kind of trouble or repair work that comes in. Especially do we keep up on vital materials and parts that must serve in emergency breakdowns such as in refrigeration, oil burners and the like."

#### **Service Many Appliances**

At present Pfrommer Brothers take care of refrigerators, oil burners, radios, water softeners, washers, ironers and many of the smaller household appliances, all of which they sold or, rather, have been selling until scarcities in these lines compelled them to "adopt" miscellaneous items of merchandise that have been available since appliance stocks have vanished.

#### **Appliance Repair Requires Skill**

"The only drawback at present is that we cannot find enough skilled men to handle all the service and repair work brought in. Without even advertising our facilities we have more of this work than we can do with the limited man power we have. Of course, this situation will be relieved considerably when new goods once again appear, but in the meantime the only thing to do is the best with what we have," concludes this progressive Indiana dealer.



# RADIONICS

with its subdivisions of Radar—Electronics—Radio  
will work to greater precision standards

Finer radio receivers, trouble-free, made to greater engineering precision standards, should be good news to forward-looking radio dealers who are doing their post-war planning *now*.

Radio war materiel to which the radio industry is now devoting one hundred per cent of its time, requires unbelievably close tolerances in mass production. Lives depend on it!

*Zenith, with the fastest growing, fastest moving line in the country when civilian radio production ceased, is meeting the most exacting wartime military standards.*

Even previous to the drastic requirements of war work, Zenith engineers consistently recognized the advantage of precision methods in producing home radio sets and were applying improved methods throughout.

*Good workmanship, trouble-free performance—these are the prime essentials Zenith has been building into Zenith Radio for more than a quarter century.*

In making your post-war plans, you can and should test this fact quite simply. The future is in great degree written in the performances of the past. *Tomorrow* is usually fashioned from the experiences of *today*.

So, make this simple test. Ask yourself:

## Question:

Which of my brands of phonograph combinations and radios during the past few years of modern radio production, gave me the least amount of service trouble?

- \_\_\_\_\_ least service trouble
- \_\_\_\_\_ more service trouble
- \_\_\_\_\_ still more service trouble
- \_\_\_\_\_ terrible!

No matter how greatly you may welcome service business today, we know you welcome satisfied customers *more*. We know what your answers to these questions will be, because the reports, nationwide, say Zenith requires least service, gives least trouble.



*Intelligent post-war planning requires you think about these answers. National manufacturers are making post-war plans. Zenith is. So must you! Next month—more frank, stimulating questions to help you judge for yourself.*

ZENITH RADIO CORPORATION, CHICAGO

**BETTER THAN CASH**

U. S. War Savings Stamps  
and Bonds

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





likes the big volume business—carloads of appliances are his meat, and he's standing on both feet now to hold and increase his customer list so that he'll be able to participate in sales in a big way when civilian business is again the order of the day.

**Overproduction Is Blamed**

In his attractive showroom today one sees a large stock of gas ranges, kitchen cabinets and also classical phonograph records. He has too a fair supply of vacuum cleaners, electric broilers and other appliances. "Doc" Izzo believes that a concerted effort should be made now to prevent postwar over-production, which he

# Dealer Builds Good Will

• "I'm operating my business just as though things were normal in every way," says Anthony (Doc) Izzo, proprietor of Paramount Radio & Music Co., Hoboken, N. J. This dealer, known all over the community as "Doc," states that he is thinking of the future *right now*—and he's not only thinking about the future—but he's doing something constructive about it.

That *something constructive* is the building of good will. "Doc" has always been identified with community activities in the past. As a matter of fact, he "engineered" many of those community activities himself, as witness the "Doc" Izzo parties for customers. One could call those parties "cooking schools" except for their cordial informality. It is interesting to note that "Doc" ran these schools *himself*—his business being the only one represented, and he had as many as 1,200 customers and prospective customers in attendance. Newspapers gave plenty of space to these activities.

Now he's still calling periodically on *all* his customers as a good will gesture, and is trying to interest government officials in the establishment of a radio school where he would be willing to serve without compensation as his contribution to the war effort. He is, incidentally, a veteran of World War I.

With only one helper he is keeping ahead of the big radio and ap-

pliance repair business coming into his shop. He believes in testing sets in front of his customers, and always does this whenever possible. He gives estimates when able to do so, and strives to render first class service at moderate prices.

**Likes Business in Carloads**

He has been in business in this locality for a long time, and did a tremendous volume in refrigeration without any salesmen. He has done lots of advertising, but has never advertised prices. He confesses that he

blames entirely for the pre-war stagnation of business. He feels that tremendous production can be absorbed by customer purchase up to a certain point. But when that production greatly exceeds the potential market, then selling practices become distasteful and profitless.

"Doc" Izzo is another radio dealer who's doing the best he can in a tough business situation, and he's a dealer who's keeping radios, refrigerators and other appliances operating to keep civilians happy, healthy and informed.

Exterior (above) and interior of "Doc" Izzo's store in Hoboken, N. J. Untiring builder of good will, "Doc" is well-known in his community





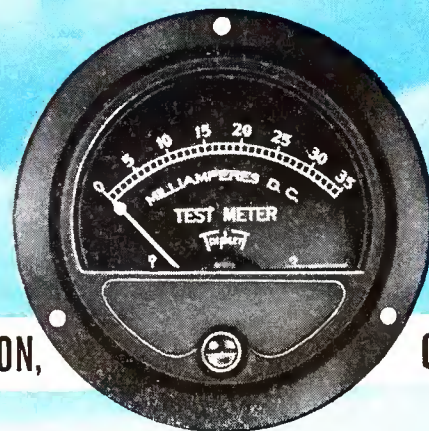
**THE PEACETIME  
MEASURES OF RADAR'S  
REFLECTION AND  
DEFLECTION . . . .  
WILL BE READ FROM**



# **TRIPLETT**

**ELECTRICAL MEASURING INSTRUMENTS**

**WITH CONFIDENCE  
AND ECONOMY**



**THE TRIPLETT ELECTRICAL INSTRUMENT CO., BLUFFTON,**

**OHIO**





Here radios are being unloaded after a round-up of calls in one end of town. Dan J. Stokes, proprietor, is shown at right with his assistant in the truck.

# ***Production & Pick-ups Pay***

***Dealer Makes Most of Limited Delivery Allowances;  
Uses Production Line Methods to Get Work Out***

• While many radio shops have discontinued pickups and deliveries on account of wartime conditions and even make a charge for testing a set, Radio Hospital at 516 S. 20th St., Birmingham, Ala., still extends these services and does it on a regulated basis which makes them really profitable.

Here is the way it is done according to Dan J. Stokes, proprietor. He advertises his free pickup, testing and delivery service in the newspapers. This brings him a flood of calls. He routes out these calls and makes each section of town about twice a week, picking up sets and making delivery of those repaired.

## ***"Mass Production" System***

"It is only by this massing of calls and deliveries that we can make the business pay, and at the same time hold our gasoline consumption down within required levels," said Mr. Stokes. "When we bring in a set, we immediately test it out, call the owner and notify him the cost of the repair. In about 96 per cent of the cases he authorizes us to do the work. That is because he wants the radio fixed as

soon as possible and our charge for it is reasonable. If he does not think so then we return the radio to his home, without charge, next time our truck is in his neighborhood.

"You see, so many people are working overtime they do not have time to take a radio to the repair shop. Maybe the wife is also holding down a war job, and nobody but the servant is at home. Others may have the time but no transportation, so we feel our pickup and delivery system is more vital than ever, especially since so many dealers have discontinued it for the duration. People today do not argue about the price, but they want the work done."

The "production line" of this concern is a pretty good illustration of what the war has done for the manpower situation. Dan Stokes' helpers consist of a crippled man, a 15-year old boy and a colored truck driver.

## ***Keeping Track of Work***

Proprietor Stokes has such a jam of work in his shop that he had to devise a system of keeping track of sets waiting repairs and waiting delivery. Each ticket has a designation on it as

to where the radio is located in the shop, whether on "back shelf," "up front on floor," etc. This simplifies matters considerably where there may be scores of radios in the shop at one time. Less time is required to locate a set.

## ***Phones Estimates***

Some customers still bring sets to Stokes' shop and he is glad to get them. However, he prefers to call the customer later and let him know the charge for repairing the set after it has been thoroughly tested. In this way he does not have to pull a man off the production line, just to make a test. In the usual course he runs the tests in after repair jobs ahead of them are completed.

"Our pickup and delivery service is just like normal except that it is not as fast," said Mr. Stokes. "That is because we have to bunch our calls to make them profitable. After all, people do not expect the quick service of pre-war days. The laundries take 10 days to 2 weeks to return wash, and department stores make deliveries only twice a week."



*With Everything—Including the Kitchen Sink!*



DRAWN FOR  
PHILCO  
by  
ERIC  
GODAL

Copyright 1943—Philco Corporation

**C**OOPERATION and teamwork is the note that runs through every aspect of America's war story, on the battlefield and on the industrial front. Philco has such a story of cooperation in the record of its war production activities.

Over fifty percent of Philco's output of radio, communications and ordnance materiel for the Army and Navy is made up of parts, components and sub-assemblies produced by its sub-contractors and suppliers. Their skill, efficiency and fine spirit of cooperation have contributed

*This is another of the series of cartoon advertisements appearing in the national magazines depicting the might of industrial America. It tells the story of Philco at war and the peacetime promise of Philco war research and production for the homes and industries of America.*

greatly to the accomplishments of the Philco laboratories and production lines.

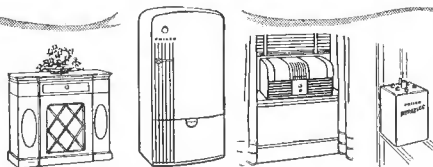
By thus relying on the facilities of its sub-contractors, Philco has made it possible for many smaller companies to contribute their special skills

to the war effort. And, at the same time, Philco has been able to multiply the output of its own factories by making fullest use of its engineering resources, managerial ability and experience in the mass production of precision equipment for our armed forces.

# PHILCO CORPORATION

## BUY WAR BONDS AND STAMPS

Hasten Victory... Build for tomorrow... Invest a part of your income in War Bonds.



**PHILCO—the Quality Name in Millions of American Homes.**

## LISTEN TO "OUR SECRET WEAPON"

Hear Rex Stout expose Axis lies and propaganda. Every Friday evening, CBS stations.





# CONTROLLED



**a Policy that will  
Protect your Profits**



**\$880,000,000 ANNUAL VOLUME!**

A recent study reported by the U. S. Bureau of Foreign and Domestic Commerce projects an annual after-the-war volume in home radios, phonographs, combinations and accessories, of \$880,000,000! 25,000,000 radio sets may be sold annually in the United States alone in the post-war period, compared with 11,100,000 sets sold in 1941, the best previous year!



**WHO WILL GET THE PROFITS?**

Dealers and distributors will perform a vast service in selling and servicing these new radios. They are entitled to profitable remuneration. But WILL they get it? Or will fierce retail competition for this juicy post-war volume result in under-cover profit-cutting and inflated trade-ins of the kind that were all too familiar in pre-war days?



**MANUFACTURER'S SALES POLICY DECIDES YOUR PROFIT**

To you, the dealer or distributor, the manufacturer's sales policy is of vital importance in determining your PROFITS in selling radios. If the manufacturer's hunger for distribution leads to the auction of his merchandise by competing distributors and by "parlor" dealers, then even though his radios may be sold in volume, the dealer and distributor may be robbed of their legitimate profits.



**DEALERS' AND DISTRIBUTORS' PROFITS CAN BE PROTECTED**

Majestic will demonstrate that distributors' and dealers' profits CAN be protected . . . that the radio business CAN be conducted in a way to insure good values for consumers AND good PROFITS for distributors and dealers.



# Majestic

**MIGHTY MONARCH OF THE AIR**  
*In Wartime As In Peacetime*

**MAJESTIC RADIO**

2600 West 50th Street, Chicago



# DISTRIBUTION



## THE MAJESTIC CONTROLLED DISTRIBUTION POLICY

Majestic's Controlled Distribution policy does NOT force the dealer to carry Majestic exclusively. But it DOES eliminate destructive inter-dealer competition by confining the sale of Majestic Radios to selected dealers who meet stern qualifications.



## KEEP YOUR EYES ON *Majestic!*

"Old hands" in the radio industry, under the guidance of E. A. Tracey, President and General Manager, are leading Majestic toward a dominant position in the post-war era. Not only has Majestic produced thousands of communications devices for the army; Majestic engineers have developed new precision apparatus that has literally pushed back older communications horizons for the armed forces. To the dealer or distributor who even now is seriously planning ahead for his role in after-the-war merchandising, Majestic spells OPPORTUNITY!

# \$1000

## PRIZES IN WAR BONDS FOR MOST HELPFUL ANSWERS TO THESE THREE QUESTIONS

1st Prize, \$500 maturity value; 2nd Prize, \$250 maturity value; 3rd to 13th, \$25 maturity values. Every one is eligible; Contest ends December 31, 1943.

To stimulate YOUR post-war thinking, and to check OUR post-war plans, Majestic offers prizes for the most helpful answers to these questions:

- (1) What types of radios will be in large demand in YOUR locality immediately following victory?
- (2) In what new features or new merchandising policies are you most interested at present?
- (3) What kind of advertising support do you believe will be most helpful to you?

Competent judges will read your answers. It's facts and ideas, not rhetoric, that will count. If any two prize winning letters are considered by the judges to have equal merit, duplicate awards will be made. Write your answers to these three questions — mail them to me personally, today!

E. A. TRACEY, *President*

# AND TELEVISION CORPORATION



*Builders of the WALKIE-TALKIE, "Radio of the Firing Line"*



# Tax Hints For Retailers

● Recording tax deductions is now of such importance that the dealer must do a better job of it than heretofore if he wishes to escape penalties. The current tax payment Act of 1943, popularly known as the "Pay-as-you-go" income tax law, necessitates more recording routine than any previous tax legislation, hence, the dealer should take steps to systematize this work to avoid penalties and save expense.

It is no longer good practice to draw one check for the payroll and post the total in one lump sum to the payroll account. So many different taxes must be taken out of each employe's pay that the dealers, large and small, must record the exact breakdown to keep out of trouble.

Deductions should not be scattered all over in different accounts as is now the case in too many establishments. Tax deductions should be combined on one form showing social security, wage and hour, withholding, Victory Tax, Federal Old Age Benefit, State Unemployment Compensation, etc. Any stationer should have these forms, which will fit in a standard loose-leaf ledger or post binder. These forms are big time-savers because, by grouping all tax deductions on one page, they simplify recording, analysis and the filing of reports.

## Must Furnish Statements

The employer must furnish the employe with a written statement showing wages paid and the amount of tax withheld on or before January 31 of the succeeding year, also upon severance of employment. He must furnish the Collector of Internal Revenue a statement showing wages paid

each employe during the previous calendar year and the withholdings.

Duplicate statements, if filed with the Collector, will supersede Information Return Form 1099, which is required otherwise to be filed February 15 of the year following payment of the wages. The withholding on Income and Victory taxes must be paid to the collector or a designated depository but it is not necessary to itemize the tax for each individual employe. It is likely that these payments will be required monthly as soon as the Treasury Department gets things running smoothly. Then, too, the dealer must report the quarterly wages paid employes to the Federal Old Age Benefit and State Unemployment Compensation tax offices.

Obviously, these reports make it imperative that records be accurate and easy to analyze. The records kept by many dealers at the present time will cause much extra work, the likelihood of errors and increase expense when expense should be curtailed today, hence, the need for combining tax deduction information on one form to simplify recording. One concern with 250 employes estimates that their payroll work now consumes 4 times the man-hours of former years and they have 15 people making out reports, whereas, they formerly had one. Relatively, the dealer may find himself with a similar problem on his hands if he fathers an inefficient tax deduction method.

## Avoid Penalties

Another requisite is a "Tax File", in which place all receipts, duplicates of returns and other data pertaining to tax. Do not depend upon memory.

Make a record of all tax business in sufficient detail to be able to give a lucid explanation to government auditors. Otherwise, there will be penalties. Keep a tax calendar showing when payments are due and when mailed, also when reports are due. This is another safeguard against penalties.

## Check Payments Preferred

Another good practice is to pay wages and salaries by check, marking the deductions on the check or stub so that you have a clean-cut receipt for each withholding. Someday, let's hope, the government will combine all Federal taxes into one, so that just one deduction is necessary from wages and likewise when computing the tax on income.

Keep tax withholdings in a separate account and check bank deposits against book figures, at least, monthly. Some employers, in the past, have used social security deductions in their business and then had to dig down to settle on the due date. This tax is comparatively small, hence, they were not inconvenienced financially to any extent, but the withholdings today are much larger and you'll be in a tight spot if you don't have the money to settle when Uncle Sam says, "Come across".

## 60 Day Limit On Holding Salvage Material

An amendment to Order L-265 now provides that no manufacturer, wholesaler, distributor or dealer shall retain in his inventory, possession or control for more than sixty days any used, defective, exhausted or condemned parts of electronic equipment. This equipment includes electronic material such as gaseous or vacuum tubes and associated apparatus which cannot be reconditioned.

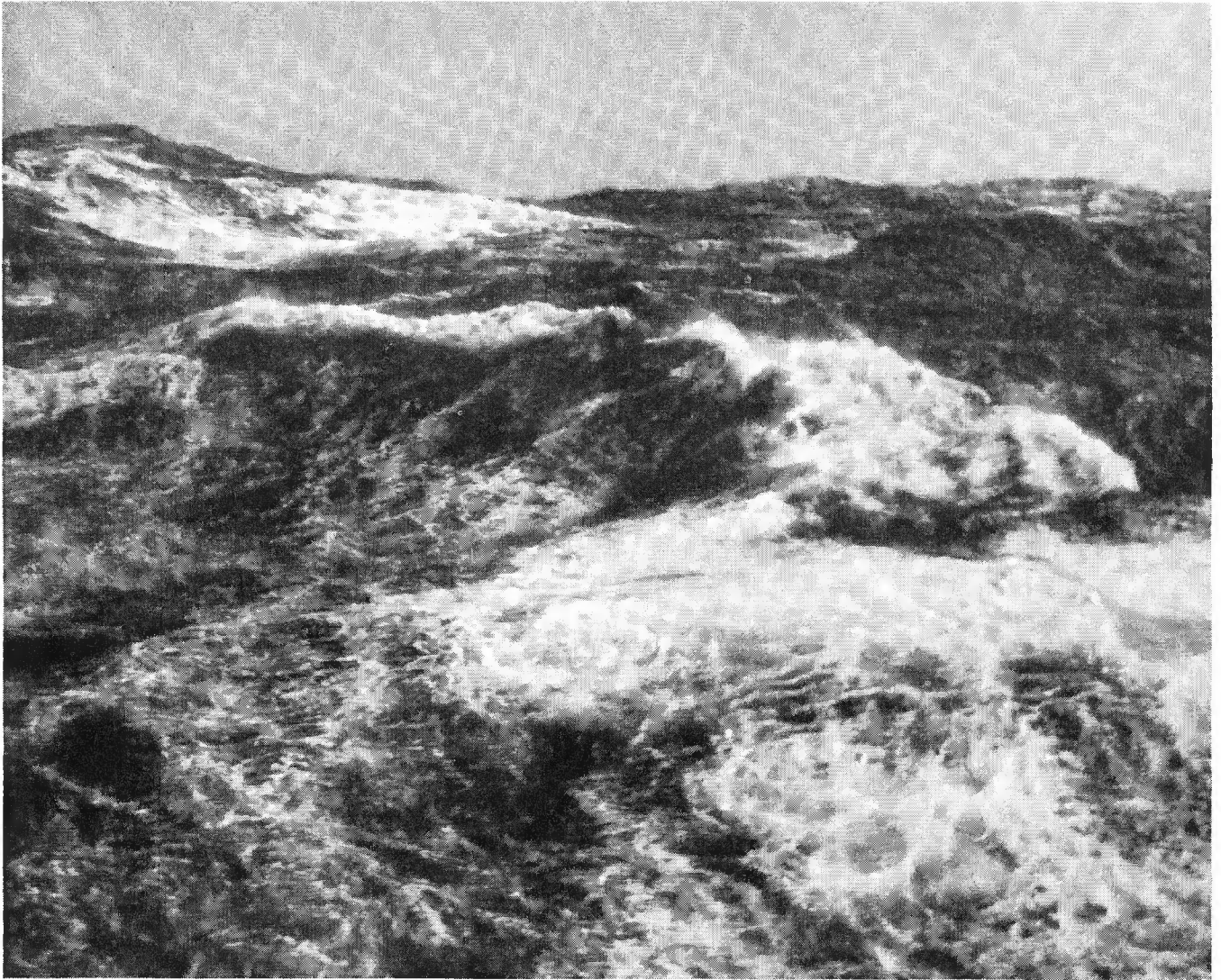
The holder of such material must dispose of it for salvage, where practical, or destroy such parts as have no salvage value. The purpose of the amendment is to intensify the salvage efforts of industry.

## Self-Service Record Album Rack



Designed for wall or center aisle use. 58" high, 60" wide, 17" deep. Slanting face holds about 39 display albums. Lower section for storage holds approximately 75 albums. Back removable panel, shown in use at right above. Built by A. Bitter Construction Corp., 721 E. 133rd St., New York.





## Over There

Our fighting men over there are making good use of the Belmont Radio equipment that is being turned out in volume over here. Because lives depend on it, this equipment is made with the utmost precision and engineering skill. And because further electronic discoveries can hasten the day of Victory, Belmont radio engineers are working toward exacting, self-set standards of achievement.

When the day comes to re-convert to peacetime production, Belmont will be well prepared to lead a forward march in radio progress. You can depend on it that some of the world's finest radio instruments of the future will be Belmont-made. That's a promise. *Keep your eyes on Belmont for great new things to come.* Belmont Radio Corporation, 5921 West Dickens Avenue, Chicago 39, Illinois.



# Belmont Radio

TELEVISION ★ FM ★ ELECTRONICS



# Parts Supply News

**Radio Salvage—Cabinets—Tube Order—Record Shellac**

## Radio "Wrecking" Business Growing

Some New York radiomen are carrying on large scale "wrecking" of defective radio receivers for parts. In the same manner that auto "wreckers" have been operating successfully for some years, these dealers do a hundred-percent dismantling job. Every part is removed, cleaned, tested and repaired, if defect can be remedied. The cabinets are polished. Parts found impossible to repair go into scrap piles.

One such operation is conducted by Leotone Radio Co., 63-65 Dey St., New York, owned by Leo Sharon. Sidewalk and window displays show new and used cabinets and parts, prominently price marked. Inside there are thousands of radio parts displayed in bins, on counters and along the walls. Leotone has been at this location since 1926, has two buildings, one three story, one four. Every available foot of space is crowded to capacity with new and used merchandise.

The company does a versatile business. It has been manufacturing speakers and speaker assemblies since

1921. It sells wholesale and retail, and maintains a large retail repair department.

## Buying Radio Cabinets

One Chicago firm is sending out postcards to radio dealers and others offering to buy radio cabinets for replacement purposes, and also is asking for decals, dials, knobs, escutcheons and crystals.

## Ask Makers to Review All Tube Orders

Under L-265 distributors are not allowed to use certificates covering back-orders as a basis for placing orders with manufacturers. Dealer certificates may not be used until the distributor has completed delivery of the certificated merchandise, points out George D. Barbey, president of the National Electronic Distributors Association, in a recent bulletin issued by his organization.

Frank H. McIntosh, chief of Domestic and Foreign Branch, Radio and Radar Division, has sent a letter to tube manufacturers asking them to review orders carefully where they

appear to be "abnormally large." Mr. McIntosh advises the tube manufacturer that "if a supplier's orders seem out of line with his former orders, that is sufficient reason to believe that the certification may be false in that it indicates the purchaser is ordering supplies in excess of those which he had in stock to sell."

## Shellac for Records

According to a statement issued by War Production Board, manufacturers of phonograph records were granted for last month, this month and next month, 20 per cent of the amount of shellac consumed in the same quarter of 1941.

## Home Radio Aids Defense Effort

The importance of keeping the home radio receiver operating as a part of the network of American home defense is becoming more and more apparent.

On page 3 of the new Operations Letter No. 132 from James M. Landis, Director of Office of Civilian Defense to regional directors, there appears this question and answer:

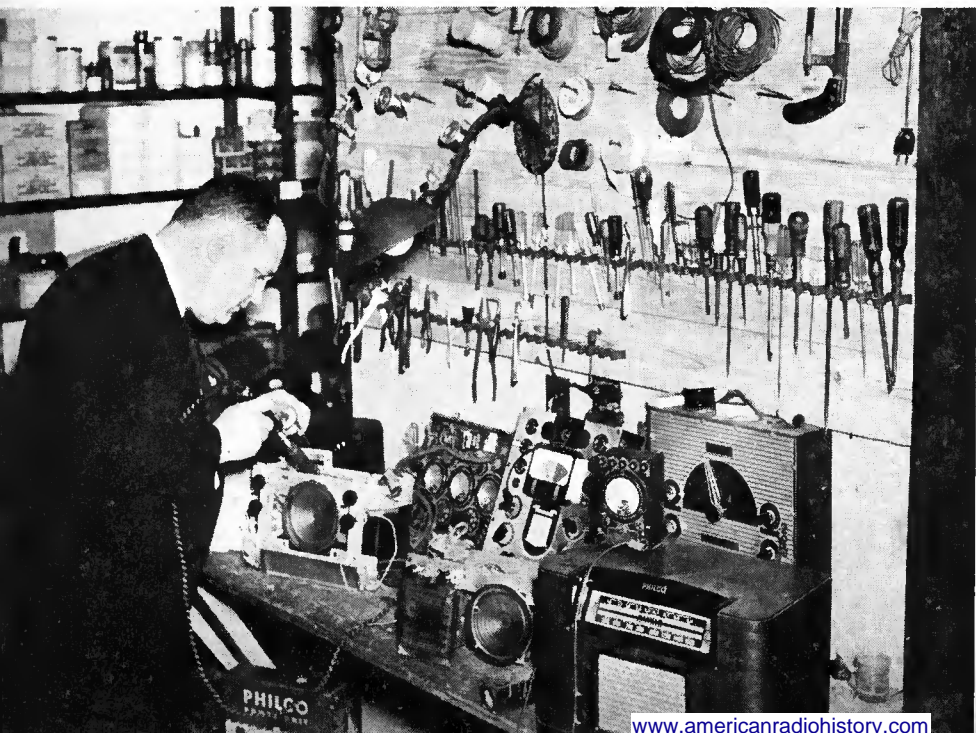
Q.: Are radio receiving sets permitted to be used during periods of blackout (BLUE) or air raid (RED)?

A.: Yes. Upon the sounding of any air-raid signal keep your radio receiver tuned to the radio station for your area to receive intermittent official announcements or bulletins. . . .

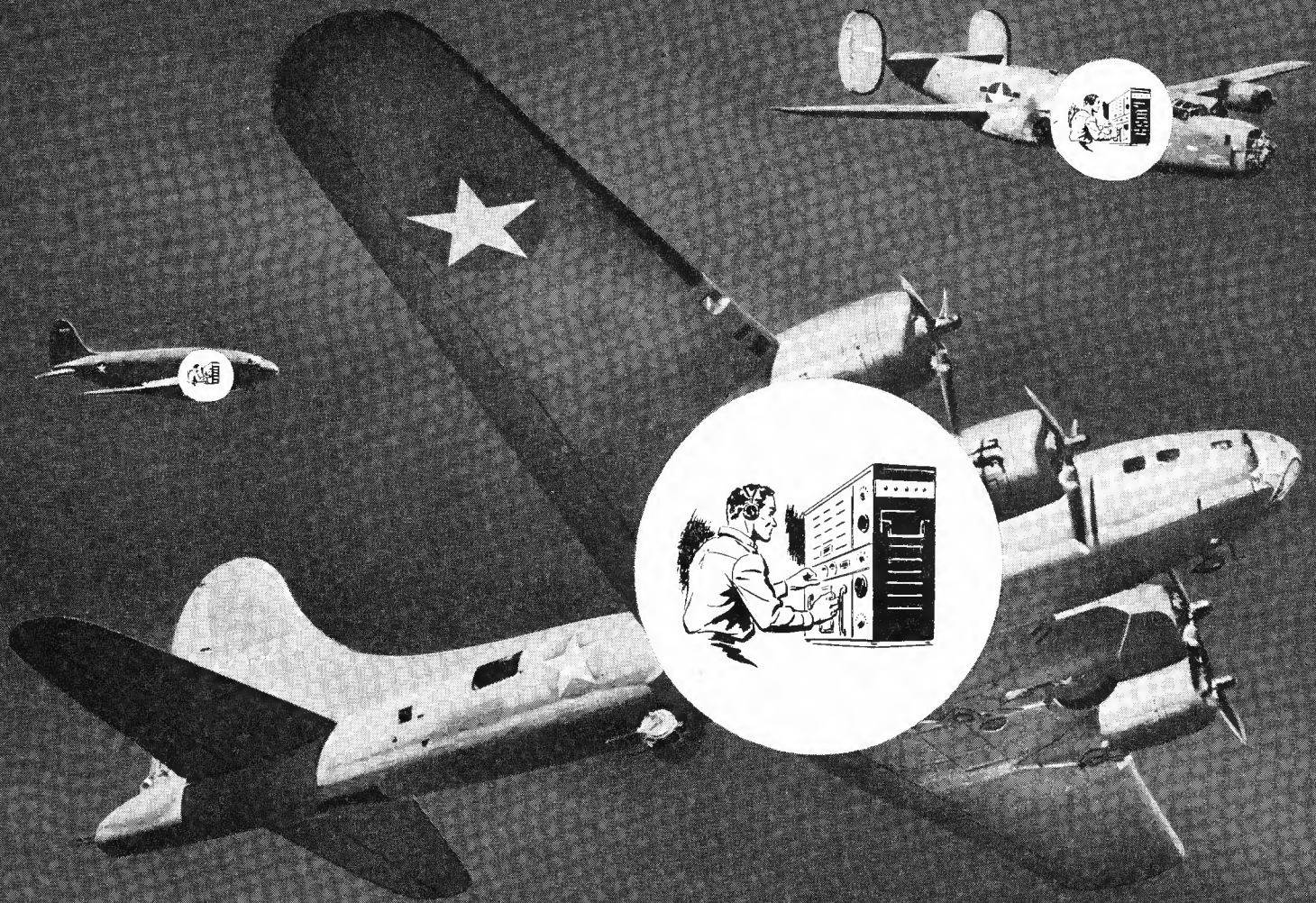
In New York City, where efforts have been made to authorize various other methods of signaling "all clear," New Yorkers are continuing to receive this message over their radios.

**A hobby becomes a business with him!** Druggist "Doc" Burkhardt of Hanceville, Ala., who has had a radio sales department in his drugstore for some time, is now the town's only radio repairman. He is also busy converting battery sets. Photo shows Burkhardt in his newly installed shop adjoining the prescription department. The business is known as the Hanceville Drug Company.

## Druggist Takes on Radio Repair







**Every Flying Fortress, Liberator,  
Commando and Marauder  
is equipped with G-E radio**

**... another assurance of post-war  
General Electric radio quality**

Today, General Electric radios of almost unbelievable quality go into every heavy bomber being built for our Armed Forces. Other war planes get them, too . . . paratroop and cargo planes, many medium and light bombers.

In tests, this G-E designed and built aviation radio must meet every condition of altitude, pressure, temperature, humidity, and vibration encountered by military aircraft.

One test puts it through hours of operation at 40 degrees below zero. Another, at 158 degrees above. Another subjects it to drenching saturation. Still

another General Electric test shakes it at the shattering rate of 60 cycles a second through a 1/16-inch space.

Special component parts had to be designed by G-E experts before radios that could pass these and other killing tests were possible.

*Today . . . for America's War Planes!  
Tomorrow . . . for American Homes!*

Many of these war-proved parts, plus efficient new circuits developed by G-E engineers, will become the heart of General Electric post-war home radios, for a finer radio line than any you have ever handled at comparable prices.

This same message is being told over and over to the consumer public *today*

through full-color advertisements like the one shown below in mass-circulation magazines. The public will know that your G-E line of radios is *the quality line!* Electronics Department, General Electric, Bridgeport, Connecticut.

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



This advertisement appears in *Collier's* and *The New Yorker*, July 17, 1943; *The Saturday Evening Post*, July 24, 1943; *Look*, July 27, 1943; *Life*, August 2, 1943; *Country Gentleman*, August, 1943.

• General Electric is building more military radio equipment than any other home-radio manufacturer.

**GENERAL ELECTRIC**





# ALTERNATE LINES

## Knick-knacks As a Sideline

Many appliance dealers have added gift novelties and gadgets to take the place of items now impossible to get, according to a bulletin issued by Virginia Public Service Co., Alexandria, Va., pointing out that with the floor traffic dealers still have in their stores, the people demanding something to buy, colorful knick-knacks take up the places formerly occupied by the appliances now made of critical material, and provide a means of improving the display appearance of the store, and of bringing in some extra revenue.

Electrical stores have always sold gift items, states the bulletin. Millions of electrical appliances, now in the homes of customers, were given as wedding, anniversary or birthday gifts, so more or less, the electrical appliance dealer has always been in the "gift shop" business. Other dealers who've tried, say it's missing a good bet not to stock gadgets as a sideline, with greeting cards as a companion to them.

For the "why worry about other articles" department, readers might refer to one distributor who advertises a large stock of new auto radios

## For Hot Weather Comfort



Anti-insect guns for summertime use add to the well-being of man, beast and vegetable. Victory gardeners currently increase this market. This type spray gun is manufactured by Standard Container, Inc., Rockaway, N. J. Less critical materials, including Lumarith replace the use of metals.

and parts on hand. One radio technician offers the suggestion that these sets might be sold to people who've laid up their cars, and have a battery charger in use to keep the car battery charged, and, of course, who just happen to have no radio receiving set in operation.

Plastic ice cube makers are an item for retailers to consider, as are glass coffee and tea servers.

One distributor offers a 5 power "sky-scope" for plane spotters, retailing at 59c, as well as 10 piece cigarette "sets," consisting of 8 ash trays, cigarette box and a carrying tray. Also offered are ration book holders, victory garden accessories, puzzles and games.

## Variety Service But No Variety Lines

One dealer who's been in the radio business for 18 years, says that he has reached the conclusion that it doesn't pay him to handle variety lines at this time. He does feel, however, that repairing a variety of electrical appliances is definitely good business.

This dealer is Allen Hartstone, who operates the Abanel Radio Co., at 527 Third Ave., New York City. He has been in his present location for six years, and makes a specialty of conversions to various currents through rewiring.

## Favors Appliances

During the six years he has been in business he has carried a number of items unrelated to radio, including paint, lubricating oils, coffeemakers, etc. Mr. Hartstone states that he was never really interested in carrying other lines, and for some time has been tapering off this end of his business. He is interested in various electrical appliances; definitely likes to handle them, and contemplates doing so when they are again available.

Right now Abanel Radio's showroom tables are filled with sets waiting repair, and he feels that his first duty is to keep radios alive. One no-

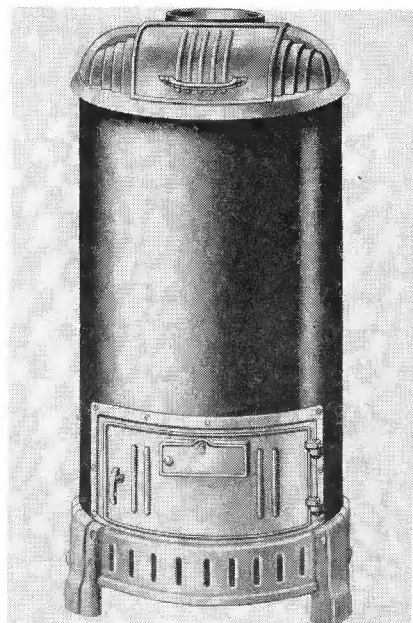
tices a number of electric appliances such as irons, toasters and fans on the repair benches. "These are important items in the home, also," said Hartstone. "I feel that they are vitally necessary, and definitely a part of my repair business. I carry quite a stock of miscellaneous repair parts for appliances. Electrical items are interesting to work on; repairing them results in bringing in customers I would not otherwise get." Particularly during these critical times, points out this dealer, the repairman builds valuable goodwill keeping necessary home appliances operating.

## Conversion Needed

"Here in New York, where we have both AC and DC current," says Hartstone, "there is a continuous demand for conversion work in radios. All of such work I do is achieved through rewiring. I do not believe in the use of motor generators, vibrators, converters, etc., where they can possibly be avoided. Many sets considered tough, and virtually impossible to convert through rewiring, have been successfully handled through this method in our shop."

Abanel Radio finds the parts situation "fair," with the tube situation "not at all satisfactory."

## Coal Heater



This Victory Model V-618 Warm-Aire Heater, made by Stiglitz Furnace & Foundry Co., Louisville, Ky., operates with coal and features Air-Jet Combustion, stands 44" high and is approximately 23" wide. Advocated for civilian housing as well as armed forces and defense housing.



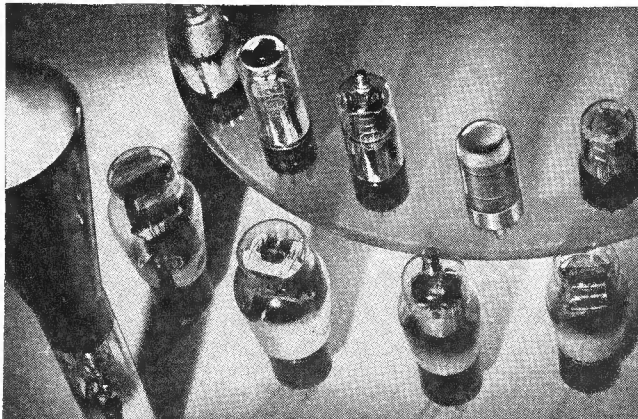


## Performance Perfectionists

● Technical progress depends upon tireless experiment to perfect performance.

Sylvania circuit engineers are performance perfectionists. They conduct never-ending tests on new circuit and tube combinations using experimental equipment. They constantly improve radio and electronic tube quality. And they compile data that is the raw

### QUALITY THAT SERVES IN WAR



material of invention.

This long-range Sylvania research policy, which maintained our standard of quality in peacetime, has proved invaluable in wartime. It has contributed to the improvement of military communications, to the perfection of Radar, to the volume production of cathode ray tubes, and to the development of timesaving electronic devices for war industry.

And it will prove no less valuable when victory widens the radio-electronics field. It will contribute to the development of FM radio and practical television. It will help to convert electronic military secrets of today into everyday miracles for better life and work tomorrow.



RADIO DIVISION

# SYLVANIA

**ELECTRIC PRODUCTS INC.**

Emporium, Pa.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES



# Washington Says—

## New Pricing Methods On Assembled Radios

Radio dealers and distributors, who since the summer of 1942, when regular manufacturing ceased, have become assemblers of household radio receiving sets and phonographs, will be affected by new methods through which ceiling prices are determined under Maximum Price Regulation 430, effective July 26, 1943, and announced by the Office of Price Administration.

This regulation does *not* include "regular manufacturers," but applies only to distributor and retailer assemblers. Sales of radios or phonographs by householders also are not affected by the order.

An OPA bulletin says that a "scattered number of radio dealers and distributors" have "become extensive assemblers" of receivers from parts "which they have accumulated."

### How Prices Are Made

Ceilings now are established by two formulas, one for distributor-assemblers, the other for retailer-assemblers.

Distributor-assemblers determine their maximum prices by taking the unit direct cost of the model being priced, adding 122 per cent to determine the dealer's retail price, and subtracting 40 per cent from the latter to arrive at their own maximum selling prices to retailers. For sales at retail by the distributor-assembler, maximum prices are determined by adding 82 per cent to the unit direct cost of the model.

Retailer-assemblers will add 82 per cent to the unit direct cost to establish the retail level.

The unit direct cost is determined by the assembler by taking either the invoice cost to him of the radio or phonograph parts, or the ceiling prices for the chassis, cabinet and other parts to the class of purchaser to which the assembler belongs as established under the applicable regulations for these parts, whichever is lower.

### Regulations Are Simple

Mark-ups established are based on average March, 1942, practices in the trade.

Prices when determined by the assembler are to be submitted to the nearest Regional Office and the models are not to be offered for sale until 15 days thereafter. If OPA does not direct otherwise, the model may be offered for sale at the expiration of the 15-day period. The ceilings so established are subject to adjustment at any time by OPA. Minor changes in the model will not affect the established ceiling. However, if a change reduces the unit direct cost by more than \$1.00

or prevents the set from offering fairly equivalent serviceability, a new ceiling price must be established.

In the case of any radios or phonographs assembled by other than the two classes of assemblers covered by this regulation—persons who are not manufacturers, or radios which are not guaranteed as specified in the regulation—maximum prices will be specifically authorized by the Washington office of OPA. All models priced pursuant to the formula must have a written guarantee for 90 days, the regulation stipulates.

### Other Angles of Assembly

Sellers are required to attach a tag to each radio or phonograph, stating the maximum price, the stock number and the guarantee. The tag must stay on until the appliance reaches the consumer.

Form No. 6813-404:1, or a reasonable facsimile, must be used by the assembler for the reporting of maximum prices. One form must be made for each assembled unit, and *any* assembler other than a householder or regular manufacturer is affected.

Under the new order a dealer or distributor must comply with the regulations, no matter how few or how many assemblies he turns out.

Another important phase for the dealer to consider is that certain assemblies are subject to Federal excise taxes.

## Discuss Problems on Refrigerators

Problems dealing with the keeping of domestic mechanical refrigerators in operation were discussed recently at a meeting of the Mechanical Household Refrigerator Industry Advisory Committee with officials of the War Production Board.

The meeting was called at the request of the WPB's Office of Civilian Requirements to obtain necessary information from the industry on the repair and maintenance situation.

According to the manufacturer, the parts situation is satisfactory, and committee members estimated that their 1944 requirements of materials for manufacture of repair parts for 1944 would be at least 50 per cent greater than this year's.

It was brought out that while the parts situation was well in hand, the real problem lay in the shortage of skilled help, and felt that the only solution was draft deferment of skilled mechanics and key workers. Assistance from the War Manpower Commission on this angle will be sought.

## Ban Overseas Disc Shipments

The War Department has recently prohibited the sending of "instantaneous" recorded discs to service men abroad. This precaution was necessary, it was explained, to safeguard against the possible transmitting of secret military information. Discs, however, may be mailed anywhere within the United States, the War Department advised.

## Proud of Reward for Excellence



D. W. Onan & Sons, Minneapolis, Minn., were recently honored with award of the Army-Navy "E" flag. Left to right are Mayor Marvin Kliese, C. W. Onan, D. W. Onan, R. D. Onan and Tom Moore, president of the Minneapolis Civic and Commerce Association. The pennant is now flying over the company's plants at Royalston, Arrowhead, Madison and University.



DEALERS EVERYWHERE ASK: "WHAT'S NEW?"

# THE ANSWER:

RCA's THRILLING NEW FULL HOUR RADIO SHOW

# "WHAT'S NEW?"

SATURDAY NIGHT • BLUE NETWORK



YOUR RCA HOST

# DON AMECHE

**P**UT a circle around the time and date—Saturday, September 4th, 7 P.M. (EWT). That's the time and day the great new RCA radio program begins.

And it *is* great! Your RCA host is the famous star, Don Ameche. The RCA-Victor orchestra and chorus are regular features of every program. And outstanding personalities—men and women who have *made news* or who have accomplished *new things* during the week—appear or are represented on "WHAT'S NEW?"

The program will come from

Hollywood...and from the actual places all over the world where anything new and exciting happened during the week. It will be broadcast over 158 stations from Maine to Hawaii.

This program is tailored to your needs—designed to create wide interest in the RCA radio, television and electronic developments that will be yours to sell after the war. What a job it will do to build good will for RCA dealers everywhere...to help establish important post-war business for you.

**DON AMECHE.** This brilliant and versatile star needs no introduction. Famous for years on stage, screen and radio, Don Ameche is host of RCA's outstanding new radio program, "WHAT'S NEW?" Listen in...and tell your friends and customers about this *full hour* program that gives you a front row seat to everything new under the sun in the field of entertainment, science, opera, current events—*everything!*

## Hundreds of Spot Announcements, too!

• In hundreds of spot announcements from coast-to-coast, RCA is telling the dramatic story of wartime radio. Millions are learning how RCA radio equipment is standing up under the most gruelling conditions...how it is

fighting side-by-side with our Armed Forces. They are gaining new respect for RCA engineering skill...will want their post-war radio, phonograph and television receiver to be an RCA, too!



**RADIO CORPORATION OF AMERICA**

RCA VICTOR DIVISION • CAMDEN, NEW JERSEY



# Letters to the Editor

## Likes Insert on Oscilloscope

Editor, *Radio Retailing Today*:

The oscilloscope insert in the June issue was a swell piece of work. It is too bad that our course at Dunwoody Institute was so nearly completed at that time, for otherwise the 'scope insert would have made a fine demonstration sheet to use with the jobs on the 'scope which came along early in the course for the junior repairman.

To keep you in touch with the situation on tubes in the Northwest, let me say that quite a number of tubes have been coming in, but only a few of each type. We have had a few 12SQ7 and 12SK7, and even a few 35L6 and 35Z5. No 12SA7 tubes, however, but I now have four possible changeovers for the latter, two of them taking not over 15 or 20 minutes for the complete job.

By swapping with other dealers, I have managed to keep fairly well supplied with most types of tube.

M. G. GOLDBERG.

Beacon Radio Service,  
St. Paul, Minn.

## Serviceman Faces Tax for Rebuilding Sets for Re-Sale

Editor *Radio Retailing Today*:

The attached letter speaks for itself—however we wish to explain how it came about.

A man in our town made me a cabinet for a chassis to replace a broken plastic cabinet. It was crude and was made on hobby machinery. Later he found there was a tremendous market for replacement cabinets to replace those broken plastics and his business grew. Some were made for phonograph turntables and that was where he tangled with the excise tax. He was assessed back-taxes on all cabinets he made for replacement; as well as phonograph and converted auto-radio cabinets.

So far, all right. I guess he owed the tax. Next a representative of the U. S. Revenue Department went to all this man's customers and collected taxes on all phonographs and converted auto-radios. This is O.K. too, except that it is tax on tax.

I had a repaired radio on the shelf in a new cabinet, built to fit and to replace the broken plastic cabinet. This radio also has new power condensers and a new speaker. The Revenue agent claims I owe excise tax on the radio on account of the cabinet and the parts I used to repair the radio, but not on account of the speaker. He is also claiming I owe back taxes to 1932 on any radio I repaired for resale, using parts, with

the exception of speaker or chassis. He is not sure of himself and will write for rulings from Washington, after I submit my statement, as attached. Of course his report to Washington may exaggerate the case to the point that we are rebuilding radios on a grand scale.

We feel that something should be done to forestall a wrong interpretation by Washington and relieve suffering radio men of added tax and book-keeping burdens. If we are liable for tax, we need to know where the line will be drawn. The only chance people have at present to replace a broken-down radio is on the used market and my neighborhood consists of war workers and old-age pensioners who need ten times as many radios as I can supply.

RADIO SERVICER

Bureau of Internal Revenue:

We have carefully checked our records as requested and find that there is not one instance where we have added to the value of any "used" radio by adding parts. All that were sold were bought in playing condition and those that were not playing have been set aside.

Our national trade associations ask us, as a matter of patriotism, to repair, and sell these old radios to people whose radios collapse during the war. So far we are too busy repairing radios to take time out for them. If an excise tax must be added to them we cannot afford to absorb it and keep

prices under the inflation point and we cannot hire extra help for the book-keeping involved, so they would go to the junk yards. We think your representative should realize how many radios would be kept from the public by radio men who would take the same views that I do on this subject.

As for trying to collect back taxes on repaired radios it would, without a doubt, break 50% of the small radio men across the country, which would curtail repairing and I don't think the President would like his audience curtailed when he gives his Fireside Chats.

According to the scheme your representative is planning, every one who repairs anything for resale with any parts, new or used, would be liable to tax. The possibilities would be limitless and would include washing machines, refrigerators, stoves, in fact all used merchandise repaired for sale. It would require thousands of enforcement officers to collect back taxes but it would stop the repairing of a majority of used articles, because few second-hand dealers would submit to this extra bookkeeping.

We suggest that your government agency get together with the agencies of the government that are fighting the war and using radio broadcasting in their work and find out if they would want interference with the radio facilities pledged to keep radio playing in each home throughout the war.

Yours truly,  
RADIO SERVICER

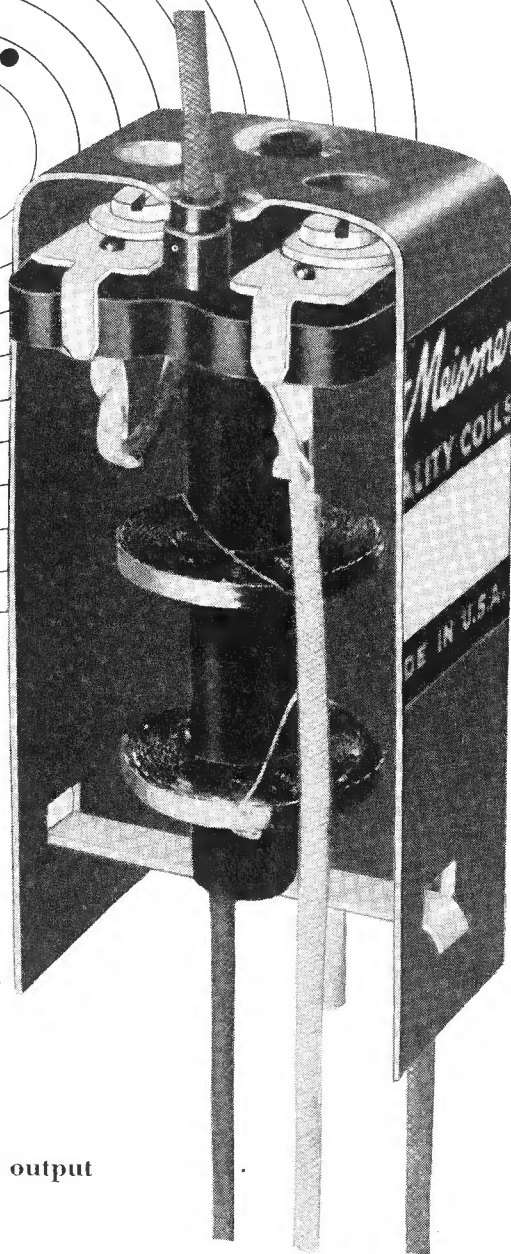
## UNIVERSAL INSPECTOR AWARDED



Universal's company inspector, Florence Hillstead, left, receives a \$25 war bond for her part in the Billie Burke program over CBS, "Fashions in Rations." Mrs. Hillstead is company inspector for the Universal Microphone Co., Inglewood, Cal. Center is Arthur Pryor, Jr., vice-president of the advertising agency, Batten, Barton, Durstine & Osborn.



*Immediate Delivery*  
**"Plastic" I.F. Transformers!**  
**on Meissner**



Meissner "Plastic" I.F. Transformers are ideal for replacements . . . especially where space is limited, yet superior performance is required . . . only 1¼ inches square and 2½ inches high.

SUPERIOR CONSTRUCTION . . . one-piece molded plastic coil form and trimmer base eliminates separate parts . . . unit has greater stability . . . fully protected against the effects of humidity and temperature changes.

No. 16-6649 . . . 175 kc. . . . No. 16-6652 . . . 262 kc. . . .  
 No. 16-6658 . . . 456 kc. . . . Can be used in either input or output positions . . . List price \$1.10 each.

For better performance replace with Meissner "Plastic" I.F. Transformers . . . . See your Meissner distributor.

 *Meissner*

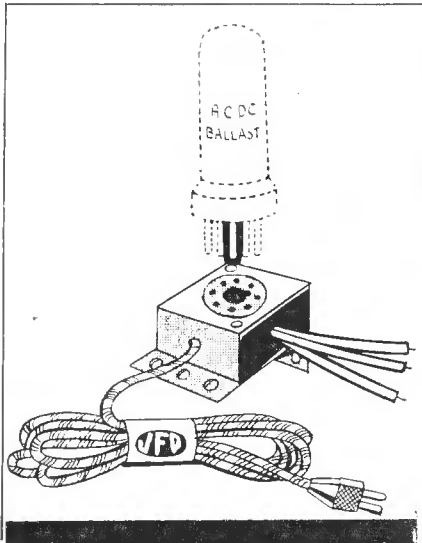
MT. CARMEL, ILLINOIS

**"PRECISION-BUILT ELECTRONIC PRODUCTS"**





# New Products

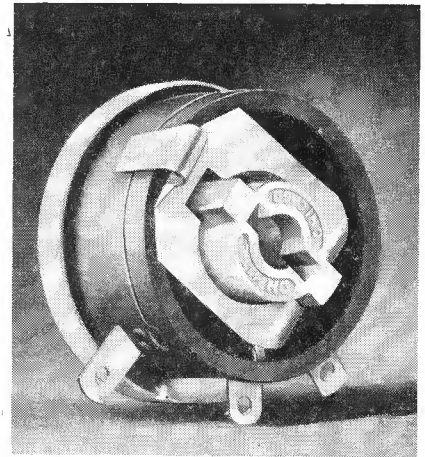


**JFD RESISTANCE CORD REPLACEMENT ADAPTERS** — simplifies stock problems by cutting down 20 different types of line cords to 4 adapter types plus regular ballast tube stock. When defective or frayed resistance line cord requires replacing in an AC-DC set, it can be replaced with the JFD adapter. After selecting the proper adapter the latter is fastened inside or outside the radio cabinet or chassis by means of bracket and screws provided. The leads are color coded, flexible, 12-inch, and have tinned ends. The leads are to be soldered into the radio, after which a standard ballast tube is plugged in. JFD

has cage covers for outside mounting, and also offers plug-in ballast tubes. The company stresses the fact that resistance power cords, as used in AC-DC sets, have been practically banned from further production because they require so much nichrome and copper wire, and state their adapters solve a problem plaguing jobbers, repairmen and set owners. Circular with price list available from J.F.D. Manufacturing Co., 4111 Ft. Hamilton Parkway, Brooklyn (19), N. Y.—RRT

**RADIO CITY NEW TEST INSTRUMENTS.** Pocket-sized multimeter, No. 442, output meter, No. 471, and voltohmmeter No. 481. Multimeter is compact multitester with a 200-microampere movement and sensitivity of 5000 ohms per volt. The output meter has a constant impedance of 4000 ohms. All resistors precision wound, and accurate within 1 per cent. Test meter has a meter sensitivity of 50 microamperes, D.C. voltmeter readings from 0.1 to 1000 volts. D.C. milliammeter readings from 0-100 milliamperes. Energy for resistance measurements is supplied from self-contained batteries. Radio City Products, Inc., 127 West 26th St., New York City.—RRT

**OHMITE CIRCULAR SLIDE-WIRE RHEOSTAT.** Designed especially for low resistance low wattage applications, this Ohmite rheostat-potentiometer has found several applications in the instrument field. A length of resistance wire is



stretched tightly around the outside of a cylindrical core which is bonded to a ceramic base. The wire is firmly anchored to two terminals. Contact to the wire is made by a phosphor-bronze spring arm which is connected to a third terminal. The provision of three terminals allows the unit to be used as a potentiometer or voltage divider. The maximum resistance which can be supplied on this unit is approximately 1 ohm while the minimum total resistance can be made approximately 0.1 ohm. Since the contact arm travels along the wire from end to end, the resistance variation is stepless. Shafts for knob control or for screw driver control can be supplied. These units are made to order. Ohmite Manufacturing Company, 4835 West Flournoy Street, Chicago 44, Illinois.—RRT

## Fall Market Meeting

Business men from eleven western states attended the Western Fall Market in San Francisco for the two-day session recently held there. Frank K. Runyan, vice president of the Mart, stated that it was "clearly apparent that dealers and buyers were vitally concerned with obtaining sufficient merchandise to replace rapidly dwindling inventories, but retailers generally were in complete accord with the merchandise allotment program adopted by many manufacturers."

## New Cost Department

Universal Microphone Co., Inglewood, Cal., has recently established a cost and accounting department, headed by Richard Earnest, Hollywood public accountant. The personnel director, Gunther Schmidt, has also been made director of plant protection.

## Resumes Bonus Payments

E. A. Tracey, president of Majestic Radio & Television Co., has announced to all employees that a bonus amounting to a percentage of their past six months earnings, will be declared and paid. A loyalty bonus, on the basis of length of service will also be paid. This marks a resumption of bonus payments to Majestic employees which was discontinued about a year ago.

## Two Managers Promoted

Election of two district managers as vice presidents of Westinghouse Electric & Manufacturing Co. was recently announced by A. W. Robertson, chairman of the company.

The two new vice presidents are Fred T. Whiting, manager of the company's Northwestern district, with headquarters in Chicago; and Charles A. Dostal, Pacific Coast district manager, with headquarters in San Francisco.

## Hobbs Chief of WPB Electronic Div.

Marvin Hobbs, formerly chief engineer of the E. H. Scott Co., Chicago, has been named chief of the WPB Electronic Equipment Branch of the Radio and Radar Division. Mr. Hobbs succeeds Myron E. Whitney, who had been with WPB nearly two years, and who resigned to become associated with the National Union Radio Corp., Newark, N. J.

## Acquires Los Angeles Firm

Aircraft Accessories Corp., whose Electronic Division operates nine plants in Kansas City, Kansas, and four in Slater, Mo., producing transmitters and other radio equipment, has acquired a controlling interest in the Phonette Company of America, a Los Angeles Company making radio components. The announcement was made by Randolph C. Walker, president of Aircraft Accessories Corp.





*Serving on all our fighting fronts*  
 ... **the SUPER-PRO "SERIES ♦ 200"**

**T**HIRTY-THREE YEARS of engineering research are built into every piece of Hammarlund fighting equipment. We're proud that our equipment *came through* with our fighting men in the successful battles of Africa.

THE HAMMARLUND MFG. CO., INC.  
 460 West 34th Street, New York, N. Y.



**HAMMARLUND**



# SERVICING AUDIO

## Cause and Cure of Hum Conditions

• Annoying power hum in the output of a receiver or P.A. amplifier may be due to one or more causes. With shortages of standard parts and the use of necessary substitutes, it is important to understand the reasons for hum and to be able to cope with them.

All hum is caused by the AC power supply. The hum output from the speaker will have the same frequency as the power line voltage in addition to harmonics of that frequency. Sixty cycle (the usual line frequency) hum is most pronounced in AC-DC and similar half-wave rectifier powered units. This is caused, of course, by the sixty half-wave power pulses supplied to the receiver each second. In full-wave rectifiers, the ripple voltage, which is one cause of the hum, has twice the frequency of the power line voltage. See wave shapes in Fig. 1.

### Hum Introduction

While all hum is due to the use of AC to power the set, the hum voltage may be introduced in a number of different ways.

The three main sources of trouble are: (a) Ripple voltage too great in the output of filter; (b) Leakage between cathode and heater in tube; (c) Magnetic induction between audio transformers, speaker fields, power

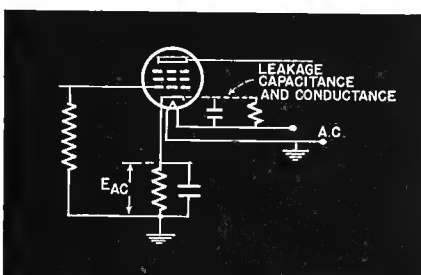
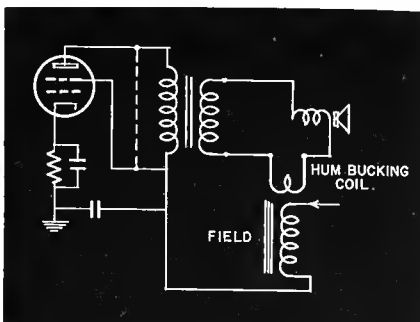


Fig. 2—(Top) Hum bucking coil is magnetically coupled to speaker field coil and is used to provide a counter voltage to cancel hum in output. Shorting primary of output transformer will cause hum to increase if coil is poled correctly.

Fig. 3—Leakage conductance and capacitance from filament to cathode permit AC to flow to cathode and build up small hum voltage across cathode bias circuit.

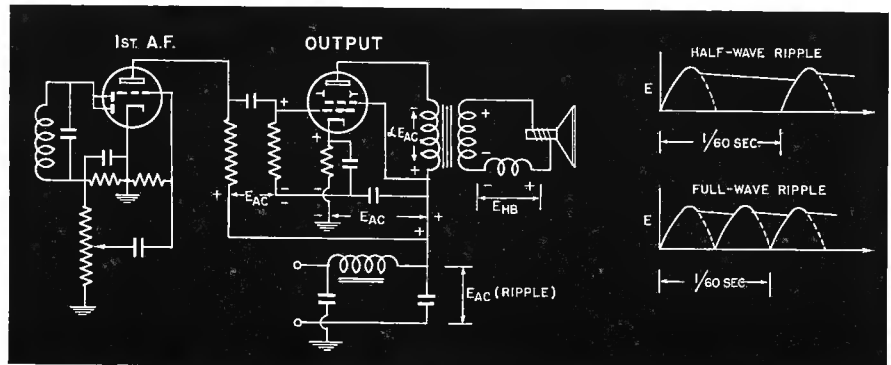


Fig. 1—AC ripple voltage from power supply output is introduced into grid and plate circuits of all tubes. Relative polarities of this hum voltage are shown at various points in the audio system.  $E_{HB}$  is the voltage induced into the hum bucking coil.

transformers, etc. In Fig. 1, it may be seen that insufficient filtering of the rectified AC will cause ripple voltages to appear at grid and plate circuits of the various amplifier stages. This ripple voltage will act between grid and A.F. ground in audio stages. The same ripple voltage will act in series with the plate supply for each tube. See circuit in Fig. 1. The ripple or hum voltage in the grid circuit of each audio stage will be amplified and will appear in the plate circuit approximately 180 degrees out of phase with the original ripple voltage in series with the plate.

### Balancing Voltages

Since the amplified hum voltage is considerably larger than the original, the 180 degree phase difference does not produce cancellation.

The amplified hum voltage less the original hum voltage appears across the output transformer primary and is thus transferred to speaker.

The solution to a hum problem produced by insufficient filtering is first, more filter capacity and inductance, second, the use of hum bucking coils on the speaker. The action of greater filter capacity is obvious. By reducing the ripple voltage (increased capacity has reduced impedance to AC and thus less ripple voltage is built up) the hum may be lowered below the annoying level.

Hum bucking coils are wound around the field winding and connected in series with the voice coil. The hum voltage induced in this bucking coil must be equal in magnitude but 180 degrees out of phase with amplified hum voltage appearing across secondary of output transformer.

Speakers which have hum bucking coils must be properly connected if

hum is to be reduced. A sure test of the correct connections of the hum bucking coil is to short the primary of the output transformer. If the coil is properly connected, the hum will increase. If the hum decreases, reverse the leads to hum bucking coil, or to secondary of the output transformer. See Fig. 2.

Hum conditions resulting from improper filtering start not only in audio stages but can also originate in R.F. stages. The ripple voltage acting in series with each plate lead may cause the R.F. signal to be modulated by the hum and thus come on through the receiver. Complete and effective filtering is the best cure, but hum bucking schemes may also prove useful.

### Circuit Adjustments

Hum bucking systems can be put into circuits where a special speaker having a hum bucking coil is not employed. A small AC voltage of the hum frequency can be put in series with the proper audio grid circuit to provide cancellation. If the hum is of 60-cycle frequency, the voltage can be obtained from the filament circuit by using a potentiometer of about 10,000 ohms across the filament voltage. One side of the filament should be grounded. The center or "arm" contact on the potentiometer should be connected to the normally grounded end of the grid impedance (resistor, choke, transformer secondary). The potentiometer should be adjusted for minimum hum.

### Cathode Leakage

The correct grid circuit is the one which will reduce the hum. Since each tube reverses the phase of the



# AMPLIFIERS

## in Audio and RF Stages

hum by 180 degrees it is necessary to try the first audio grid and if this does not reduce the hum, apply the bucking voltage to the second, A.F. grid.

Heater-cathode leakage will produce hum of the same frequency as the supply system. Where the cathode bypass condenser is too small to handle low frequency currents as in R.F. and I.F. stages, the leakage of current from filament to cathode will produce a voltage drop across the cathode bias resistor. See Fig. 3. This voltage drop is thus acting between grid and

which surround speaker fields, chokes, and power transformers. Where these units are well shielded, little hum results. In the absence of shielding, hum from this cause can be minimized, by proper positioning of these parts. Minimum induction will result when two coils have their axes parallel and a line from the center of one to the center of the other makes an angle of 54 degrees with the axis. See Fig. 4.

Hum tracing can be done with special equipment and the oscillograph (See June issue of RADIO RETAILING

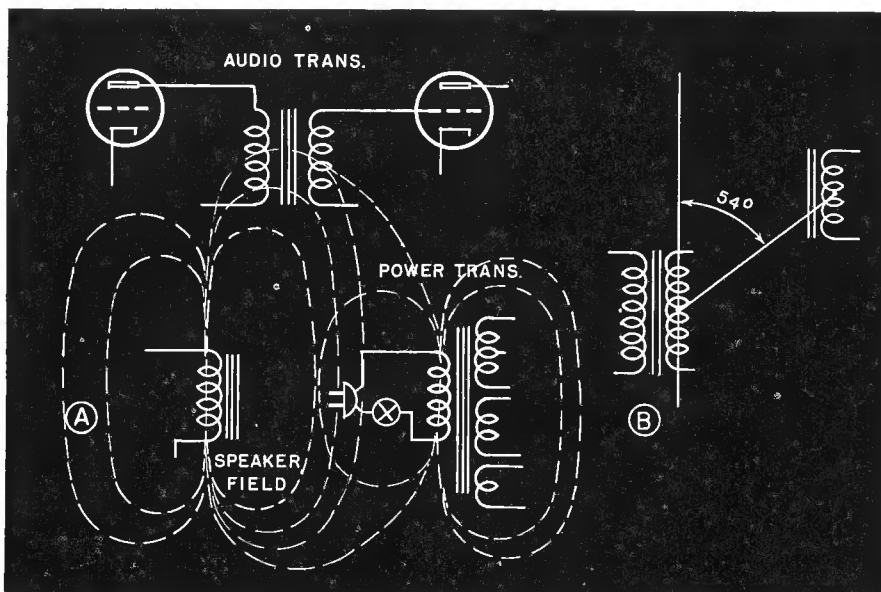


Fig. 4—Magnetic coupling between unshielded coils can cause hum. Units should be well separated and should be mounted at angle shown in B. See text for details.

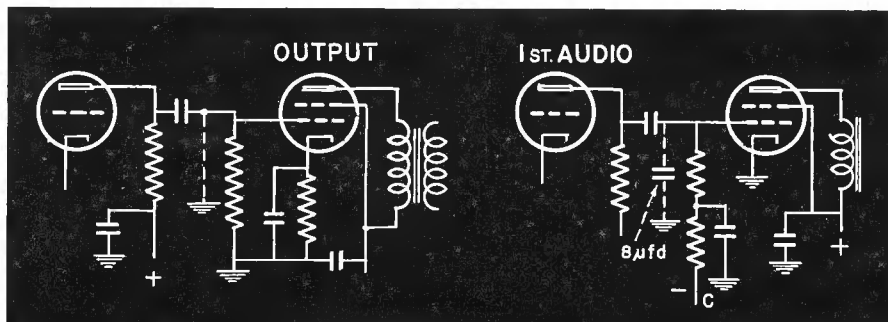
cathode of that tube and consequently a hum will be present in the output since the low frequency hum will modulate the R.F. signal. The cure for hum of this type is either a tube with little or no leakage or a large capacity bypass in addition to the low capacity R.F. by-pass. Most tube testers will show leakage, but the best test is actual use in the circuit.

### Induced Voltages

Hum can also be induced into audio transformers by the magnetic fields

Fig. 5—(Right) The stage giving trouble can be isolated by shorting the grid circuits either directly or with large capacity by-pass. If hum decreases or stops, it is originating in stage ahead of the short.

TODAY, part II). Where the hum is originating in a particular audio stage, the input of each stage can be shorted to ground either directly or through a large by-pass while noting the hum output. If the hum is reduced when the short is on, it is originating in an earlier stage. See Fig. 5.



## Milwaukee "Hams" Aid the War Effort

Many Milwaukee amateur radio sets silenced by the war are being rebuilt into two way sending and receiving sets for use in civilian defense, it was revealed by Norman Barnes, deputy radio aide of the War Emergency Radio Service committee of the Milwaukee Radio Amateurs' club, at the recent meeting of the Milwaukee county council of civilian defense.

To give the county adequate radio communication service in the event that bombing, sabotage or other local disaster should disrupt local radio stations or telephone service, the amateurs are building 19 units for warning centers and 10 mobile units. The sets are being offered to the county without charge for time, services or materials.

The stationary sets, all tied in on the same wave length, are designed to be heard only within a radius of 15 miles each.

Generators from a 1928 Dodge and 1930 Ford and a gasoline engine from a washing machine were put together in the power unit of the model displayed at the meeting. Barnes told how the members had to search for used parts, as none of the needed parts could be purchased in shops.

Milwaukee provides all police radio service for the county, so municipalities other than Milwaukee were asked by Police Chief Joseph Kluchesky to sign agreements so that Milwaukee may apply to the FCC for the license to operate the emergency auxiliary radio sets.

## 80,000 Radio Trainees

According to an item in "Qualified Contractor", official publication of the National Electrical Contractors Association, more than 80,000 men and women have been trained for some phase of radio war work since October 1940. An additional 18,000 are enrolled in electronic courses. These free courses are offered in 220 colleges and universities.







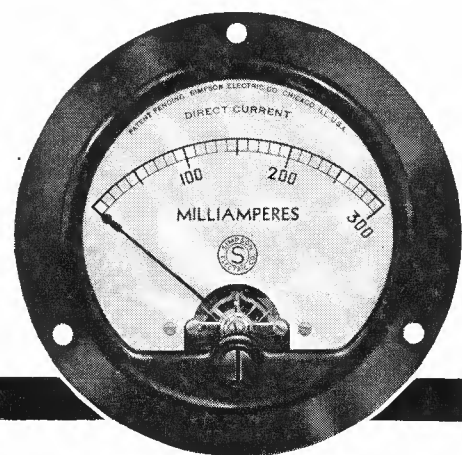
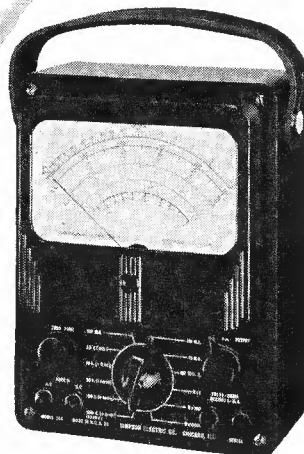
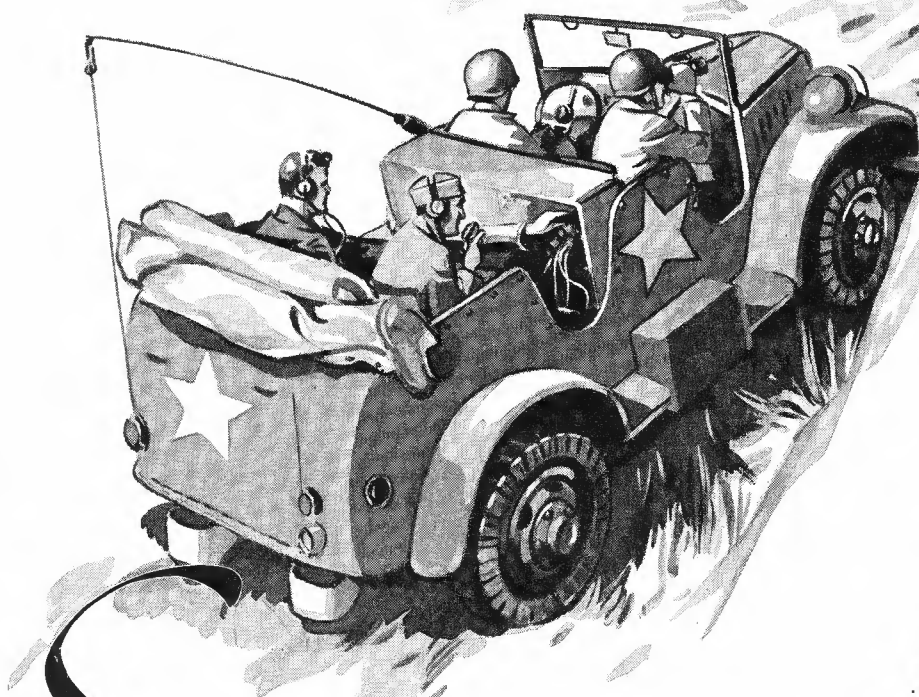
# KEEPING THINGS UNDER CONTROL

A WAR MACHINE is an intricate and complicated mechanism, with all its planes, tanks, ships and guns. To keep it functioning smoothly and efficiently requires split-second timing, and precise coordination.

In this vital task of keeping things under control, Simpson Instruments and testing equipment are playing an important part. So our part, here at Simpson, is to produce all the instruments we can, and to make them the best that skill and ingenuity can devise. This we are doing wholeheartedly.

Our only aim is the common cause that today unites all industry and all American workers. If we can make our weapons as good, and as tough, as the men who wield them, victory will be well in hand.

**SIMPSON ELECTRIC COMPANY**  
5200-5218 Kinzie Street, Chicago 44, Illinois



# Simpson

INSTRUMENTS THAT STAY ACCURATE

Buy War Bonds and Stamps for Victory







Mary's at work today because  
of an RCA Electron Tube



YESTERDAY she sat at a machine, feeding wires into a press that formed them into their required size and shape. Her hands moved swiftly, automatically, close to the dies in that press.

Then suddenly it happened. She heard her name called, turned her head, and there she came. It was the manager.

"What's the matter?" she asked. "Nothing," he said. "You're just a little out of breath."

match colors, measure wire diameters with an accuracy of one ten-thousandth of an inch.

It may be that we can supply your engineers with information on tubes that will let them design equipment to do some required job faster, better, cheaper, or more safely than you are now doing it. If it can be done the electronic way, chances are RCA has the tubes to do it. For, just as the magic brain of all electronic equipment is a tube, so the fountain-head of modern tube development is RCA.

Write Room 410 at address below for illustrated booklet *Electrons in Action* at RCA.



A curtain of light, reflecting across the front of the machine and returned to the Phototube by means of the two mirrors, automatically—(if interrupted—locks the controls of the machine in safe "off" position.



**RCA ELECTRON TUBES**

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

First of a series of ads appearing in Fortune, Business Week, Modern Industry and United States News.

*Distributors  
and Servicemen  
Please Note*

**T**OMORROW, Mr. Distributor, you may be selling devices like this one that saved Mary's hand from injury. And you, Mr. Serviceman, may be called upon to service the equipment.

A great electronic future is opening up before you. A future in which RCA Electron Tubes will be put to work on a multitude of peaceful, industrial fronts—to perform countless new services—

do many things better, faster, more cheaply, and more safely than was ever before possible.

Many of these tubes are well known to you as radio tubes. The operation of the equipment will often depend primarily on circuits and parts familiar to you in your radio experience.

**Remember**



*The Magic Brain of All Electronic Equipment Is a Tube—and the Fountain-Head of Modern Tube Development Is RCA.*



**RCA ELECTRON TUBES**

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.





## REFRIGERATORS

(Continued from page 21)

be able to make a weekly trip to her locker plant or store in her own refrigerator the products of the commercial quick-frozen food processor. Remember, too, that after the war, the housewife is not likely to abandon entirely canned and glassed foods, in any rush for frozen foods.

### Refrigerator Distribution After the War

The length of the war will influence the mortality of retail and wholesale establishments which once sold automatic refrigerators. Some will undoubtedly drop by the wayside. But most of the pre-war types of refrigerator sales outlets will be functioning again in the post-war period. Electric and gas utilities are divided in their attitude toward resuming appliance selling in the post-war period. Nevertheless, utilities will still be an important selling factor in refrigeration. So will department stores and mail order houses. Furniture stores expect to go back to appliance selling. It is also inevitable that specialty appliance dealers will be expanded in number after peace has been declared.

With all the old and all the new manufacturers of refrigerators after the war, there's bound to be a scramble for retail distribution. If there aren't enough good retailers to go around, it is highly probable that some manufacturers will set up their own system of factory retail outlets.

The radio dealer, the majority of whom sold refrigerators, can once again be an important factor after

the war, provided he is willing to set up his operation on a proper basis. To the writer's way of thinking, one of the prime requisites of profitable refrigerator retailing after the war will be specialty selling. Just as specialty, house-to-house selling was successful in getting over profitable sales of the highest-priced radio receivers, so also it is the way to sell automatic refrigerators most profitably.

While there will be some spontaneous demand for automatic refrigerators that can be sold purely on a store-traffic basis, the most profitable sales will be those made as a result of planned home calls.

### What to Do Now, for Post-war Refrigerator Sales

Just at this point the radio dealer may ask, "So what? If there is to be such a large automatic refrigerator market after the war and if the manufacturers will again seek out the radio dealer, why should I bother to do anything now?" That's a fair question.

The radio dealer who now puts himself in a position to be a good post-war refrigeration outlet will find himself in a better position to talk turkey to a refrigerator manufacturer or distributor after the war, and so make a better deal.

Service is one way to get established in the refrigeration business right now. Millions of refrigerators are in use, but service and repair facilities are harder and harder to get. Any radio dealer who can now set himself up as a competent refrigerator service supplier will gain local consumer prestige and accept-

ance that will be hard to supplant after the war. Furthermore, the radio dealer who, during this war, functions as a refrigerator repair and service station can build up an invaluable prospect list for post-war refrigerator (and radio) selling.

Now is the time to find out which families have old, worn-out and inadequate refrigerators that should be replaced after the war. A good prospect list built now, on service calls, will make it unnecessary for the radio dealer to wait for prospects to come to his store. He can go to the prospect and clinch the sale *before* the woman has started on a round of shopping for her new refrigerator. It's axiomatic that an easier and more profitable sale can be made to the woman who has not received numerous competitive trade-in propositions and whose mind has not been filled with scores of conflicting claims.

The time to do post-war planning as a refrigerator dealer appears to be *now*.

## Future of P. A.

● Public Address commercial equipment will be much better due to its "war Service," says Mr. R. C. Reinhardt, co-founder with C. R. Blumenthal of Atlas Sound Corporation, Brooklyn, now working around the clock for our fighting navy.

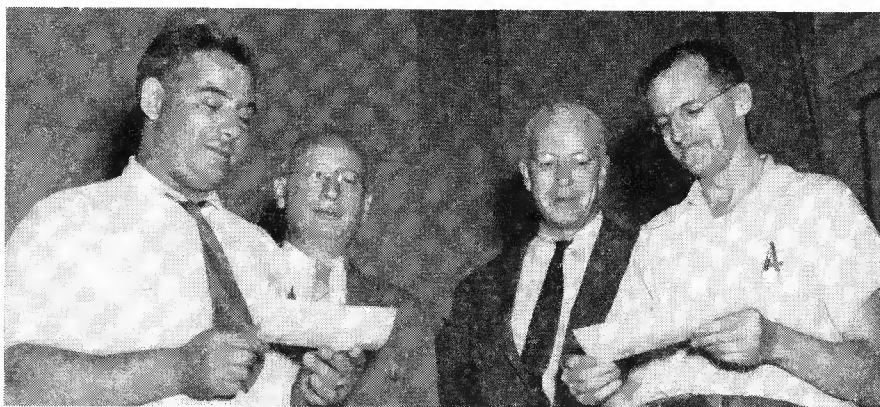
Except for the war, the vast improvements we are going to see in PA would never have been possible, states Mr. Reinhardt, in an exclusive interview with a representative of RADIO RETAILING TODAY. "We could not have afforded to carry on work in such a critical manner," he said, stressing the point that radio men today, who contemplate PA after the war as a business, had better do some serious studying on the *new* PA.

### No Longer a Gadget

"Public Address is no longer a gadget, or a radio man's hobby or side-line, and the fellow presently in PA had better look at it that way, or look forward to the glum picture of going back to the 'hot dog' stand class of business, where too many ser-

(Continued on page 62)

### Stromberg-Carlson "Idea Men"



For production ideas that will step up the manufacture of telephone and radio equipment for the Armed Forces, Stromberg-Carlson employees receive cash awards. Walter Knobles, left, received \$2824.20, and Joseph R. Vella, extreme right, was awarded \$1086.00. Company president Wesley M. Angle is shown third from left; Wilbur W. Hetzel, treasurer, second from left.



# The SPRAGUE TRADING POST

EXCHANGE — BUY — SELL

## Your Own Ad Run FREE

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

SPRAGUE PRODUCTS CO., Dept. RRT-38  
North Adams, Mass.

**CASH PROMPTLY**—For all kinds of test equipment and meters. Give details. LeRoy Green, 402 North Glosier St., Tupelo, Miss.

**NEEDED IMMEDIATELY**—Triplett model 666H or 625T; model 030 Philco signal tracer. Must be in perfect condition. State model, condition, and price. Robert L. Kelsey, 1406 Alamo Ave., Colorado Springs, Colo.

**WANTED**—Volt-ohm-milliammeter, tube checker, 2" or 3" oscilloscope. State make, model and price. George H. Welch, 1235 So. Avolon, Alliance, Ohio.

**BUY OR TRADE**—Crosley facsimile printer, 16 MM sound movie projector. Will trade radio parts or pay cash. George Tate, Chief Engineer, Radio Station WMRC, Greenville, So. Carolina.

**NEEDED**—Multitester and signal generator, of reliable makes. Send price, models and specifications to F. Diaz, 700 Caldwell Ave., Bronx, New York, N. Y.

**TABLE RADIOS WANTED**—Models made after 1936 and of a popular make. Give all particulars, state condition, and price wanted. Robert W. Philo, Tunkhannock, Penna.

**TUBE TESTER FOR SALE**—Model 400 Triumph tube tester in very good condition, with charts. First \$15 takes it. Blackhawk Radio & Service, 200 W. Park Ave., Waterloo, Iowa.

**WANTED**—An A.C. operated tube checker, either new or used, one that will test almost any type of radio tube; also a 6-watt (battery) soldering iron, new or used. State price and details. Jewell Atwood, Elva, Ky.

**RADIOS FOR SALE**—75 console trade-in radios and about 75 chassis of various makes of radios (trade-in)—very reasonable. Lowe Electrical Co., Inc., 503 Main St., New Rochelle, N. Y.

**WANTED**—Volt-ohm-milliammeter, good condition. State details and price. All letters answered. Charles Hinson, 1654 DeKalb Ave., Brooklyn, N. Y.

**FOR SALE**—Jackson 627 tube-tester; Superior 1230 oscillator; Triplett 1671 vibrator tester; 2" oscillograph; Tungar 2 amp. charger; Sunbeam Shave-master; Superior 1240 tube-tester; R. C. P. 446 V.O.M.; Solar condenser tester; Rider's No. 11; Gernsback's 1-2-4-6-7; RCA T.M.V.—128-A Frequency modulator. The Radio Man, 1724 Central Ave., Middletown, Ohio.

**FOR SALE**—Solar BQC condenser checker, used; new Jensen 8" auto speaker; used speakers in good condition, some with new cones 10" and smaller; 1-50Z7G, 2-35Z5GT, 2-35L6GT, 1-50L6GT, 1-0Z4 metal, all brand new and in original sealed cartons. Hurry! L. R. Benorden, Box 52, Llano, Texas.

**TEST EQUIPMENT FOR SALE**—1 Hickok universal signal generator model 17. Has most of the features of latest model 177 Hickok except is not wired for crystal or voltage regulator tube, price \$65.; 1 Jackson Dynamic tube tester model 633. Has all of the features of latest model 634 Jackson except will not test tubes over 30 volt filament without modernization. Price \$35. Both in good condition. George H. Cook, Jr., 1110 Prince St., Brunswick, Ga.

**WANTED**—RCA voltohmmeter or Simpson electronic voltmeter; also 5 ma. copper oxide rectifier. Give description and price. L. E. Kelly, 224 Iowa Ave., Muscatine, Iowa.

**WILL TRADE**—RCA recorder for University speakers, or what have you? Lewis Radio & Sound Service, 233 W. Liberty St., Louisville, Ky.

**RIDER'S MANUALS WANTED**—Would like to buy used set, also good Jackson Volt-ohmmeter. Give details and price. Gray's Radio Service, 214 Morell St., Newark, Ohio.

**FOR SALE**—Neon sign "Radio Shop" and transformer, 5" letters—\$15.; also Carter genemotor 90 and 250 B. volts output, 6 V.A. input—\$10. R. A. Reid, Parkersburg, Iowa.

**"SOS" — TUBE CHART INSTRUCTIONS** for Million model DF tube tester. If can rent chart day or two will recopy and return immediately. F. M. Miller, 117 East 9th, Hutchinson, Kans.

**WANTED**—Pocket volt-ohm-milliammeter, or condenser analyzer, one that checks performance in the set; also following tubes—50L6GT, 35L6GT, 12SK7, 80, 47, and 45. Give details and price. Clyde Culp, Box 88, New Rockford, N. D.

## FREE SERVICE DATA: Making 18 Victory Line Capacitors Do the Work of 473!

Vital materials MUST be conserved for war uses—and this means that servicemen are now faced with the problem of making a "Victory Line" assortment of 18 Capacitors do the work of the approximately 473 replacement types and sizes previously supplied for this work.

But servicemen will cooperate accordingly! They'll use 'em—and they'll make these 18 types fill the bill. What's more, they'll get all the help Sprague can give them in solving the headaches that are bound to arise.

WRITE TODAY for your free copy of the Sprague "VICTORY LINE" Folder. In

addition to listing the 9 Atom Electrolytics and the 9 TC Tubulars now available under wartime restrictions, this contains helpful data for those applications where some real "Juggling" must be involved to make replacements properly. It tells you, for instance, how to replace 600 volt Capacitors with available 450 volt types; how to use dries on wet electrolytic jobs, and much more.

It's a folder that will prove invaluable in your daily work and we want to make sure every serviceman has a copy.

**DON'T MISS IT!**



SPRAGUE  
PRODUCTS CO.

North Adams, Mass.

# SPRAGUE CONDENSERS AND KOOLOHM RESISTORS

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



## P.A. FUTURE

(Continued from page 60)

vice calls will take away all of his doubtful profits," is Mr. Reinhardt's advice.

He points out that the new PA will be rugged and husky in construction. Connections for wiring in and out of units will be massive and durable. Permanent installations will be made in approved fashion, with suitable cable and junction boxes. PA will have grown up to become a rugged adult. Frail construction will be out. PA units and its parts will be comparable to fine motors, lighting fixtures, exhaust fans and other electrical devices.

"Of course," points out Mr. Reinhardt, "the present requirements of the war services will not be totally retained after the war, but the fellow with the 'behind the moulding' wiring practices is going to lose out unless he realizes and studies the vast strides being made in better equipment and better installation methods."

### Future Worth Studying

War equipment today undergoes rigid tests, all of which will be valuable for civilian experience after the war.

The Blast Test, to determine resistance to gunfire, will overcome peacetime difficulties experienced in pressure, noise and in high wind velocities. The Salt Spray and Shock Tests will all be incorporated as peacetime features, with slight modifications. For present war work the entire speaker unit must be airtight and spark-tight, and this, Mr. Reinhardt states, is but another angle for postwar PA to be used in factories or other places where such types would be necessary from a safety standpoint.

That it will be well worth while keeping up with PA's pace, is emphasized by the tremendous potential possibilities in peace times to come. Mobile and portable battery operated sound systems will be used on farms, ranches, by ships, fire departments.

The Atlas Corporation, founded ten years ago, has always been in PA exclusively, making loudspeakers and accessories. "We're still doing our best to supply our loyal jobbers," asserts Mr. Reinhardt, "despite the fact that our facilities are available first for critical combat equipment."

The Atlas Corporation has achieved one hundred per cent results in a three-way campaign amongst its employees, embracing the Red Cross, bond sales and blood donations.

Both Mr. Reinhardt and Mr. Blumenthal devote all of their spare time to activities of the United States Coast Guard.

## Emerson Report

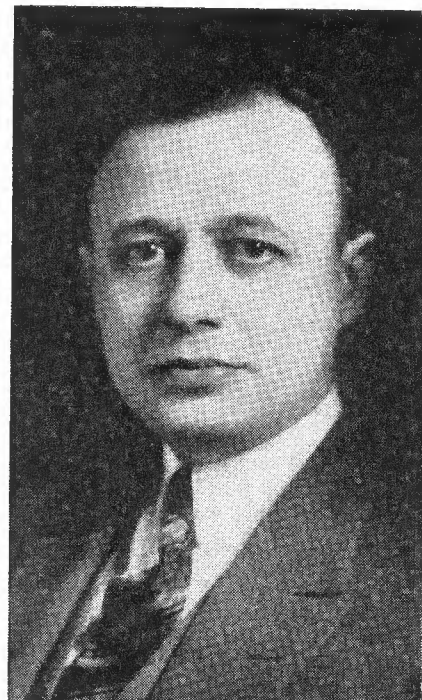
• In a report of its war-production accomplishments during the past year, Emerson Radio and Phonograph Corporation lists radar developments, transceivers, aircraft and tank transmitters and receivers, officers' pocket receivers, aircraft beacon receivers and motorized equipment apparatus as Emerson's contribution to victory. The report, in brochure form, carried a trend chart of the company's shipments to the armed forces.

Supplementing the report to distributors and dealers, Ben Abrams, president of Emerson, stated that the company is now planning a national advertising campaign which will reach everyone in the country. All types of media will be used, including radio broadcasts, full-color pages in leading magazines and newspapers. This campaign will serve two basic purposes: (1) to aid the war effort and (2) to pave the way to a resumption of civilian operations.

### Backlog of Needs Accumulating

In his comments on the future of radio, Mr. Abrams was most optimistic. "As the war goes on, the backlog of civilian radio needs and desires accumulates—now at an estimated rate of from seven to nine million sets per year. Should the war end tomorrow and anywhere near normal conditions obtain, the immediate production and sales potential would be approximately sixteen million small receivers."

One of the many interesting conjectures in the Emerson report was that "should civilian radio production be authorized on any scale before the war ends—and this is not now beyond possibility—Emerson will have prepared the market for the goods it will deliver to you."



Emerson's Abrams visions market

According to Emerson officials, the response of distributors and dealers to the report was widespread and highly interesting. "Those responses," said Mr. Abrams, "clearly indicate a realistic attitude on the part of the trade with respect to the type of merchandise which will be delivered to them when civilian production is first resumed."

### Evolution, Not Revolution

Although expectation is that radio of the future will embody many new developments, distributors and dealers in general realize that those improvements will be possible only as we pave the way for their adoption. National broadcasting facilities will have to be altered for some of the new inventions, but it would be childish to expect that any alterations would be made overnight which would render useless the millions of sets now in use in homes all over the country. There will be many innovations as we go along, but they will be of an evolutionary—and not a revolutionary—nature.

"What is most interesting to me in the many responses to our report is the fact that, by and large, the national radio distributing organization is remaining intact during wartime, so that the radio industry should accordingly be able to move rapidly into civilian production and distribution when the go-ahead signal is given."



FROM HUNDREDS OF MILES AT SEA CAME

# THE ALARM THAT SAVED MIDWAY!



*Midway was ready when the Jap attempt to capture this strategic U. S. outpost came June 4 to 7, last year. Long before the Jap fleet of battleships, carriers, cruisers, destroyers and transports could bring their big guns into range—vigilant patrol planes with modern radio communications equipment had sounded the alarm. Many miles from Midway's shores American planes blasted their fleet...drove their survivors into a frantic homeward retreat.*

REPEATEDLY it has been said—"this war is different". Yes, different because, on land, at sea and in the air, battles are being planned and fought with weapons never before available to our fighting men. Among these is the electronic tube. It is reassuring to know that no nation is making wider or better use of this great weapon of modern warfare than the U. S. A. To help serve the vast requirements of our Army and Navy National Union, for example,

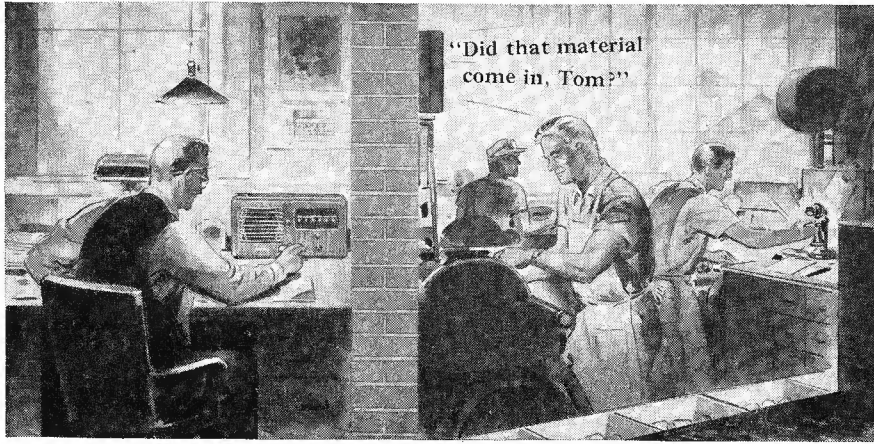
is producing electronic tubes on a scale far exceeding its peace-time peak. Yet, dramatic as are the achievements of electronics in war, there will be even more miraculous peace-time tasks for tubes to perform. Expansion in the use of electronic devices will bring many new calls for service work. With quality tubes, fine test equipment and new merchandising plans, National Union will be prepared, as never before, to help steer this profitable business your way.

NATIONAL UNION RADIO CORPORATION • NEWARK, NEW JERSEY • LANSDALE, PENNSYLVANIA

# NATIONAL UNION RADIO AND ELECTRONIC TUBES

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





## SMALL PLANT WALLS *are Just as Thick*

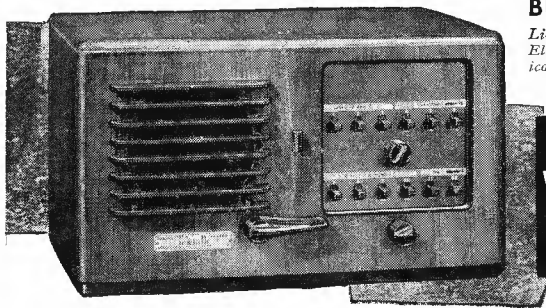
Whether the shop foreman is just behind the office wall in a small plant, or half a mile away in a big one, the time wasted reaching him runs into money.

War orders press just as hard on the small plant; and the modern Teletalk Paging System is the quick, efficient answer to action NOW.

If you are not now selling Teletalk Paging Systems to the many small factories in your community, get in touch with us. Let us show you how Teletalk almost sells itself in these days when there is the utmost need to save lost minutes, speed information on orders, check shipments...the hundred and one things that make quick communication vital.

Teletalk Paging Systems are available with as few as six speaker outlets. They are easy to install, operate from the light circuit.

Write us today. Make Teletalk a profitable addition to your business.



### BUY MORE WAR BONDS

Licensed under U. S. Patents of Western Electric Company, Incorporated, and American Telephone and Telegraph Company

**WEBSTER ELECTRIC**  
**Teletalk**  
REG. U.S. PAT. OFFICE

WEBSTER ELECTRIC COMPANY, Racine, Wis., U.S.A. • Established 1909 • Export Dept: 13 E. 40th St., New York (16), N. Y. • Cable Address: "ARLAB" New York City

**WEBSTER ELECTRIC**

"Where Quality is a Responsibility and Fair Dealing an Obligation"

## MUSIC MERCHANTS MEET IN NEW YORK

Music merchants and distributors of musical merchandise from all over the country attended the 1943 War Conference and Educational Exhibit of the National Association of Music Merchants, August 9th, 10th and 11th, at the Hotel New Yorker in New York.

Radio, record, record accessory and musical merchandise manufacturers were well represented in the exhibit booths.

The NAAM War Conference, according to the pre-announced schedule, commenced at 10 A.M., on Tuesday, August 10th, opening with greetings by Harry D. Griffith, vice-president of the Griffith Piano Co., Newark, N. J., president of the association. Following a talk by a representative of the U. S. Treasury Department, Mrs. William W. Hoppin spoke on the work of the Red Cross. E. R. McDuff, president of Grinnell Bros., Detroit, a director of NAAM, and chairman of the war activities and music and promotion committees, gave a general report.

The Tuesday session was also featured by a talk on governmental measures affecting the musical industry, by Wm. C. Mayforth, chief of the musical instrument and piano unit of WPB. Mr. Mayforth also answered questions asked by his audience. W. C. White, engineer in charge of the electronics laboratory of General Electric at Schenectady, prominent in development work, spoke. Ray S. Erlandson, vice-president of Rudolph Wurlitzer Co., a director of NAAM, reported on membership.

For entertainment, the members listened to a talk by Dr. John L. Davis, "The Will Rogers of the Ministry."

There was also an interesting demonstration of instruction in repairing musical instruments given by experts.

After the War Conference, NAAM members held their 42nd annual meeting and election of officers.

Speakers at other sessions included Dwight F. McCormick, vice-president of Sherman, Clay, San Francisco, and Miss Vanett Lawlor, associate executive secretary of the Music Educators National Conference.

## School of Singing Records

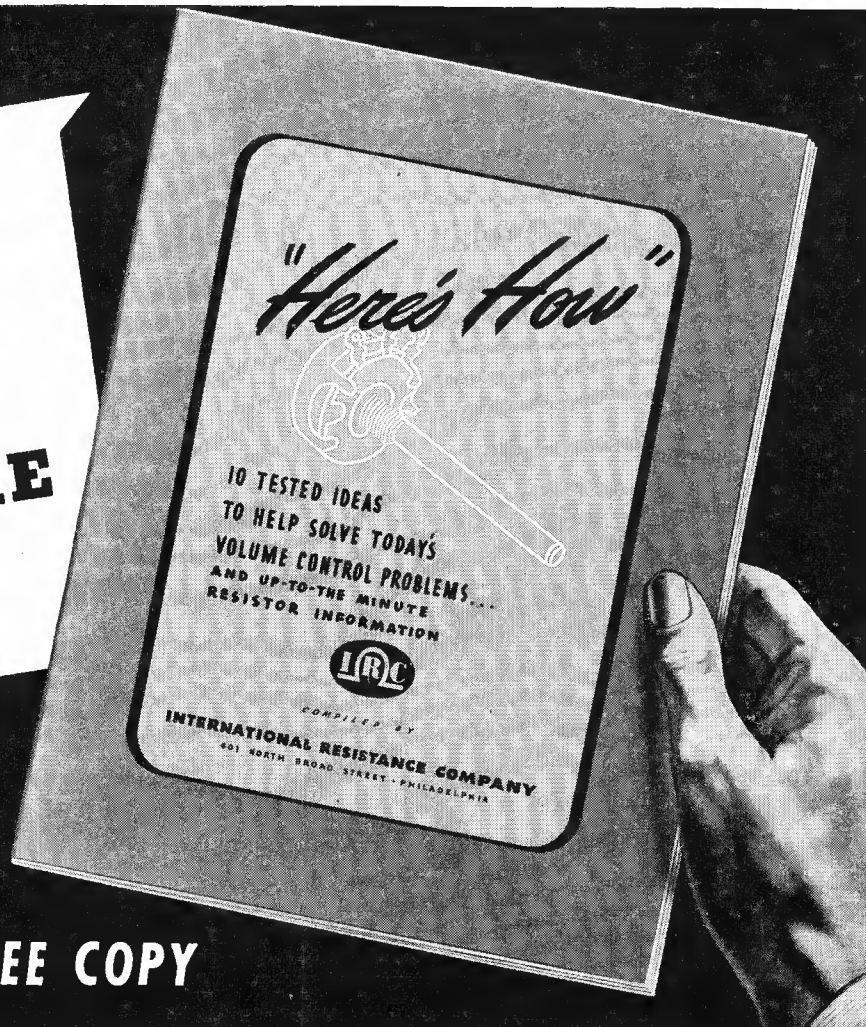
The voice of Queena Mario, who made her debut at the Metropolitan Opera in 1922 as Micaela in Carmen, is heard in the capacity of supervisor on Columbia Recording Corporation's special-immediate release of the Queena Mario School of Singing Records.

The release comprises ninety-one double-face records, of which 56 are ten inch and the remainder twelve.

It is pointed out by Columbia that there are thousands upon thousands of young aspiring singers who are anxious to develop their talents, but are unable to do so because of financial reasons, or inability to find such training available in their own communities.



**New  
IRC  
WARTIME  
AID!**



**WRITE FOR  
YOUR FREE COPY**

Remember the "Here's How" contest, recently sponsored by I R C in leading Service Papers throughout America? . . . Hundreds of Service Men sent in their suggestions on how to replace volume controls and get radio sets working satisfactorily when the controls which normally would be used were not available.

The contest judges had a tough job picking the winners and the runners-up. Piles of letters had to be read—diagrams checked. But now it's all in shape and we've put the *ten top ideas* in a booklet to help everyone in the industry faced with a volume control problem. As an added feature we've included the latest data on ½, 1 and 2-Watt Resistors (both Metallized and Wire-Wound), together with substitution information on 10-Watt Wire-Wound Resistors, now so difficult to obtain.

*These booklets are so timely and so useful to Service Men that we don't think our supply will last very long. May we suggest that you write today for your copy? No charge, of course.*



**CLIP AND MAIL THIS COUPON TODAY**

**INTERNATIONAL RESISTANCE COMPANY  
401 N. Broad Street, Philadelphia 8, Pa.**

**Gentlemen:**

**Please send me a copy of your new "HERE'S HOW" booklet.**

*(Please Print Name and Address)*

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

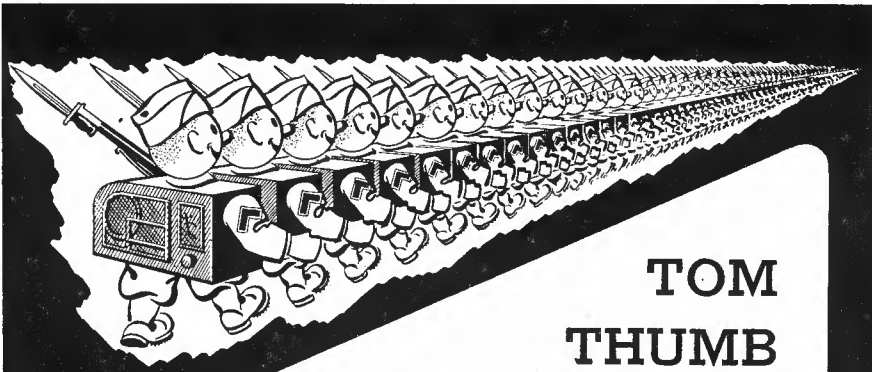
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

My Regular Distributor is

RR





## TOM THUMB IS WITH THE BOYS IN SICILY!

And the TOM THUMB factory has gone all out for victory, doing everything in its power to win the war and win it quick, but when it is all over, there will be a TOM THUMB distributor and dealer program that will again mean profits, prestige and prosperity for the farsighted, progressive merchant.

Make your plans NOW to get on the TOM THUMB band-wagon

# Automatic

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

## GE Official Sees Postwar FM Boom

Stating that despite the fact that war developments will undoubtedly bring improvement in broadcast transmitters, Paul L. Chamberlain of General Electric's electronics department, says that the engineers of his company foresee no radical changes that will serve to prematurely obsolete present equipment.

Predicting the growth of FM, Mr. Chamberlain's statement follows:

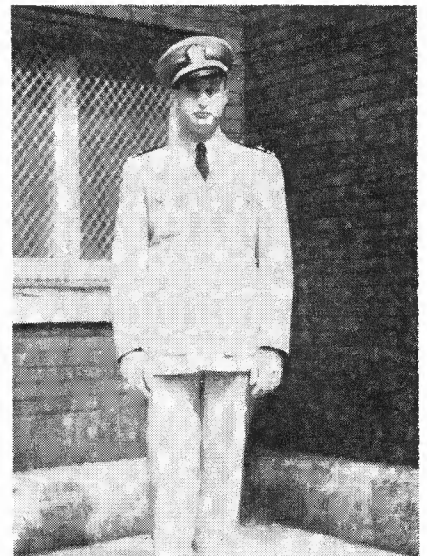
"What we do expect in the field of postwar broadcasting is the replacement by FM stations of many low-powered AM stations which are now handicapped by interference and inadequate signal strength. This probably will mean higher power and more clear channels for the remaining AM stations," he explains.

"We expect television broadcasting to develop rapidly after the war, along with FM radio broadcasting. Manufacturing experience gained in the production of electronic equipment for war will undoubtedly result in lower-priced television receivers after the war and this, plus public demand, should accelerate the expansion of television service.

"After the war, we expect to continue to build all types of transmitters—FM, AM, television—together with auxiliary equipment."

## K. C. Prince in Navy

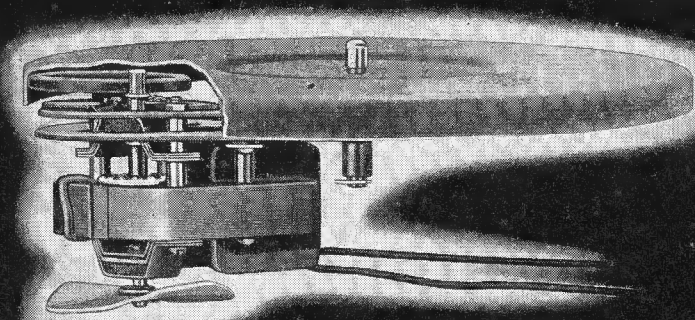
Kenneth C. Prince, Chicago attorney, who has served as executive secretary of the Sales Managers Club, Western Group (now known as the Asso-



Radio expert serves

ciation of Electronic Parts and Equipment Manufacturers) for nine years, and has been otherwise active in the radio and electronic industry, has been commissioned lieutenant (j.g.) in the United States Naval Reserve.

## remember ALLIANCE Phono-motors?



*Let's Swing*

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

REMEMBER ALLIANCE! . . . Your Ally in War as in Peace!

**ALLIANCE MANUFACTURING COMPANY**  
ALLIANCE, OHIO



## Former National Union Man Is Hero

Marine Corporal Robert J. Chenoweth, formerly with National Union Radio Corporation, Newark, N. J., whose home is at 450 Summer Avenue, Newark, has been awarded the Silver Star. The official citation is as follows:

"For conspicuous gallantry and intrepidity while serving with a marine aircraft group in the Solomon Islands. On October 13, 1942 Cpl. Chenoweth,



Union's Chenoweth decorated.

with utter disregard for his own personal safety, courageously left his place of shelter during a severe shelling by Japanese naval forces in order to release men pinned to earth by a fallen tree. On October 18, he again risked his life to rescue an officer trapped in a plane which was burning and dangerously near the explosion point. His undaunted courage on both of these occasions was responsible for saving the lives of men who otherwise might have perished.

## Gillen Named Manager

W. B. Gillen, who has been with G. E. since 1917, has been named manager of manufacturing of the tube division of General Electric, according to an announcement by Dr. W. R. G. Baker, vice president in charge of the department. Mr. Gillen will be responsible for all G. E. tube manufacturing activities at Buffalo, Cleveland, Lynn and Schenectady.

## Another Westinghouse "E"

The Meter Division of Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa., was recently awarded the Army-Navy "E" for outstanding achievement in producing war equipment. This is the 11th Army-Navy "E" banner to be won by Westinghouse.



*Jobbers! Dealers! Many war plants are still handicapped by lack of efficient intercom equipment. Get details today on BELfone, shown in the business-paper ad reprinted below, and share in this priority market now!*

**This switchboard operator is announcing over a BELL Industrial Voice Paging System — another BELL line in demand now.**

# BELfone

## INTERCOMMUNICATION SYSTEMS

For complete, swift, private communication between any or all offices, departments, or executives. BELfone speeds inter-office cooperation, clears telephone lines for outside calls, ends wasted steps and time. Economical standard units combine to fill needs of any type or size. Write for details.



**BELL SOUND SYSTEMS, Inc.**  
1186 Essex Avenue Columbus, Ohio  
Export Office: 5716 Euclid Ave., Cleveland, Ohio



# STANCOR

## TRANSFORMERS

**First Choice of Servicemen!**



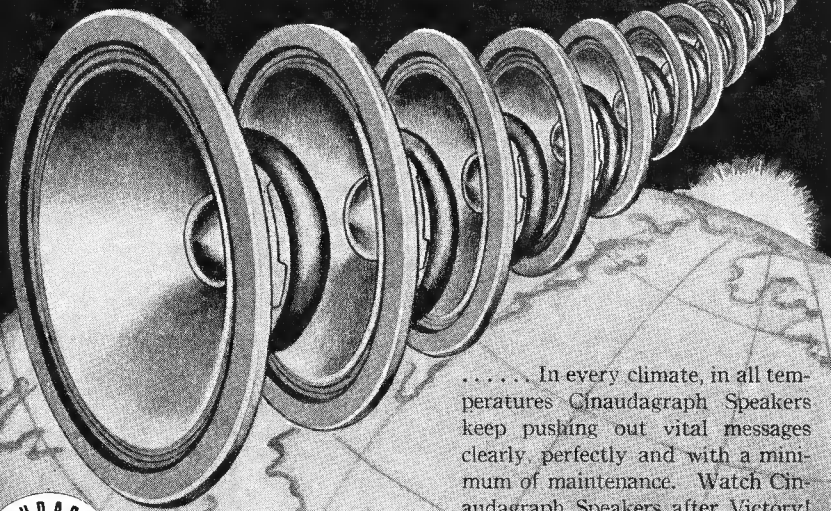
**STANDARD TRANSFORMER**

• CORPORATION •

1500 NORTH HALSTED STREET . . . CHICAGO



# The Sun Never Sets on a CINAUDAGRAPH SPEAKER



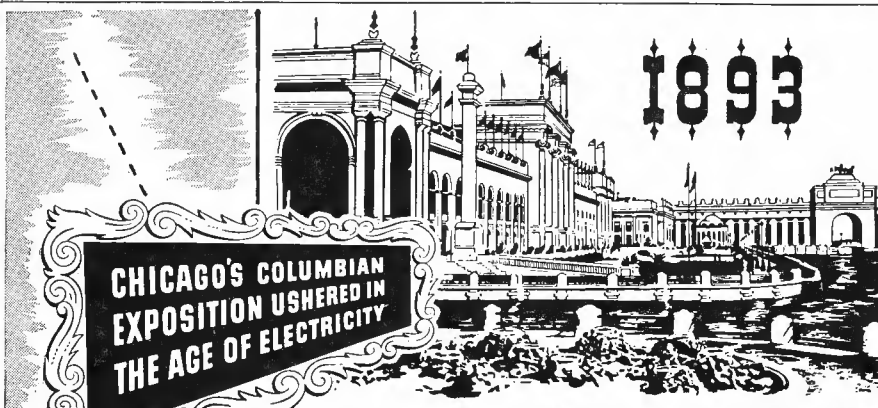
..... In every climate, in all temperatures Cinaudagraph Speakers keep pushing out vital messages clearly, perfectly and with a minimum of maintenance. Watch Cinaudagraph Speakers after Victory!



**Cinaudagraph Speakers, Inc.**

3911 S. Michigan Ave., Chicago

*"No Finer Speaker Made in all the World"*



CHICAGO'S COLUMBIAN  
EXPOSITION USHERED IN  
THE AGE OF ELECTRICITY

in . . . 1895, just two years later, Thordarson ushered in the age of transformer specialization

Consistently since that date . . . year in and year out, Thordarson engineers have always been a step ahead in developing the newest and most needed types of transformers. Today, in practically every country on the face of the earth, Thordarson leadership is an established fact, proven by the manifold tasks which transformers bearing the trade-mark "Thordarson" are successfully performing on the war fronts of the world.



**Transformer Specialists Since 1895**  
ORIGINATORS OF TRU-FIDELITY AMPLIFIERS

## Darrell Bartee at Camp Crowder, Mo.

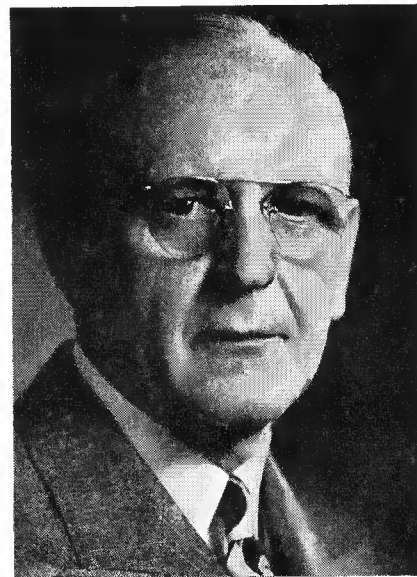
Darrell Bartee, who resigned as managing editor of RADIO RETAILING TODAY (after eight years with that publication and its predecessor, *Radio Today*) to enter the Signal Corps, is now stationed at Camp Crowder, near Joplin, Mo., and not far from his own home in the vicinity of Wichita, Kansas.

Bartee reports his group occupy fine new barracks in this largest of Signal Corps training camps, where he will have 13 weeks of basic and special training. His address is:

Pvt. Darrell Bartee,  
Co. A, 36th Sig. Con. Bn.,  
Camp Crowder, Mo.

## Nash-Kelvinator Makes Two Promotions

G. W. Mason, president of Nash-Kelvinator Corp., Detroit, Mich., has announced the appointment of R. A. De Vlieg as vice president in charge of manufacturing, and the appoint-



R. A. De Vlieg

ment of Harold E. Long as works manager in charge of Kenosha operations of the Nash Motors Division of the Corporation.

Mr. De Vlieg has been with Kelvinator since 1936, and since 1941 has been vice president of the Nash Motor Division. Mr. Long has been with Nash about 26 years.

## "E" for Westinghouse

Westinghouse Electric & Mfg. Company's works at Mansfield, Ohio, has been awarded the Army-Navy "E" banner. The award was presented by Maj. Gen. Thomas J. Hanley, Jr., and was accepted on behalf of the workers by C. L. Van Derau, works manager of the Mansfield plant.



## Safety Pledge by Pioneer



At the Pioneer rally where 1500 employees pledged defeat to absenteeism and accidents, David Bright, president of Pioneer Gen-E-Motor, Chicago, greets Admiral Alexander Charlton.

## Ken-Rad Offers Prizes for Suggestions

Weekly awards for suggestions helping to increase production, eliminate waste, and promote a greater intensity in the war effort have been inaugurated for employees of The Ken-Rad Tube & Lamp Corporation, Owensboro, Kentucky. Originators of accepted suggestions receive cash awards of from \$2 to \$25. Recent winners were: Joseph Strehl, \$25, who suggested an adjustment on a grid machine control box; and Everett L. Bivine and Joe Temple, jointly, who originated an idea for an unwinding device for a cutter for heating wire. Others receiving awards were: Vera Girvin, \$15; L. Vernon Devine, \$10; Lucille S. Bailey, \$10; Roy H. Owen, \$5; James D. Head, \$5; Abe Wells, \$5; W. D. White, \$2.

## Majestic Offers \$1,000 in Bonds as Prizes

In a contest, ending December 31st, 1943, Majestic Radio & Television Corp., offers radio men \$1,000 in war bonds for the most helpful answers to these three questions:

- (1) What types of radios will be in large demand in YOUR locality immediately following victory?
- (2) In what new features or new merchandising policies are you most interested?
- (3) What kind of advertising support do you believe will be most helpful to you?

E. A. Tracey, president, urges contributors to send the answers to him personally, and states that facts and ideas are wanted, and that "fancy" writing will not count.

The prizes are as follows: 1st prize, \$500 maturity bond; 2nd prize, \$250 maturity; 3rd to 13th, \$25 maturity.



## HOMER G. SNOOPSHAW delves deeper into the case of DWINDLING PROFITS!

"Astronomical figures, but they're correct! More than a million 'B' batteries, more than 30 million 'A' cells used every year by hearing aid owners! What an ideal replacement for merchandise no longer available! And the brand that's in demand is BURGESS!"

Pioneers in the hearing aid battery field, Burgess Batteries are already established with agents and consumers.

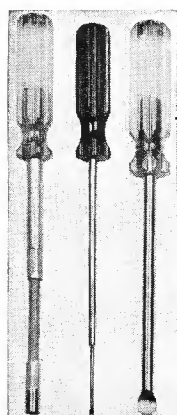
**BURGESS BATTERY COMPANY, FREEPORT, ILLINOIS**



*Don't Overlook*

**BURGESS**  
*Hearing Aid*  
**BATTERIES**

No. T3R, 4½ volts. Most popular size for carbon type aids. Equipped with universal terminal block.



## VACO Ambery Drivers Are **PREFERRED** By Men who know

For Signal Corps trainees . . . for a host of other activities in the war effort, Vaco is supplying screw drivers and small tools designed for efficiency, and to speed up work in the radio and electronic field. Over 173 sizes and types—shock-proof, break-proof. Write for catalog.

Vaco's ability to create special drivers and small tools is aptly illustrated in the panel at left, showing some of our unusual developments.

**VACO**  
**Products Company**  
317 E. ONTARIO ST.  
CHICAGO, ILL.





## DELIVERING THE GOODS!

Yes, RAULAND distributors are "delivering the goods" these days and they're getting the goods to deliver! All of our Intercommunication, Industrial Paging and Sound Equipment is being made available to our distributors these war days on orders bearing the necessary priority ratings. Working under the highly successful FB Distributing Plan RAULAND men are setting sales records *now* as well as effecting excellent contacts for future business.

THE RAULAND CORPORATION . . . CHICAGO, ILLINOIS

• *Electroneering is our business* •

**Rauland**

RADIO . . . SOUND . . . COMMUNICATIONS



- Steatite Insulators
- Ceramic Trimmers
- High Frequency Circuit Switches
- Volume Controls
- Ceramic Capacitors
- Wire Wound Controls
- Sound Projection Controls

*Parts  
by*  
**Centralab**

Div. of Globe-Union Inc., Milwaukee, Wis.

## ADAMS TO HYTRON



Returning to civilian industry from government service as a senior industrial specialist, John Q. Adams joins Hytron Corp. as sales executive. Associated with radio industry over 20 years, he was previously with the Continental Radio & Television Corp.

## Westinghouse Lets Many Subcontracts

In a recent report to the Westinghouse Electric & Mfg. Co. board of directors, it was shown that the Company has awarded approximately \$173,000,000 worth of war orders to subcontractors since it started its "spread the work" policy in 1941.

According to estimates, these subcontracts represent 52,000,000 man hours of work, or the equivalent of keeping more than 26,000 men busy for one year on the basis of a normal working day, reported A. W. Robertson, Westinghouse Chairman.

## Two Are Promoted by Bell & Howell Company

Knute Petersen, who was assistant job rater and chief of standards at Bell & Howell Co., Chicago, has been promoted to the position of assistant production manager. Mr. Petersen also holds the titles of wage coordinator, assistant secretary to the company, and secretary of the central control planning committee.

Bell & Howell Co., who make motion picture equipment and optical devices, have also announced the advancement of Harold J. Peterson to the post of Chief Tool Engineer. Mr. Peterson was formerly section head in the tool design department, where he began work in 1935.

## J. Louis Schultz Dead

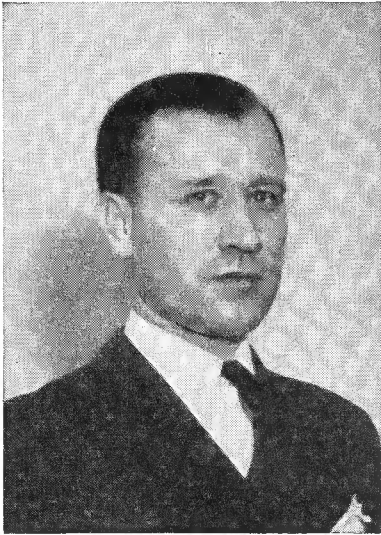
Word has been received of the recent death of J. Louis Schultz, secretary and treasurer of the New Orleans Auto Supply Company, New Orleans, Louisiana.



## R. J. Cordiner Again With General Electric

Ralph J. Cordiner, who resigned in June as vice chairman of the War Production Board, has been appointed as assistant to the president of General Electric Company.

Mr. Cordiner, who was formerly president of Schick, Inc., of Stamford, Conn., has been closely associated with the radio and electrical appliance field. Prior to going with Schick he



R. J. Cordiner who returns to G.E. as assistant to the president.

was general manager of the appliance and merchandise department of the General Electric Company, where he succeeded Chas E. Wilson, now executive vice chairman of WPB. Mr. Cordiner has also served as manager of G.E.'s radio division.

General Electric President Gerard Swope made the announcement of the appointment of Mr. Cordiner as his assistant.

### Craig Heads Radio Div.

Palmer M. Craig, who for the past two years has been chief engineer in charge of radio communications equipment development, has been named chief engineer of the Radio Division of Philco Corp., John Ballantyne, president, has announced.

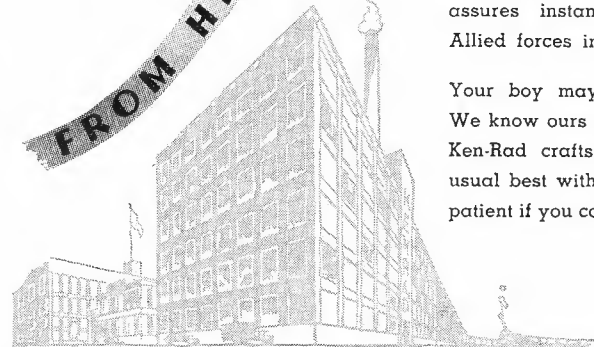
Mr. Craig, who was formerly associated with the Westinghouse Co., joined the Philco Research Laboratories as a radio engineer in 1933.

### WPB Appoints Dr. Hector

Dr. L. Grant Hector, formerly chief engineer with the National Union Radio Engineering Co., of Newark, N. J., has been appointed production consultant on miniature tubes in the Radio Division of the War Production Board. Dr. Hector will seek to increase production and improve quality of these receiving tubes through coordinated efforts of the manufacturers. The appointment was announced by Ray C. Ellis, director of the division.



FROM HERE TO HERE



Every minute of every day somewhere an American flyer an isolated Ranger an embattled tank crew a blasting warship a tank destroyer outfit all stake their lives on the performance of Ken-Rad Electronic Tubes

In Ireland as an example Ken-Rad equipment in the new convenient handy-talkies assures instant communication between Allied forces in training for invasion

Your boy may be out there somewhere We know ours are Knowing this every Ken-Rad craftsman is inspired to do his usual best with unusual care Please be patient if you can't get Ken-Rad Tubes today

# KEN-RAD

RADIO TUBES • INCANDESCENT LAMPS • TRANSMITTING TUBES

OWENSBORO • KENTUCKY

REPAIRS - SPEAKERS  
CONES  
FIELD COILS



LEOTONE

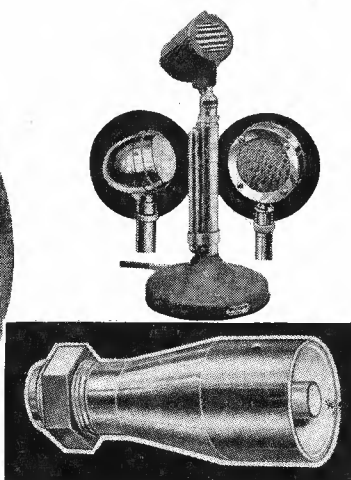
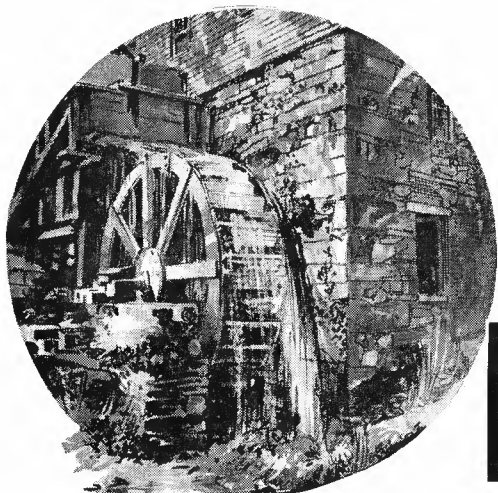
Send in complete speakers or remains of cones and field coils and we will rebuild them.

Due to WPB regulations, sales of speakers, cones and field coils are restricted to a minimum but we are equipped to *re-build* any and all types of speakers.

LEOTONE RADIO CO., 63 Dey St., New York 7, N. Y.

"Hard to Get Replacement Parts"





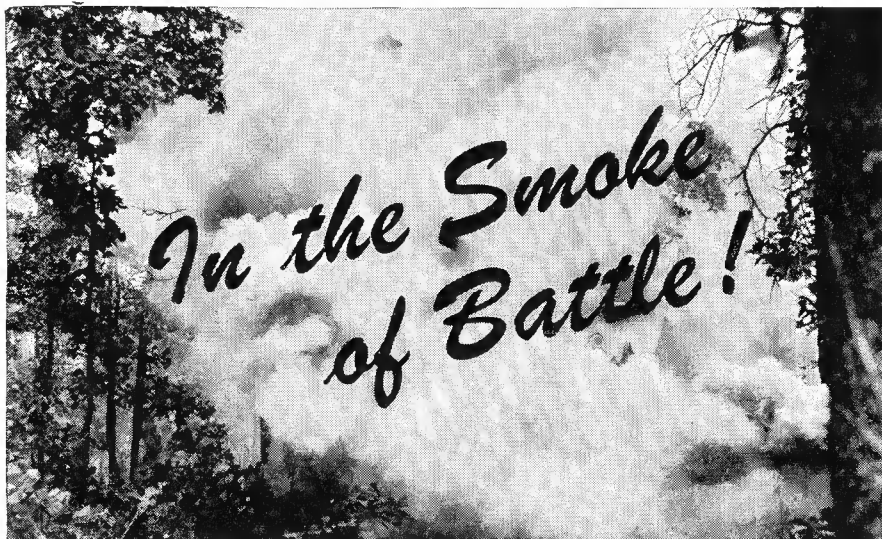
## 'Round and 'Round We Go...

• Day in and day out, Astatic's manufacturing facilities are devoted in large part to the production of Constant Impedance High Frequency Connectors, Co-axial Cable Connectors and Multi-contact Plugs and Sockets for electronic equipment. All energies are devoted to maintaining production standards to bring victory closer. For those industries with high priority ratings, Astatic continues to manufacture a limited number of Microphones and Phonograph Pickups for which Astatic is so widely known.

**ASTATIC**

IN CANADA:  
CANADIAN ASTATIC, LTD.  
TORONTO, ONTARIO

**THE ASTATIC CORPORATION**  
YOUNGSTOWN, OHIO



... the radio of the future is being tested today—unerringly carrying out the strategy and guiding the action of our armed forces.

When the battle smoke has cleared away, Sentinel, now producing war equipment exclusively will be ready with up-to-the-minute radios and electronic devices that will thrill a production-hungry market... Equipment which has stood the acid test of war ... Merchandise that promises volume sales for Sentinel dealers.

**SENTINEL RADIO CORPORATION**  
2020 Ridge Avenue, Evanston, Ill.

Quality  
Since 1920

# Sentinel RADIO

## Distributorships Are Favored by Crosley

In an open letter to its distributors and dealers, The Crosley Corporation has taken a definite stand in favor of independently owned and operated distributor set-ups as against factory branches.



For Independent Jobber

J. H. Rasmussen, commercial manager of Crosley, points out some salient reasons for the corporation's stand on this highly controversial subject, as follows:

1. "The American system of free enterprise exists today because of the major contributions that small business has made to 'our way of life.' In our opinion, small business has been and will continue to be a powerful force.

2. "From a strictly trade standpoint, we believe that distributor management which has money invested in the business will render a better service. There is more "at stake". Final authority, as well as responsibility, is within the distributorship—not at some distant headquarter point.

3. "A home owned independent distributor has a more intimate knowledge of local conditions. A home company will be more cognizant of and responsive to the problems of *all dealers*—small and large.

4. "Factory branch managers are inclined to "yes" the factory—to let it go "stale". An independent distributor is freer to criticize and is better able to influence factory policies on product—merchandising and service. Certainly he knows his dealers' credit needs better than a factory treasurer.

5. "The independent distributor's employees accept greater responsibility and deliver a better service to dealers because final authority is vested within the local operation.

6. "We believe that with good products and factory programmed merchandising, alert independent distributors will fulfill their enlarged business responsibilities when civilian production is again allowed."



## Zenith Plan Saves Government Millions

In a story released by Hugh Robertson, executive vice president and treasurer of the Zenith Radio Corp., Chicago, it is stated that the government is saving incalculable millions of dollars in royalty payments on radio patents as the result of a plan proposed to the Signal Corps in 1941 by Commander E. F. MacDonald, Jr., Zenith president.

Under this plan, which has been accepted by all but three or four of the country's manufacturers of radiomic equipment, each company has granted the government a free license for the duration of the war under all patents it owns or controls.

## Decca Sales Climb

Decca Records, Inc., reports consolidated net profit for the six months ended June 30, 1943, amounted to \$428,348 (unaudited), after provision of \$554,049 for all estimated income and excess profits taxes in accordance with the 1942 tax law.

This is equal to \$1.10 per share on 388,325 shares of capital stock outstanding last June. This compares with a net profit of \$379,783, equal to 98 cents per share on the same amount of stock outstanding in the corresponding period of 1942.

## Gilmore To Retire

After serving the Western Electric Company as secretary for 41 years, Harry B. Gilmore will retire September 1st, it was announced following a recent meeting of the company's directors. Norman R. Frame, assistant secretary, was elected to succeed Mr. Gilmore.

## RAYTHEON'S MARSHALL



Accepting four Army-Navy E's for the firm, president Lawrence K. Marshall of Raytheon Mfg. Co., Newton and Waltham, Mass., speaks before 20,000 guests at the Governor's estate in Waltham.

Some Things are REALLY Scarce Right Now\*



*\*(Especially Radio Servicemen!)*

**S**OME presently scarce commodities may soon become plentiful, but needs of the military preclude the possibility of adequate civilian radio servicemen for the duration.

Therefore, those who are left at home must work with utmost efficiency to maintain the millions of home-front sets.

Today it's your patriotic duty to ration your time; use it so you get the utmost production out of each unit of labor.

Use your testing instruments—employ the latest servicing techniques—and reach for one of your thirteen RIDER MANUALS before you begin each job. These volumes lead you quickly to the cause of failure; provide the facts that speed repairs.

It isn't practical or patriotic to waste time playing around, guessing-out defects. Today you must work with system and certainty. RIDER MANUALS provide you with both.

### RIDER MANUALS

Volumes XIII to VII .....\$11.00 each  
 Volumes VI to III ..... 8.25 each  
 Volumes I to V, Abridged .....\$12.50  
 Automatic Record Changers and Recorders 6.00

### OTHER RIDER BOOKS YOU NEED

The Cathode Ray Tube at Work  
 Accepted authority on subject.....\$3.00  
 Frequency Modulation  
 Gives principles of FM radio ..... 1.50  
 Servicing by Signal Tracing  
 Basic Method of radio servicing ..... 3.00  
 The Meter at Work  
 An elementary text on meters ..... 1.50  
 The Oscillator at Work  
 How to use, test and repair ..... 2.00  
 Vacuum Tube Voltmeters  
 Both theory and practice ..... 2.00  
 Automatic Frequency Control Systems  
 —also automatic tuning systems ..... 1.25  
 A-C Calculation Charts  
 Two to five times as fast as slide rule.  
 More fool-proof. 160 pp. 2 colors..... 7.50  
 Hour-A-Day-with-Rider Series—  
 On "Alternating Currents in Radio Receivers"—  
 On "Resonance & Alignment"—On "Automatic  
 Volume Control"—On "D-C Voltage Distribution"  
 90c each

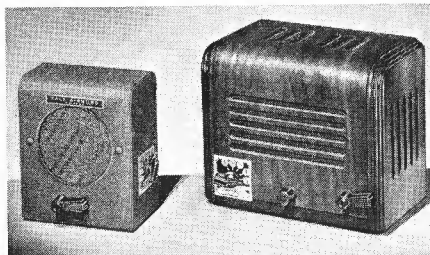
### JOHN F. RIDER PUBLISHER, INC.

404 Fourth Avenue • New York City  
 Export Division:Rocke-International Electric Corp.  
 100 Varick Street, New York City Cable: ARLAB

# RIDER MANUALS

## SPEED REPAIRS — AND VICTORY

### THIS NEW TALK-A-PHONE MODEL ADDS



still more  
**"PUNCH" to  
 a great line**

### Model LP-77

offers a flexible  
 inter-com system,  
 making possible

hook-up of several master stations with selective type staff-stations. Sub-stations originate conversation with master of their choice . . . all latest Talk-A-Phone features . . . low priced . . . dependable operation . . . a natural stimulus to jobber sales. Get details immediately.

**TALK-A-PHONE MFG. CO.**  
 1219 W. VAN BUREN STREET CHICAGO, ILLINOIS





● This PRSV—"V for Victory"—Aerovox Dandee is geared to wartime radio maintenance. The high-grade dry electrolytic section is housed in the moisture-proof cardboard case with wax-sealed ends. Long and satisfactory life is guaranteed. Millions of Dandeeds in use prove it.

And that is just another example of how Aerovox engineering and production efforts are helping win this war on the battle and home fronts alike.

### DANDEES:

PRS Single-Section Dandeeds in 25 to 450 v. D.C.W. ratings, 4 to 100 mfd.

PRS-A Dual Dandeeds, concentrically wound, three leads, 25 to 450 v. D.C.W. 8-8 to 20-20 mfd.

PRS-B Dual Dandeeds, separate sections, four leads, 150 to 450 v. D.C.W. 8-8 to 20-20 mfd.

● Consult our jobber, regarding your wartime servicing requirements. Ask for latest Aerovox catalog. Or write us direct.



AEROVEX CORP., NEW BEDFORD, MASS., U. S. A.  
In Canada: AEROVEX CANADA LTD., HAMILTON, ONT.  
Export: 100 VARICK ST., N. Y. C. • Cable: 'ARLAB'



Wm. J. Russell  
With Landers, Frary & Clark.

### Wm. J. Russell With Universal Concern

William James Russell, former manager of engineering at Westinghouse, has been appointed vice president in charge of Engineering for the Universal Company, is the announcement of R. L. White, president of Landers, Frary & Clark, household appliance manufacturers, New Britain, Connecticut.

Mr. Russell has a distinguished record in the engineering field with which he has been associated for 22 years. In announcing the appointment, Mr. White said, "Mr. Russell, one of the household appliance industry's outstanding engineers brings with him a wealth of 'know how' in appliance engineering that should prove of material benefit to our company in the years ahead."

### RCA Employees Aid in Ship Launching

Climaxing an inter-plant drive for workers' suggestions, four men and a girl, employees of the RCA Victor Division of the Radio Corporation of America, whose ideas for increasing war production have effected vital savings in time, manpower and critical materials symbolized their joint blow against the Axis by sharing honors in the launching of a Victory ship at Mobile, Alabama, recently.

Top award went to a radio enthusiast—Robert W. Young, 26-year old Philadelphian from the Camden plant, who suggested a new method of cutting valuable quartz crystals used in vital communications equipment.

### Admiral Appoints Agent

Admiral Radio has appointed the Foreign Advertising & Service Bureau, New York, as its export advertising agency. Joseph L. Palmer will have charge of the account.

**PEERLESS ALBUM** WHEN A RECORD NEEDS A FRIEND

## DESIGN For SELLING

illustrating the LIBRARY EDITION

with **PROTECTO FLAP**

● A famous architect has said that an unflinching test of a design is the measure of its utility. The Peerless Protecto Flap achieves a high rank judged by that standard. The exclusive crash-proof flap is the perfect method for protection and preservation of more-than-ever precious records. Protecto Flap Albums are designed for sales . . . get your share.

# PEERLESS

Album Co., Inc.  
38-44 W. 21st St., New York, N.Y.

## TAKE GOOD CARE OF YOUR GREENLEE PUNCHES

*They are difficult to replace . . . hard to get along without*

For quick results in cutting holes for connectors and other receptacles in radio chassis, there is no substitute for a set of handy Greenlee Punches. So, if you have a set, take good care of them. They are difficult to replace . . . hard to get along without. If they need sharpening, here are a few important instructions.

● Never file or grind outside of cutter. Sharpen cutting edges from both points back to location shown. Do not alter original angle of cutting edge. Leave 1/32" stock on edge. Blunt edges stand up longer, prevent breaking cutter points.

SHARPENING AREAS DO NOT FILE O.D.

For essential needs, Greenlee Punches are still available—sizes range from 3/4" to 2 3/4". For meters, Knockout Cutters are also available for cutting holes up to 3 1/2". For complete details, write for Catalog 33E

## GREENLEE TOOL CO.

1908 Columbia Ave., Rockford, Illinois



# VOICE COMMUNICATION COMPONENTS

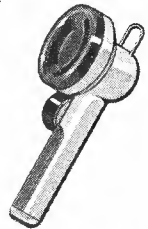


KEITH THOMAS

UNIVERSAL now makes available to prime and sub-contractors complete voice communication components from microphone to plug, manufacturing these units in entirety within its own plants.

MICROPHONES, SWITCHES, PLUGS and JACKS now ready for earliest possible deliveries to manufacturers of all types of military radio equipment . . . making available the vast experience and engineering ability of this exclusive microphone manufacturer.

Available from stock, 1700U series microphone. Single button carbon type, push-to-talk switch, etc. For trainers, inter-communication and general transmitter service.



**UNIVERSAL MICROPHONE CO. LTD.**  
**INGLEWOOD, CALIFORNIA**  
 FOREIGN DIVISION, 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA  
 CANADIAN DIVISION, 560 KING STREET W., TORONTO 2, ONTARIO, CANADA

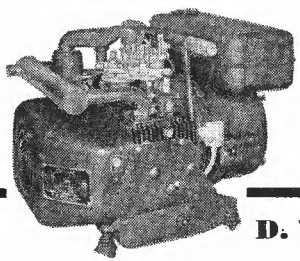
## ONAN ELECTRIC PLANTS



*Electricity for  
Any Job Anywhere*

★ ONAN GASOLINE DRIVEN ELECTRIC PLANTS provide electricity in locations where it is not otherwise available, and for emergency and standby service for all communications work.

Thousands of these reliable, sturdy Plants are doing a winning job on all the fighting fronts by providing electricity for Communication and other war tasks. Ratings from 350 to 35,000 watts. A.C. 50 to 800 cycles, 110 to 660 volts. D.C. 6 to 4000 volts. Also dual A.C. and D.C. output models. Air or water cooled.



Details gladly furnished on your present or post-war need for Electric Plants.

**D. W. ONAN & SONS**

2010 ROYALSTON AVE. • MINNEAPOLIS, MINN.

## Cooperative Advertising for FIDELITONE DEALERS



**De Luxe Record  
Carrying Bags  
as Low as  
\$4.50 PER THOUSAND**



Permo Products Corporation is offering Fidelitone dealers these high-quality imprinted record carrying bags for as little as \$4.50 a thousand . . . one-third the actual cost. Because of the nature of the promotion, Permo is paying the balance. These good-looking, easy-to-use bags are walking ads for your store. Take advantage of this special offer now. Write for complete details and costs.

**PERMO PRODUCTS CORPORATION**  
6415 RAVENSWOOD AVENUE CHICAGO, ILL.





## BEFORE DURING AFTER

BEFORE the war SNYDER products satisfied the nation's peacetime Antennae requirements for more than a decade.

DURING these war years, use has demonstrated the correctness of design and operation of their products. Their record of accurate and dependable performance is the basis of their war-wide acceptance.

AFTER the war is won post-war plans include SNYDER's continued leadership in the field.

ANTENNAE & ASSOCIATED PRODUCTS



★ **PRACTICAL** ★  
**SMOKE ABATEMENT**

The only sound method for eliminating smoke and soot *must* be based on improved equipment for burning coal. Our improvements give this long sought efficiency. Approved by municipal smoke commissions and inspectors.

We are justly proud of the

**STIGLITZ**  
WARM-AIRE HEATER



Victory Model V-618  
with exclusive Air-Jet Carburetion

- Saves 1/3 on coal
- One firing lasts up to 3 full days
- Burns the smoke and soot

Proven Satisfactory from Coast to Coast

**STIGLITZ**  
4 Generations of Manufacturing Heating Equipment  
**FURNACE & FOUNDRY CO.**

"The Oldest Stone Factory in America"  
2007 PORTLAND AVE., LOUISVILLE, KY.  
Marketed Through Leading Distributors — Exclusively

★

## Capacitrons, Inc., Is New Company

The formation of Capacitrons, Inc., 318 West Schiller, Chicago, Ill., has been announced by R. F. Laycock and A. Sklar, representing fifteen years background in the manufacture of capacitors.

A statement by Mr. Laycock says: "Present day industrial and military needs call for equipment to withstand greater mechanical, electrical, temperature and pressure changes—greater even than a year ago. With this in mind Capacitrons, Inc., has developed a new and stronger method of sealing metal containers—an hermetic seal not previously used in the industry. This method of fabrication meets and surpasses the Army and Navy requirements."

## New Columbia Packaging

Continuing its policy of attractive packaging of symphonies, operas, concertos, etc., Columbia Recording Corp., is currently introducing a handsome 12" three pocket album which can be filled by the dealer according to any customer's preferences. The album retails for 50 cents which opens a brand new field for \$3.50 sales instead of \$1.00 sales.

## Cedar Chest Factory Bought by Sonora

The purchase of the plant and facilities of the Standardline Wood Mfg. Co., to be operated by the Sterling Wood Mfg. Co., a newly organized Illinois corporation, has been announced by Sonora Products, Inc.

The company will produce cedar chests, some of which were exhibited at the recent furniture show in the firm's display rooms at the Furniture Mart in Chicago. According to Walter P. Roberts, who was connected with the Standardline Co., for 27 years, and who has been appointed manager of Sterling, limited production of chests is now going on in the Chicago plant, and are being sold to jobbers.

## Bob Shellow to Sheridan Electro

Robert Shellow, known as "Bob" to electrical and radio men, has just become a partner in the Sheridan Electro Corporation, whose handsome new factory is located at 2850 South Michigan Avenue, Chicago. The Sheridan organization before the war manufactured Vogue household electrical equipment, and expects to re-enter this field in the post-war period, as well as becoming very active in radio manufacturing. At present, of course, its output is all devoted to war products.

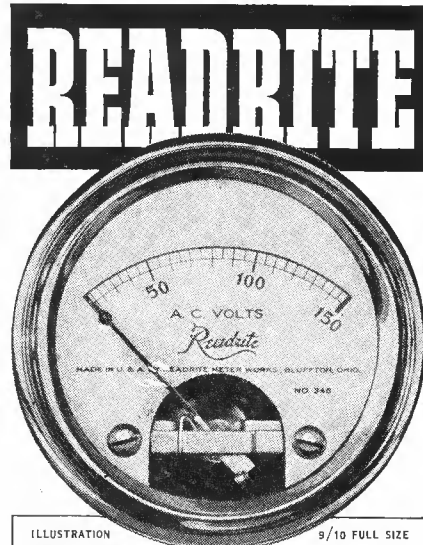


ILLUSTRATION MODEL 55 "L" 9/10 FULL SIZE

## A.C. METERS D.C.

Available in all catalogued models and ranges

Scale — 80° — 1 1/2" on enameled metal plate. *Specify Range A.C.*

Construction — Full bridge moving iron type with hard steel pivots. *Add "L" or D.C. after catalog model number*

Accuracy — ± 5% Full Scale or ± 2% any one point to order.

Mounting — 2 3/8" diameter hole. 7/8" depth behind flange. *Readrite*

READRITE METER WORKS, Bluffton, Ohio

*University*



**REFLEX SPEAKERS**  
now the accepted **STANDARD** for all **WAR USE**

• **EVERY UNIVERSITY REFLEX** the result of years of pioneering research and development.

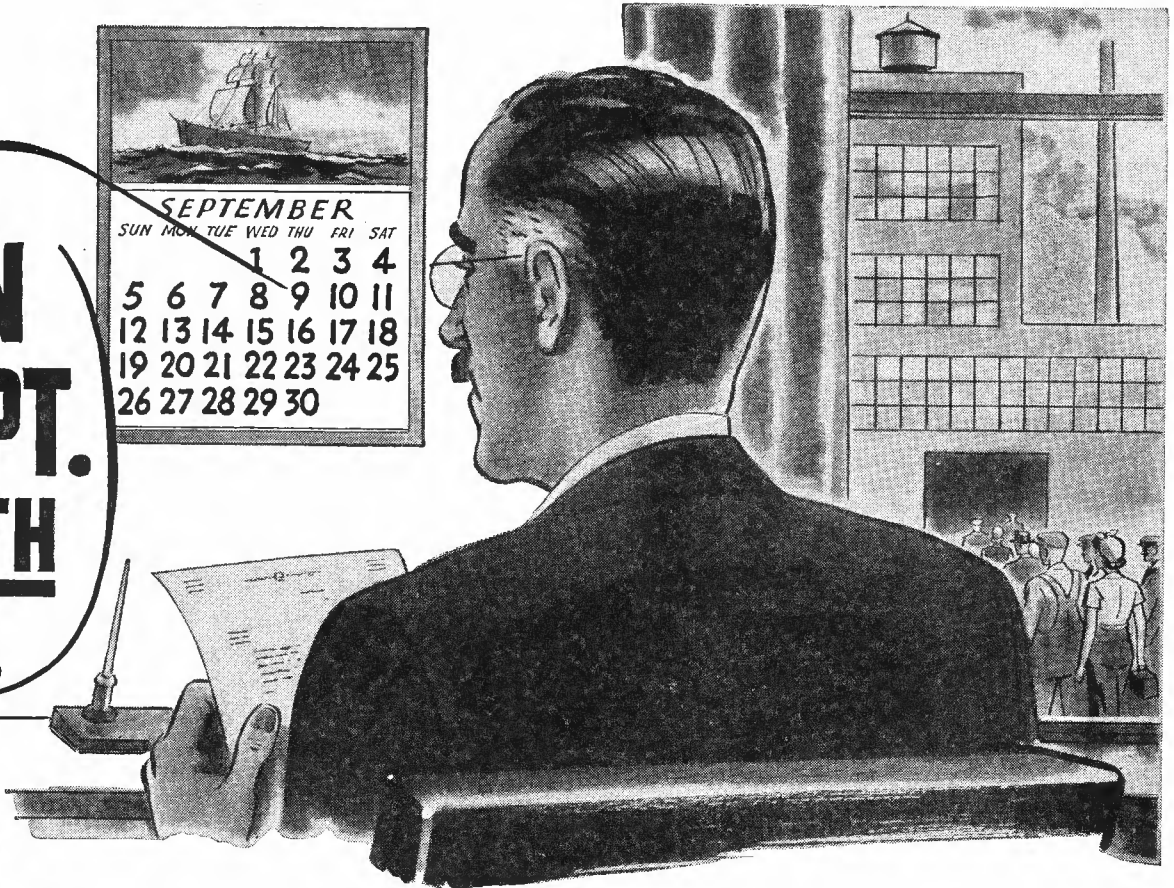
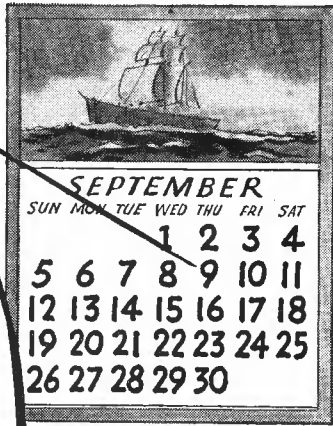
• **EVERY HIGH EFFICIENCY SPEAKER** in University's extensive line of power speech reproducers has a vital part to play in the WAR program.

• **REMEMBER** University is now producing many special speakers for the Army, Navy & Signal Corps. Submit your special problem direct to the engineering dept.

**UNIVERSITY LABS., 225 VARICK ST., NYC**



**ON  
SEPT.  
9<sup>TH</sup>**



# Your Bond Selling Responsibilities Double!

Starting September 9th, your Government will conduct the greatest drive for dollars from individuals in the history of the world—the 3rd War Loan.

This money, to finance the invasion phase of the war, must come in large part from individuals on payrolls.

*Right here's where YOUR bond selling responsibilities DOUBLE!*

For this extra money must be raised *in addition* to keeping the already established Pay Roll Allotment Plan steadily climbing. At the same time, every individual on Pay Roll Allotment must be urged to dig deep into his pocket to buy *extra* bonds, in order to play his full part in the 3rd War Loan.

Your now *doubled duties* call for these two steps:

1. If you are in charge of your Pay Roll Plan, check up on it at once—or see that whoever is in charge, does so. See that it is hitting on all cylinders—and *keep it climbing!* Sharply

increased Pay Roll percentages are the best warranty of sufficient post war purchasing power to keep the nation's plants (*and yours*) busy.

2. In the 3rd War Loan, every individual on the Pay Roll Plan will be asked to put an *extra two weeks salary* into War Bonds—over and above his regular allotment. Appoint yourself as one of the salesmen—and see that this sales force has every opportunity to do a real selling job. The sale of these *extra* bonds cuts the inflationary gap and builds added post-war purchasing power.

Financing this war is a tremendous task—but 130,000,000 Americans are going to see it through 100%! This is their own best *individual* opportunity to share in winning the war. The more frequently and more intelligently this sales story is told, the better the average citizen can be made to understand the wisdom of turning every available loose dollar into the finest and safest investment in the world—United States War Bonds.

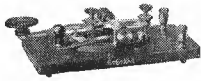
**BACK THE ATTACK**  **With War Bonds!**

This space is a contribution to victory today and sound business tomorrow by "RADIO RETAILING TODAY"



## DELIVERY? RATING?

HERE'S THE INFORMATION ON THESE SIGNAL PRODUCTS



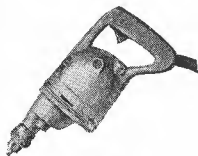
TELEGRAPH AND WIRELESS INSTRUMENTS

112-K

In addition to our government contracts for Wireless and Telegraph Instruments we have a factory stock of most all of these items for immediate shipment on orders with AA-5 or higher rating.

*If you are not getting our weekly factory stock list send for your copy*

### SIGNAL Portable Electric Drills



OB-4

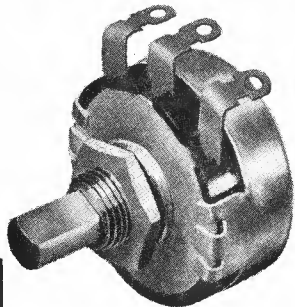
OB-8 light duty  $\frac{1}{4}$ " , OB-4 standard duty  $\frac{1}{4}$ " , and OB-5 standard duty  $\frac{1}{2}$ " . . . are obtainable on A-9 or higher rated orders. Delivery on new orders about September 1st.

## SIGNAL ELECTRIC MFG. CO.

MENOMINEE, MICHIGAN

Offices in all principal cities

**SIGNAL**



50 ohms to 5 megohms.

★

Choice of taps and tapers to meet replacement needs.

★

## Stabilized!

★ The new Clarostat composition element is fully stabilized. The resistance is accurate to begin with. It stays that way in constant usage. Relatively unaffected by humidity, temperature and other climatic conditions. Really dependable. That's why controls with this new resistance element are now found in fine instruments, critical electronic assemblies, and quality radio receivers.

★ Ask your jobber for Clarostat Controls!



CLAROSTAT MFG. CO., Inc. • 285-7 N. 6th St., Brooklyn, N. Y.

## Columbia Managers Met in Bridgeport

All the district managers of the Columbia Recording Corp., recently convened for a series of meetings and discussions with personnel at the Columbia Recording Factory in Bridgeport, Conn. The three day session was held for the purpose of formulating plans to overcome present day market difficulties. Representatives were given first hand information on factory methods, advanced production, and means of assuring continuous smooth operation from factory to distributor to dealer.

Among officials attending were Edward Wallerstein, president of Columbia Recording Corp., Paul Southard, vice president in charge of sales; Jim Hunter, vice president in charge of production and Alex Steinweiss, advertising manager.

## Used Appliance Drive

Dealers and utility companies in many parts of the country are seeking home electrical appliances for resale. New York appliance dealers in Manhattan, the Bronx, Brooklyn and Queens, in cooperation with the Consolidated Edison System Companies, are urging persons with appliances not being used, either in working condition or capable of repair, to turn them in to dealers in exchange for war stamps.

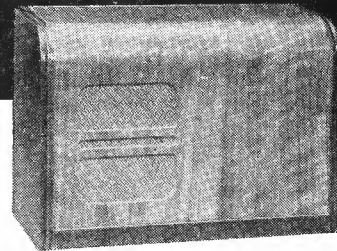
As a result of this drive it is expected that over half a million idle appliances will be made available in the metropolitan area of New York.

## PROVES NEEDLE ANGLE



Fred Williamson, a creator and perfecter of phonograph needles, illustrates that lesser angular deflection of needle's point improves tone. He recently released further innovations in recording to Aero Needle Co., marketed as the Aeropoint.

## INCREASE YOUR EARNINGS WITH VAUGHAN'S MASTER BLANKS



Cabinets as illustrated, speaker opening cut, opposite side blank.

These modernistic cabinets have been designed to fit every type chassis up to  $10\frac{1}{2}$ " which covers practically all makes. Constructed from beautifully grained walnut, they are unusually attractive and striking in appearance. Easy to cut and fit they open up new opportunities to serve your customers as well as to reclaim many of the old unsaleable sets now in your store.

MODEL A . . . . . Dealer's Price **\$2.10**  
Inside Measurements  $7\frac{1}{4}$ "L x  $4\frac{3}{8}$ "D x  $4\frac{3}{8}$ "H

MODEL B . . . . . Dealer's Price **\$2.85**  
Inside Measurements  $8\frac{1}{4}$ "L x  $5$ "D x  $5\frac{3}{8}$ "H

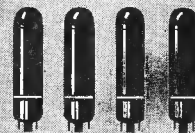
MODEL C . . . . . Dealer's Price **\$3.00**  
Inside Measurements  $10\frac{1}{2}$ "L x  $5\frac{1}{2}$ "D x  $6\frac{3}{8}$ "H

SAVE MONEY—10% discount in lots of six or more

SEND NO MONEY—We ship C.O.D. if desired

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

**VAUGHAN CABINET CO.** 3210 N. CLARK ST. CHICAGO 13, ILL.



## 4 STANDARD TYPES

of Amperite Regulators replace over 400 types of AC-DC Ballast Tubes now in use.

Amperites are real REGULATORS . . . have patented Automatic Starting Resistor which prevents initial surge and saves pilot light. . . . Ask Your Jobber.

# AMPERITE

THE *Simplest* WAY TO REPLACE

# BALLASTS

WRITE FOR REPLACEMENT CHART

**AMPERITE CO.** 561 BROADWAY, NEW YORK, N. Y.



*All-out for Victory...*

to Speed the Day of  
"Unconditional Surrender"

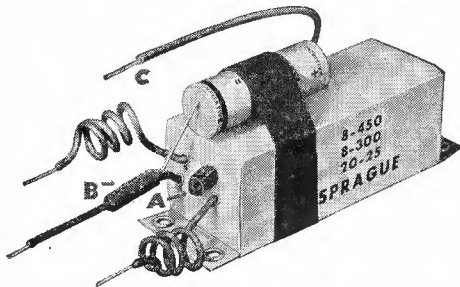
**NOBLITT-SPARKS INDUSTRIES, INC.**  
Columbus, Indiana

**ARVIN**

*Peacetime Products*

**HOT WATER CAR HEATERS  
HOME AND CAR RADIOS  
BATHROOM ELECTRIC HEATERS  
METAL FURNITURE**

**SPRAGUE PRODUCTS COMPANY**



**Correction—THOSE GREMLINS DID IT!**

One of those hard-to-catch typographic errors that make life miserable for printers and advertising men did a "gremlin" job on a recent Sprague Condenser advertisement appearing in this publication.

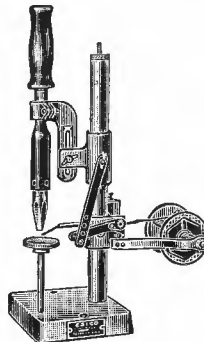
This advertisement contained the accompanying illustration demonstrating how a Sprague UT-8 8 mfd. 450 volt Atom Midget dry electrolytic could be used to replace the 8 mfd. 450 volt section of a 3-section condenser rated at 8 mfd. 450 v., 8 mfd. 300 v., and 20 mfd. 25 v. So far, well and good—but the trouble came when our little pet gremlin mixed up the "B" and "C" portions of the accompanying directions. Actually, they should read as follows:

- (A) Cut lead to defective section and tape end.
- (B) Connect cathode (—) side of Atom to common minus lead of multi-section condenser.
- (C) Connect cut circuit lead to positive (+) side of Atom.

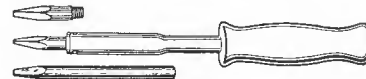
By following this procedure, you'll find that it is seldom necessary to replace an entire multi-section condenser simply because one section has gone bad. Most defective sections can be replaced by using a Sprague Atom of the proper capacity and voltage in the manner illustrated. The Atom can either be fastened by tape to the multi-section container, or simply held in place by means of its sturdy wire leads.

**ESICO**

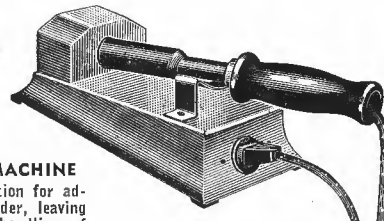
REG. U. S. PAT. OFF.



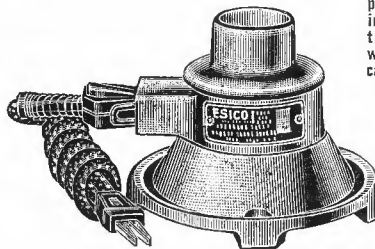
**SPOT SOLDERING MACHINE**  
designed for treadle operation for advancement of iron and solder, leaving operator's hands free for handling of product.



**SOLDERING IRONS**  
are widely used in industrial plants throughout the country. They are designed to withstand the strain of continuous service required of factory tools.



**SOLDERING IRON TEMPERATURE CONTROLS**  
prevent overheating of soldering irons between soldering operations. Irons do not deteriorate when being used. The idle period causes oxidation and shortens life.



**SOLDER POTS**  
ruggedly constructed pots of various sizes designed for continuous operation and so constructed that they are easily and quickly serviced, should elements have to be replaced.

*Write for Catalog*

**ELECTRIC SOLDERING IRON CO., INC.**  
238 WEST ELM STREET, DEEP RIVER, CONN.



**INSTRUMENTS**  
*to Speed Production*

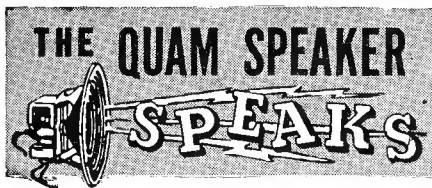
• Monarch's special calibrating equipment, testing and measuring instruments are performing vital services for manufacturers of radio and electronic devices.

Monarch testing instruments have been chosen by many manufacturers for shipment with other equipment, as required by government contracts.

If your problem has to do with testing equipment, special coils, or almost any type of small machine parts, we will welcome an opportunity to consult with you.

**MONARCH MFG. CO.**  
2014 N. Major Ave. Chicago, Ill.





Jim Quam came back from Washington recently. That's not news, he's practically a commuter. But the fact that his news was cheerier does make news! We get the impression that this country is not as confused as our enemies would like to think.

Take our own office. Our C M P experts don't look unhappy any more. Once they went around with deep furrows in their brows, then they took on that resigned, martyred expression—now they carry a pleased, "good job well done" look. The first time I looked at a replacement schedule, manning table and U S E S code book I darned near decided to call the wagon for a trip to a padded cell, but this time a whole new schedule was done in a week.

We'll get settled soon, our country is so big, so powerful and so resourceful, it takes a little time, but the cream always rises to the top eventually.

\* \* \* \*

Jim's assistant, now in actual battle somewhere, writes that the boys are hearing about strikes at home from the Jap short wave radio—and they don't like it! He leaves the impression that if some of us here don't take the war more seriously, we're going to hear from them when they get home, and what they say won't be too pleasant to the ears.

*Allen Stauibund*  
**QUAM-NICHOLS CO.**  
 33rd Place & Cottage Grove, Chicago



### WPB Award Goes to Stromberg-Carlson Man

The War Production Board's certificate of individual merit has gone to Francis E. Pratt, instrument laboratory engineer at the Stromberg-Carlson Co., Rochester, N. Y.

The invention which tests secret communications equipment 32 times faster per unit, consists of a differential pressure gauge, which not only makes a more definite test than has been previously achieved, but also eliminates duplicate handling of the equipment. According to the company, the U. S. Signal Corps considers Pratt's development a real contribution to aircraft communications apparatus.

### Emerson Radio Brings Out Employees' Magazine

The labor-management committee of the Emerson Radio & Phonograph Corp., is now publishing a monthly house organ called the "Emersonian."

The paper has a "vox pop" department devoted exclusively to letters from Emerson workers now in the services, communications from Africa, England and the Pacific being represented in the July issue. All of the material, including editorials and art work is being handled by Emerson employees.

### Majestic Business Booms

During a recent thirty day period, over \$3,000,000 in government contracts were placed with the Majestic Radio & Television Corp., of Chicago, according to E. A. Tracey, president. The month of June saw another sales record established by Majestic, whose president stated that "profits from June operations were several times greater than the total profits earned during the first 5 months of the fiscal year just closed, June to October 1942, inclusive.

### Award to General Instrument

The Army-Navy "E" flag was awarded to General Instrument Corp., Elizabeth, N. J., recently in a colorful ceremony at the Twin City Arena. The event was broadcast over WOR. The acceptance speech was made by A. Blumenkranz, president, and the presentation was made by Col. W. J. Daw, commanding officer of the Dayton Signal Depot.

### Pope Is Re-elected

At the recent election held in New York, H. A. Pope, credit manager of the National Union Radio Corp., Newark, N. J., was again chosen to fill the post of vice chairman of the Eastern Credit Group of the Radio Manufacturers Association.

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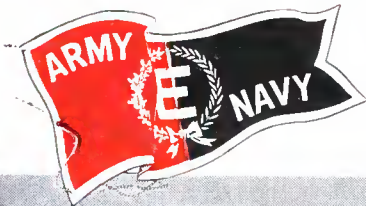
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**ENGINEERING EXCELLENCE AND QUALITY  
OF MANUFACTURE ...THE FORMULA  
FOR A BETTER PRODUCT**

Seeburg engineering excellence and quality of manufacture is best exemplified in the production of these vital and highly proficient types of war equipment ... aircraft radar, aircraft controls, tank communication equipment, aviation training devices, aircraft gun turret equipment and aircraft transmission equipment ☆ ☆ The Seeburg organization is confidently looking forward to the future ... after Victory ... to serving bigger and broader markets with products created and designed for making this a better and happier world in which to live.



\*AWARDED TO THE J. P. SEEBURG CORPORATION  
FOR OUTSTANDING PRODUCTION OF  
AIRCRAFT RADAR • AIRCRAFT CONTROLS • TANK  
COMMUNICATION EQUIPMENT • AVIATION  
TRAINING DEVICES • AIRCRAFT GUN TURRET  
EQUIPMENT • AIRCRAFT TRANSMITTER EQUIPMENT.



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**San Antonio to Duluth**

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**Because** the Brunswick catalog offers the most important new source of sales and profits in phonograph records today. Reissues of great popular music by some of the biggest-name bands ever known in this country. Get your share of the new, faster-turnover business now available through Brunswick Collectors' Series Records!

**DUKE ELLINGTON RECORDS**

- ALBUM NO. B-1000  
("Ellingtonia") List, \$3.50\*
- 80000—East St. Louis Toodle-oo
  - 80001—Birmingham Breakdown
  - 80002—Rockin' In Rhythm
  - 80003—Twelfth Street Rag
  - 80004—Black and Tan Fantasy
  - 80005—The Mooche
  - 80006—Mood Indigo
  - 80007—Wall Street Walk

**RED NICHOLS RECORDS**

- ALBUM NO. B-1001  
("Red Nichols Classics") List, \$3.50\*
- Featuring Jack Teagarden, Benny Goodman, Jimmy Dorsey, Gene Krupa, Glenn Miller, Babe Russin, Joe Sullivan, Adrian Rollini
- 80004—China Boy
  - 80005—Peg O' My Heart
  - 80006—The Sheik of Araby
  - 80007—Shim-Me-Sha-Wabble
  - 80008—Indiana
  - 80009—Dinah
  - 80010—Tea for Two
  - 80011—I Want to Be Happy

**BOSWELL SISTERS RECORDS**

- ALBUM NO. B-1003  
("Connee-Vet-Martha") List, \$3.50\*
- With All-Star Accompaniment including Jimmy Dorsey, Tommy Dorsey, Joe Venuti and Eddie Lang

**CAB CALLOWAY RECORDS**

- ALBUM NO. B-1004  
("Cab Calloway & His Orchestra") List, \$3.50\*
- 80015—Minnie the Moocher
  - 80016—Kickin' the Gong Around
  - 80017—St. Louis Blues
  - 80018—Bugle Call Rag
  - 80019—I'll Be Glad When You're Dead
  - 80020—Some of These Days
  - 80021—St. James Infirmary
  - 80022—Nobody's Sweetheart

**PINE TOP SMITH RECORDS**

- ALBUM NO. B-1002  
("Boogie Woogie Piano") List, \$2.00\*
- 80008—Pinetop's Boogie Woogie
  - 80009—Pinetop's Blues
  - 80010—Jump Steady Blues
  - 80011—I'm Sober Now

**BOOGIE WOOGIE RECORDS**

- ALBUM NO. B-1005  
("Historic Recordings by Pioneer Blues Pianists Playing Their Own Compositions") List, \$3.50\*
- Montana Taylor, Speckled Red, Romeo Nelson, Cow Cow Davenport

**JIMMIE NOONE RECORDS**

- ALBUM NO. B-1006  
("Dean of Modern Hot Clarinetists") List, \$3.50\*
- Jimmie Noone's Apex Club Orchestra, Chicago, 1928 with Earl "Father" Hines at the Piano
- 80023—Apex Blues
  - 80024—Sweet Lorraine
  - 80025—I Know That You Know
  - 80026—Sweet Sue—Just You
  - 80027—Four or Five Times
  - 80028—Every Evening
  - 80029—Monday Date
  - 80030—Blues (My Naughty Sweetie Gives to Me)

**BENNY GOODMAN RECORDS**

- ALBUM NO. B-1007  
("Chicago Jazz Classics") List, \$3.50\*
- Featuring Glenn Miller, Jimmy McPartland, Wingy Manone, Bud Freeman, Joe Sullivan
- 80027—Wolverine Blues
  - 80028—A Jazz Holiday
  - 80029—Muskrat Ramble
  - 80030—After Awhile
  - 80031—Room 1411
  - 80032—Jungle Blues
  - 80033—Shirt Tail Stomp
  - 80034—Blue

**BARREL HOUSE PIANO RECORDS**

- ALBUM NO. B-1008  
("Eight Authentic Solos by Acknowledged Masters of the Style Playing Their Own Compositions") List, \$3.50\*
- Frank Melrose, James P. Johnson, Mary Lou Williams, Alex Hill

**HARLEM JAZZ RECORDS**

- ALBUM NO. B-1009  
("Harlem Jazz, 1930") List, \$3.50\*
- Selected Performances by the First Great Swing Bands  
DUKE ELLINGTON & His Orch. (Cotton Club), DON REDMAN & His Orch. (Connie's Inn), FLETCHER HENDERSON & His Orch. (Savoy Ballroom), LUIS RUSSELL & His Orch. (Saratoga Club)

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